

VARIETY

RADIO DIRECTORY

VOLUME IV 1940-41

SOME PICK BY PROGRAMS...

SOME PICK BY STATIONS...

SOME PICK BY BOTH... BUT



Class TK6555

Book V.3

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And that's why more sales

Before you buy any network, remember this:

Radio listeners invariably choose a particular station or network as their favorite because of any one of these three reasons—the entertainment value of its programs... the quality of its reception... or a combination of these factors.

... programs usually the deciding factor where reception of all net-

ars make work!

because the NBC Red has, and always has had, a majority of the most popular programs, it is the choice of most listeners who choose by programs.

... by stations
In many parts of the U.S. listeners are situated where quality of reception, rather than quantity, is the governing factor in their network choice. And again, most of them pick the Red, for this network has,

Most pick the RED to listen to most!

and always has had, most of the best stations since broadcasting began.

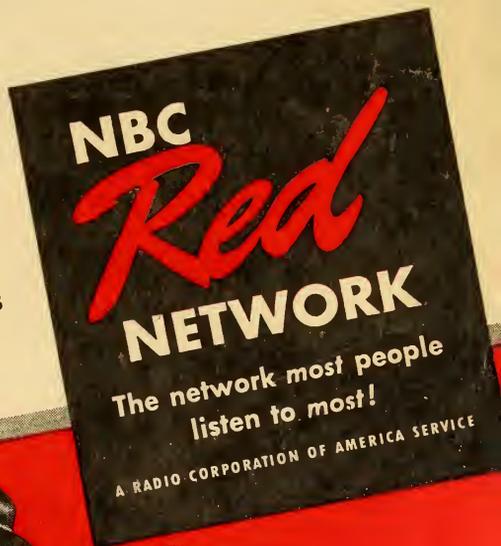
... by both

Then there are many more listeners whose choices are based on a combination of these two all-important factors. And, they, too, choose the Red because it combines leadership in programs and in stations.

This leadership is again plainly proved in radio's first all-county census which, for the first time, probed into listeners' homes in every county in the United States. This significant fact-finding survey shows

that the NBC Red is listened to regularly by 89.1% of all radio listening families and more important, that 41.7% more families prefer the Red than any other network!

In short, this means: more listeners ... more sales. They're both yours on the Red!



NBC
Red
NETWORK

The network most people
listen to most!

A RADIO CORPORATION OF AMERICA SERVICE



VARIETY

RADIO

DIRECTORY

1940 . 1941

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

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FOREWORD

This will undoubtedly be the last volume of this publication which has to do with only one type of commercial radio—the type known as “amplitude modulation”.

In 1941 the broadcasting industry will launch a new kind of transmission, known as “frequency modulation”, to sail the commercial seas alongside the older, present art.

The impending expansion—and all that it implies—is already heralded by numerous developments. Broadcasting expenses have risen enormously. A rush for licenses has begun. And research, always large on radio’s horizon, is already turning more and more from a quantitative to a qualitative form.

It is hoped that this latter development, in particular, is successfully reflected in these pages, and that the material herewith presented (largely through the cooperation of the radio industry itself) will be useful in an era dominated by expansion and transition.

TOMMY RIGGS

AND

"BETTY LOU"



EXCLUSIVE MANAGEMENT

ROY WILSON

444 MADISON AVENUE

NEW YORK CITY

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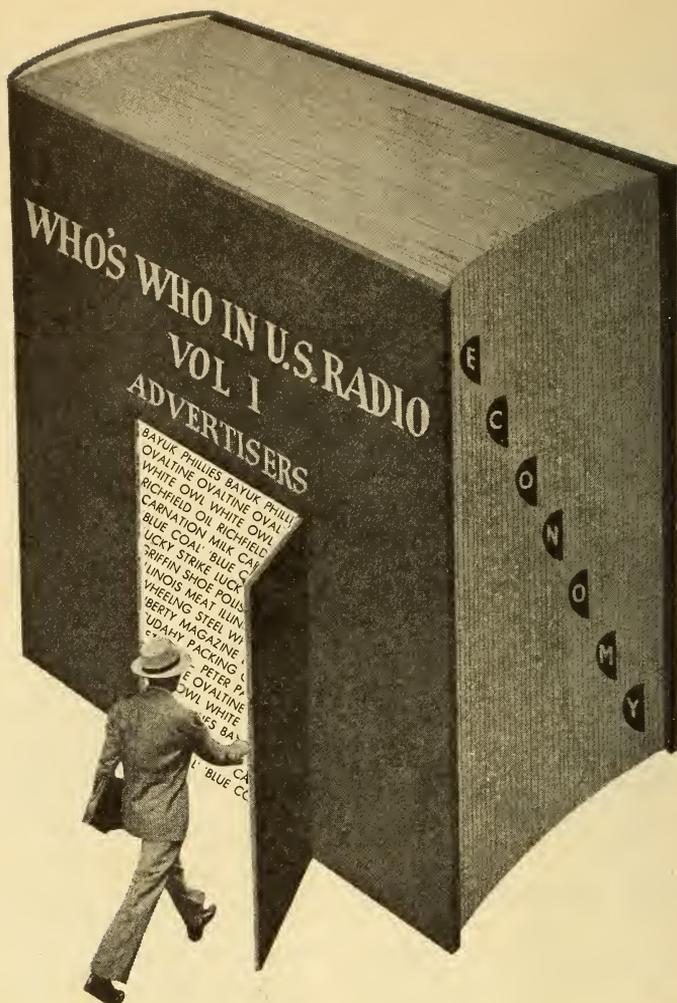
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NO LONGER JUST FOR THE CHOSEN SEVENTY-FIVE

During the past winter, only seventy-five advertisers on all networks were able to afford hookups of 50 or more stations for their products. Significantly, the average weekly expenditure of these was \$8,000 an evening half hour.

Now Mutual's new Volume Plan—by removing the budget barrier that allowed only the biggest to employ large scale broadcasting—opens the way to widespread network success on a modest budget. Seventy-six station coverage of the country, reaching over 200 of the leading 300 markets, is now available for only \$3,438 an evening half hour.

MUTUAL BROADCASTING SYSTEM

WATCH THIS COOPERATIVE NETWORK OF INDEPENDENT STATIONS

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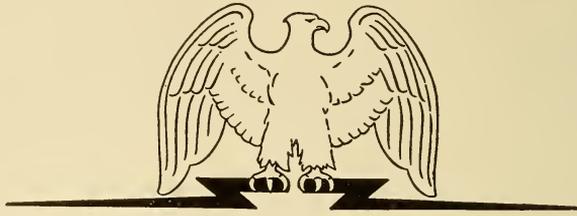
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THE LEADING PROGRAM
SERVICE FOR
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**TRANSAMERICAN BROADCASTING
AND TELEVISION CORPORATION**

NEW YORK

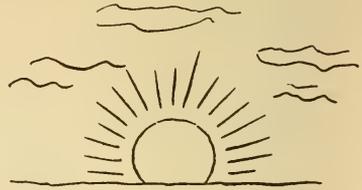
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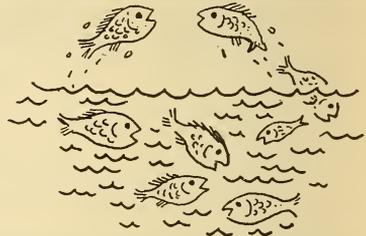
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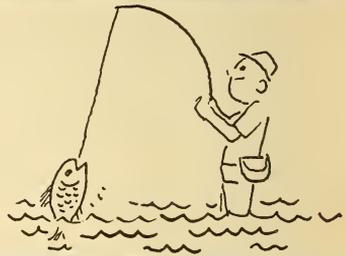
RIGHT TIME



RIGHT PLACE



RIGHT APPROACH



As a salesman, radio yields the best dollars-and-cents return when it is sent at the right time, to the right place, with the right kind of approach. It has proved to be most successful, and most efficient, when used as an integral part of a well-rounded, scientifically planned advertising and selling program.

Continuous, intimate association with every phase of radio development since 1922, and production facilities "on location" in the country's major markets, provide the background which enables N. W. Ayer & Son efficiently to co-ordinate radio with any campaign—national, regional, local.

N. W. AYER & SON, INC.

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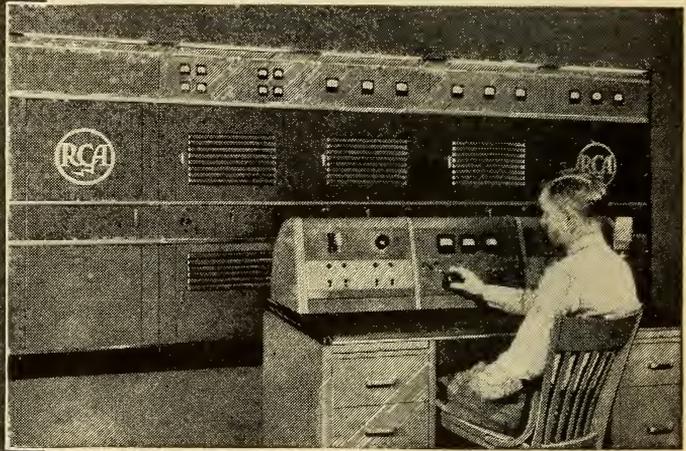
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Offers a complete line of

**RCA Transmitters from
100 watts to 50,000 watts**



To meet the needs of the nation's radio stations, RCA makes two lines of transmitters . . . a de luxe line and an economy line. Both are backed by capable engineering, extensive production facilities, a thorough test system, and an organization recognized among broadcasters for its ability to produce functional apparatus at reasonable prices.

RCA de luxe transmitters offer you high fidelity, reliable performance at low operating cost. They are de-

signed for flexibility that permits you to increase power by adding standard amplifier units to the original equipment. They feature modern, attractively styled cabinets, full metering, circuit breaker protection, and heavy, over-size components.

The RCA economy line of transmitters combine excellent performance with low initial cost and low operating cost.

Whatever the needs of *your* station, it pays to go "RCA All the Way."

Use RCA Tubes in Your Station—for reliable performance



Broadcast Equipment

RCA MANUFACTURING CO., INC., CAMDEN, N. J. · A Service of the Radio Corporation of America

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HOW CAN WE HELP YOU?

After 175 cumulative years in radio and advertising work, nobody knows better than we that successful agency men are the busiest and most hard-pressed group of people in the nation.

That's why we have never believed in the sales efficacy of the big cigar. That's why none of our fourteen top-notch men will ever attempt to "cultivate" you by social visits in your office. That's why the prime purpose of our contacts with you is to *find some way to help you in your business.*

Have you a survey to be made?—a jobber to be lined up in some tough territory?—a test campaign for which you need a personal representative on the spot? Let us go to bat for you! That's the way we work in this group of pioneer radio station representatives.

EXCLUSIVE REPRESENTATIVES

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WDAY FARGO
WOWO-WGL FT. WAYNE
KMBC KANSAS CITY
WAVE LOUISVILLE
WTCN MINNEAPOLIS-ST. PAUL
WMBD PEORIA
KSD ST. LOUIS
WFBL SYRACUSE

. IOWA

WHO DES MOINES
WOC DAVENPORT
KMA SHENANDOAH

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WCSC CHARLESTON
WIS COLUMBIA
WPTF RALEIGH
WDBJ ROANOKE

. SOUTHWEST

KGKO FT. WORTH-DALLAS
KOMA OKLAHOMA CITY
KTUL TULSA

. PACIFIC COAST

KECA LOS ANGELES
KOIN-KALE PORTLAND
KROW OAKLAND-SAN FRANCISCO
KIRO SEATTLE

FREE & PETERS, INC.

Pioneer Radio Station Representatives

Since May, 1932

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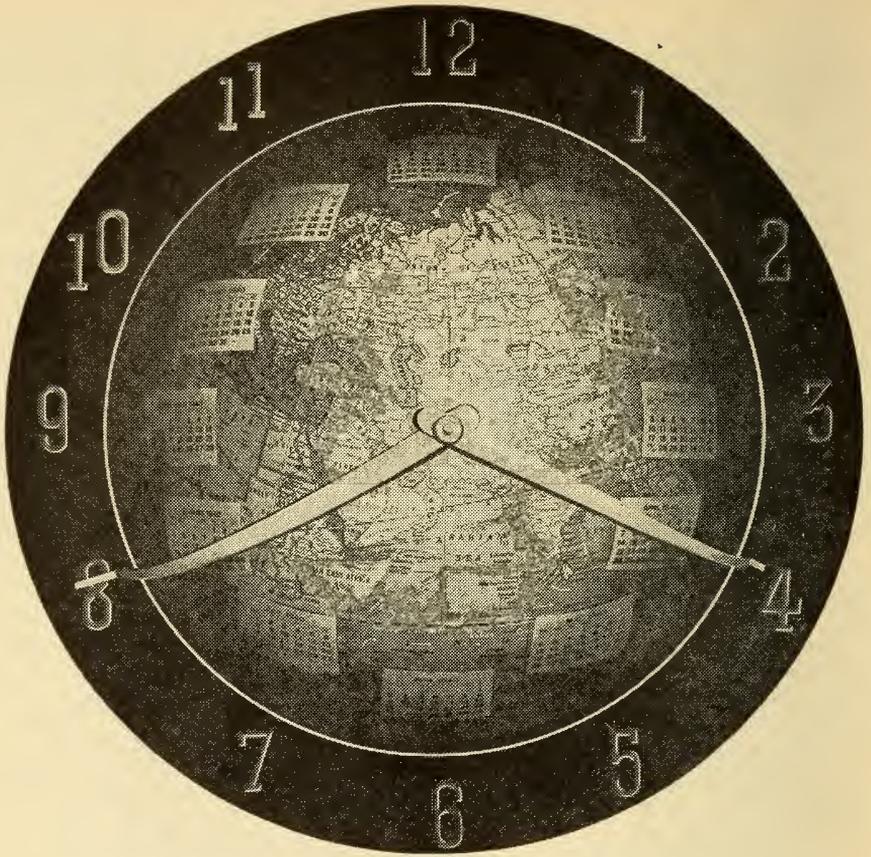
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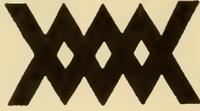
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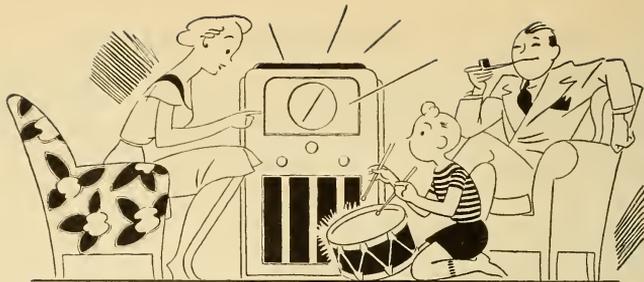
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“Now You May Beat The Drum, Junior ... here comes a Commercial!”

PEOPLE not only do *not* listen for commercials; they will not even listen to them unless they are artfully persuaded that they will hear something worth while.

“Give us,” says one executive, “some of those clever commercials, the kind the comedians get off that will make our radio listeners laugh. I think they’re fine.”

“Oh, no,” replies his associate, “we don’t want that. What we ought to have is a series of talks telling how our product is made.”

There’s a Right Way

Well, aside from the fact that some products can neither be treated lightly in commercials nor handled with too great ponderousness, there are infinite ways of writing and delivering a commercial. Any given way may be excellent for one product, fatal for another.

But in the final analysis, one thing is certain. The real test of a commercial is not, “Does it sound good to you?” nor even “Has it proved an effective type for some other product?”—but “*Will it sell our goods?*”

That the right kind of commercials can do this—that they can convert millions of listeners into *buyers* is a fact of which we in this agency have ample evidence.

For example, a long-established, nationally advertised drug store product was feeling the effects of the general business decline of late 1937. A new radio advertising technique was

developed by this agency and used in the promotion of this product. Result: Spending less in 1938 than 1937, sales jumped 35%. In 1939 the budget was increased 50% and sales have tripled those of 1937. Profits are now greater than at any time in the history of the business.

Successes like this are not exceptional in our experience. Many of our clients have seen their businesses push ahead against what appeared insurmountable obstacles.

What’s the answer? We think that pretty largely it is the ability of this agency to do a *difficult* job . . . the ingenuity, if you will, to find a way to increase sales and profits, regardless of forces and circumstances arrayed against such a performance.

Whether or not you are engaged in a radio promotion now, or are contemplating such a promotion in the future, we would welcome an opportunity to discuss our advertising thinking with you. Simply have your secretary telephone or write for an interview at your convenience. No obligation whatever.

Free to Advertisers

This little book has been called the most enlightening volume on radio commercials ever written. Your name and address on your executive letterhead will bring you a copy free.



RUTHRAUFF & RYAN, INC.

NEW YORK

Advertising

CHICAGO

ST. LOUIS • DETROIT • HOUSTON • HOLLYWOOD • SAN FRANCISCO • SEATTLE

RESEARCH

RADIO AND SALES

FOREWORD

By Edgar A. Grunwald

Perhaps it's a little late to ask the question, but the wistful query persists in popping up: "What did national advertisers get for the \$540,000,000 they poured into network radio since 1927?"

Insofar as such a question arises in retrospect, it's somewhat academic, for the half billion dollars is now irrevocably over the dam. But the validity of the query persists because the original expenditure is not only being followed by an equal parade of dollars, but is, in fact, being accelerated at a high rate. In the geography of media, radio is fast assuming the contours of a mountain range, whereas newspapers and magazines are struggling to keep from settling into the quiet of a plateau. True, radio has had its success stories and/or the belief in them. It has worked up a Hindu fervor among its devotees before and behind the microphone. And it has entrenched itself behind that almost invulnerable psychological rampart—America's love of mechanical contrivances.

But the voice of the auditor nonetheless persists in inquiring whether radio has created a Pied Piper's stampede, or whether the price of a seat on the bandwagon is more than a contribution stimulated by cornets and tambourines. For, after all, there are those on whom the magic of radio has lost its hold. The record happens to show that at least 30 advertisers who boasted "leading" network programs in 1930 no longer use radio, and that two, in fact, are out of business altogether. Patently, radio's power has dimmed in a representative number of instances and, on the face of things at least, has failed several disciples on their deathbed.

The costs and complexity of modern advertising must soon demand an accounting of these matters. If radio is a whirling dervish, the giddiness of its admirers must someday wear off, so an aspirin is better now than after another half billion is spent. If, on the other hand, the medium can demonstrate two vital qualities—ability to embrace all necessary markets at the right price, and the ability to multiply a sales message with maximum conviction and timing—then its future is still before it. But these matters can only be settled by *measurement*. Judgment alone—often the handmaiden of guesswork—is not enough.

Clearly, the stage is set for the final act, in which media research must accomplish the task before it. Some of the groundwork already has been laid—as will repeatedly be shown in this writing—but unfortunately such groundwork has not received the attention it deserves. Still more research is necessary, and still more interpretation must be placed on what has been

RADIO AND SALES—Continued

done, before the high detail of a finished work is obtained. To place what has been done, and what will probably be done, in proper perspective, a few paragraphs of history might prove valuable.

* * *

There is a difference between a medium and a market, as well as a means of correlating the two. Every advertiser knows that today. The point is that advertisers didn't always think about it. Old issues of magazines for the early 1900's show only the barest grasp of the fundamentals of advertising, which means that advertisers didn't fathom the potentialities of the medium or else had only a very rough idea of their market. In either event, it's safe to say that the advertising of the early 1900's often proved over-expensive and disastrous—which might be a clue to radio's early failures.

The first big step in describing the proper relationship between cart and horse came in the second decade of the century. At that time several leading universities made the transition from the study of economic geography (source of materials) to the study of markets (ultimate destination of materials in finished form). The ultimate destination of goods is the consumer. So the consumer got into the spotlight.

Once the consumer was upstage, it was a quick jump from market analysis to media analysis. Consumers learned about some of the products they bought from advertising in publications. The next question therefore was: how many readers do the publications reach?

Pioneers in experiments with circulation measurements were C. C. Parlin of the Curtis Publishing Co. and R. O. Eastman of the Kellogg Co. who, as a buyer of space for one of the leading cereal manufacturers, naturally wanted to know what he was buying. Simultaneously, sentiment was crystallizing for definite statements of circulation. Out of the combined ideas of measuring circulation, and making the results available, grew the Audit Bureau of Circulations, the first great step in media analysis.

It is worth pausing at this point to evaluate what had happened; for as the twig is bent, so grows the tree. Clearly, media analysis was off on the quantitative foot. That is, it dealt with *size* and *size only*. It stated that publication A had X number of readers, but the figure X was not factored. Whether the X readers preferred white paper to blue paper, whether they were in a better mood to read on Thursday than on Monday, whether their eyes followed a printed pattern from left to right or vice-versa—these matters were not cast up for ballot. Preoccupation centered entirely on size of circulation, and therefore the scope of this type of research was limited.

True, the printed media did make advances in their size-research. As years went by, circulations were geographically defined. Details appeared for cities and counties, and from such data advertisers began to draw parallels between places they wanted to reach and numbers of subscribers or newsstand buyers in those future arenas of strategy. From efforts along these lines sprang the embryo of media coordination with markets.

But when radio was injected into this setting, the new medium at once proceeded to demonstrate that quantitative research, for radio at least, is insufficient.

RADIO AND SALES—Continued

Essentially an arm of the entertainment industry, radio immediately recognized the fact that the problem of size is a coefficient of the problem of *quality*. For if Amos 'n' Andy built a huge audience at 7 P.M., the possibility was always there that at 7:15 P.M. the audience would disperse as the coefficient of quality dwindled. The hunt for quantity in radio—that is, a figure X which can be pinned down to any appreciable time limit—proved as slippery as a pellet of quicksilver. Engineers could (and still do) define a potential listening area by electronic measurement, but for many practical purposes this is tantamount to saying we'll have a duck dinner if you bring the duck.

The point to remember about radio research, therefore, is that *sheer quantity is a coefficient of some kind of quality*—be it program merit, program timing, competition, etc., or any combination thereof. Granted only, of course, that the electronic radiation is sufficient.*

Shortly after the first network company was formed, Daniel Starch made an extensive survey, and it is notable that with a true eye to his problem he tried to ascertain, among other things, *what the audience liked by way of programs*. He attempted to depict fluctuations by seasons of the year, days of the week, hours of the day. He probed into geographical, economic, age and sex compositions. And he defined markets, therefore, not merely as rigorously-set quantities, but as possible entities which can be called into being when some *quality* is applied as life-giver. (This type of market research even now has barely begun to reach newspapers and magazines).

Radio soon took further steps in this important direction. Not content with generalities, it began to study individual programs. Set owners were asked to tabulate what they had listened to the day before. Next, researchers began to accumulate this data while individual programs were in the process of broadcast (coincidental reporting). And latterly mechanical devices have been developed to record all programs delivered by the set. Ratings on individual programs began for certain sponsors in early 1929, and a year later the regular Cooperative Analysis of Broadcasting ratings made their appearance.† In the past 11 years, such research has literally occasioned millions of phone calls, interviews, and recordings.

* * *

As the second decade of radio advances, however, the most important job is still ahead.

It is not enough to know about program qualities vis-a-vis size of audience. Radio is not a charitable institution so far as the sponsor is con-

* The problem of a station's signal strength is not being minimized here, but it is suggested that to some extent the problem is minimizing itself. Coverage is better today than it was yesterday, and the elasticity of network hookups can often throw additional stations into a breach of signal strength. All media have some problems of mechanical conveyance, and that factor is therefore separate from this discussion.

†For a discussion of the C.A.B., see pages 94-96. For a resume of its 10-year program, see VARIETY RADIO DIRECTORY, Vol. III, pages 33-151.

RADIO AND SALES—Continued

cerned. The sponsor wants to sell goods. His interest in declaring a Roman holiday for the public is extremely mild.

And the problem of radio research therefore boils down—when all is said and done—to the title of this writing: “Radio and Sales.”

From the outset it must be understood that all the results of salesmanship are not directly measurable. Such an astute authority as George Stockbower, vice-president and sales promotion manager of L. Bamberger & Co. (Newark, N. J., department store) has recently said: “Add up all the so-called sales that you are supposed to be getting from your favorite media . . . I think you will find that there is 80% of the store sales that you can't seemingly account for.”*

But it is a mistake to suppose that methods cannot be devised to measure some of this power.

Borrowing Mr. Carnegie's title, radio's interest in “how to win friends” is merely introductory to its interest in how to “influence people.” And, as stated before, radio is splendidly equipped by history to undertake this qualitative research.

* * *

In asking Archibald M. Crossley, president of Crossley, Incorporated, to discuss “Radio and Sales,” the VARIETY RADIO DIRECTORY had the following considerations in mind:

1. The author has had a great deal of experience in the field of measuring radio sales effectiveness.

2. Although his organization is naturally a competitor of many other research organizations, he has dropped all competitive aspects in assembling this article, and has consulted with his colleagues, urged the use of their charts, and otherwise has attempted to give them full credit for methods and pioneering in methods.

It seems to the editors of the DIRECTORY that such an objective attitude is paramount in a discussion of this type, and that qualification on this score alone is indicative of other necessary qualifications in the field of research—which, if it is anything, is a *profession*.

* * *

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*National Retail Dry Goods Assn. Radio Session, Jan. 17, 1940.

RADIO AND SALES

By Archibald M. Crossley, President, Crossley, Incorporated

I

THE JOB DEFINED

What constitutes advertising effectiveness? What results can an advertiser reasonably expect from his expenditure?

Cosmic as the words "time and space" may sound, there is no mysterious force which works wonders with the advertiser's dollar. The universe of any given market is measurable, and much of the effect of the media upon that market can be traced. In the cold light of facts we realize that the promotion dollar has a well-defined job to do, and that the job has certain limitations.

Two Fundamental Limitations on Effectiveness

First, *no medium can be expected to reach out beyond its own particular market.* While "word of mouth" publicity or dealer merchandising may spread the influence of a medium beyond its readers or listeners, such spread is a plus market, not to be counted upon. The effectiveness of a given medium involves that part of the desired market which it reaches, and how it influences that part toward actual purchases.

Second, *any given market sooner or later approaches saturation of potential consumers.** The extent of market penetration is too little recognized. It is sometimes one of the greatest difficulties with which advertising has to contend. Today, for example, we are practically at the point where all the families who might have radio sets actually have them. Almost every family with a telephone has a radio set, and in cities and towns of 5,000 population or more, about nine out of 10 families have sets. Automobile families are rapidly approaching their limit. Few new family purchasers are available to the manufacturers of refrigerators, electric irons, electric cleaners, and so on. Even cigarette customers are believed to be approaching saturation. Building construction of various kinds has received setbacks from over-extension. Many lines have been moving closer and closer to the situation of such staples as sugar, bread, shoes.

When saturation approaches, given markets are expanded very little through the addition of new consumers. As children get older, as new families are formed, and as the succeeding generation of children arrives,

* *Editor's Note: The reader should bear in mind that the author definitely says "given" market. This is a vast distinction from "total potential market" in the case of many products, although radios and autos, for instance, have almost attained COMPLETE market saturation.*

RADIO AND SALES—Continued

new consumers are added. Increases in income, changes in location of home or occupation, and other transitions make new consumers. Excepting such normal development, restricted in scope, the aggregate of new consumers of a commodity in a given market is likely to be increased in the face of saturation only if some new product-use is developed and promoted.

After *commodity saturation* comes *brand saturation*. After the maximum of soup-consuming families is reached, Campbell approaches its maximum. When the limit of automobile families is attained, Cadillac is moving toward its zenith as a high-priced car in the high-price market. As the greatest possible number of toothpaste users is neared, the number choosing a certain brand for taste is moving toward its top. So in the competition of the brands, the leaders slow down as they begin to reach the numerical outskirts of new customers in a given market.

Aspects of Brand Competition

To expect advertising to find new customers in a well-sold market, or to increase competitive position (in terms of numbers of customers), is therefore sometimes asking too much. Campbell in 1940 probably will increase aggregate numbers of soup-consuming families *in given markets* very little, and total number of Campbell consumers in the same markets comparatively little.

Studies in medium-sized cities show that 12% of the brands of dentifrices used by housewives in an average week account for 85% of the brand mentions. Conversely, 88% of brands divided among themselves only 15% of the mentions. Fifteen percent of cereal brands named accounted for 85% of mentions. Stated the other way, 85% of brands named divided only 15% of mentions. Six percent of toilet soap brands named accounted for 91% of mentions. Ninety-four percent of brands divided 9% of mentions. Five percent of coffee brands accounted for 62% of mentions. Ninety-five percent divided 38% of purchases.

Brand competition in many lines simmers down to a few outstanding leaders, and many laggards. The laggards seldom become leaders, and the leaders normally show small percentages of gain or loss year by year *in numbers* of customers. Note the following percentages of medium-sized city families using certain brands in a typical week over a three-year period:

| FLOUR— | 1936 | 1937 | 1938 |
|--------------------------|------|------|------|
| Gold Medal..... | 22.8 | 24.6 | 26.3 |
| Pillsbury | 17.9 | 18.8 | 19.1 |
| Swans Down..... | 8.3 | 7.7 | 8.1 |
| DENTIFRICES— | | | |
| Ipana | 13.0 | 13.6 | 13.1 |
| Dr. Lyon's..... | 15.2 | 15.8 | 16.6 |
| Pepsodent | 13.5 | 13.3 | 13.4 |
| CEREALS— | | | |
| Kellogg Corn Flakes..... | 18.5 | 18.1 | 17.2 |
| *Wheaties | 10.9 | 13.5 | 14.3 |
| Shredded Wheat..... | 9.9 | 10.2 | 10.9 |

*Relatively new.

RADIO AND SALES—Continued

For each of the brands above, large sums were spent on advertising. Many more such instances might be cited.

Three-Sided Advertising

If, then, after heavy advertising expense, brands often do not markedly increase their total customers *in a given market*, what is the function of advertising? How can large expenditures be justified? Specifically, can a million dollar appropriation pay its way if it adds only a few hundred thousand to the aggregate number of customers in areas of near-saturation?

Three principal functions of advertising appear to be involved in the question of evaluating effectiveness:

1. Creation of new customers.
2. Holding of old customers.
3. Acceleration of buying frequency on the part of old customers.

In the introduction of a new product, in the promotion of new uses of a product, or in the development of new markets, an expansion in numbers of customers may be looked for. That important new markets can be opened by adequate research and promotion, many manufacturers can testify. But for brands already well entrenched in a given market over a period of years, the possibilities of adding new customers in that market are limited. Defensively, the advertising expenditures may be allotted for the purpose of preventing the inroads of competition—that is, to maintain the numbers of customers accumulated over the years. Various examples might be cited to show that drastic curtailment or discontinuance of advertising has been followed by a major decline in sales or in relative sales position.

The full creative function of advertising, however, has not been served when numerical saturation approaches. Beyond the mere defensive holding the gains, a very important new function exists.

Multi-Brand Consumers

When nearly everybody came to own a radio, sales of sets continued to forge ahead because radio-families began developing into multiple-set families. Similarly, homes with bathrooms grew into multiple-bathroom homes—*meaning not new customers, but more sales to the same customer.* Fashion decreed matching shoes, hence *more shoes per customer.* Cereals and other foods developed use at more meals—*again more sales per customer.*

The competitive picture, however, is the most significant. Advertising pits one brand against another in a new kind of competition—the effort to sell a product to a given consumer more often than a competitor sells him.

This competition recognizes the fact that one consumer over a period of months will buy not just one brand, but several. Thus, *several companies share the same consumer.* Wherever the desire for (and the means of satisfying) variety exists, multiple-brand consumers are to be found. The average pantry shelf contains three or more different cereals. Frequently different brands of soup, soap, toothpaste, and so on, will be on hand. To the desire for variety is added the influence of the dealer. A special price or offer, a demonstration, non-availability of a particular brand at a given time—these and many other influences bring more than one brand of a given commodity into a home over a period of a few months.

Consumption Turnover

In the normal course of events, the need for replacement arises. Let us say that for toilet soap some purchase is made once a week by a certain class of families. Using loose terminology, let us refer to that as "Consumption Turnover for toilet soap of four times monthly." Due to a combination of influences, the typical consumer in this group may buy Camay one week in the month, and Lux three weeks in the month. We may thus refer to the Camay Consumption Turnover as one per month, and the Lux Consumption Turnover as three per month. The ideal for either would be four. Therefore the major job of promotion campaigns all along the line (including selling and merchandising, dealer relations, advertising, etc.) is to get as near to the Consumption Turnover of four as possible.

In such competition radio enjoys distinct advantages. If most purchases of a given commodity occur on a Saturday morning between 10 and 11, radio provides the means to reach the consumer on Saturday at 9:30, or at any other time. *Radio provides not only a time close to the time of purchase, but it offers a day-by-day reminder.* With the growing number of radios in stores, broadcasting even provides controlled point-of-purchase salesmanship. Radio's selling is viva-voce, personalized, direct.

The directness and timeliness of this tie between seller and consumer is reflected in efforts to measure sales effectiveness. If a store announces a certain sale exclusively via radio, and a few hours later hundreds of customers come in who could not otherwise have been influenced, the selling power of the announcement is self-evident. The sales accomplishment of the Ford Sunday Evening Hour, however, is far less easily measurable. The job of the Ford program is to build goodwill over a long period so that when the need for a new automobile arises, Ford will be thought of and accepted.

Listening and Buying

In both cases, means are at our disposal to measure the act of listening and the act of buying, and to relate the two. We can ascertain what families listened when, and how many times over a period, and what purchases they made. The problem will not usually be as simple as that of the store mentioned above, nor will it usually be as difficult as that of the Ford Sunday Evening Hour. There will be the complications of advertising in other media, of word-of-mouth publicity and of dealer recommendation, of long-standing habit and of many other influences. But in some cases, at least, there are ways of minimizing these complications. In general, the nearer we can bring together the first sales impulse, the actual sale, and the interview, the easier our problem becomes. Hence, ordinarily it is less difficult to measure effectiveness for rapid-turnover items than for slow-turning items.

Much of sponsored radio time covers rapid-moving goods. So the opportunity exists for exploring into sales effectiveness measurements in the light of (a) new customers, (b) customers retained in the face of competition, (c) competitive rates of buying frequency. Thus, our job takes form.

II

THE TOOLS AT HAND

In the evaluation of sponsored radio broadcasting, the three principal dollars and cents factors with which we have to deal are: (a) talent, time and miscellaneous program costs—known factors; (b) audience size—shown by the Cooperative Analysis of Broadcasting and Hooper reports; (c) audience buying actions—which have to be studied individually.

One of the most serious causes of reduced sales effectiveness is unearthed when a market analysis shows the receptive market to be in one group, and an audience analysis shows the program appeal being made to another (wrong) group. There are numerous examples of such misfits. The classic example is the case of a cigar program, well liked by women, and not by men.

Less serious, but much more frequent, are the misdirected programs which hit the proper market but concentrate most of their fire wide of the market. In this category we have many instances of programs intended for low income groups but using upper-income-group appeal, or conversely. Then there are programs misdirected in their appeal to certain age groups, population groups, and so on.

In order to sell goods, the first step is to reach properly the market which consumes the sponsor's product. Hence, sales results are affected by variations in the listening habits of the desired market.

The Cooperative Analysis of Broadcasting was early described as an effort to answer the question: "What programs continue to entertain and influence their proper markets in adequate measure to justify investment?"

This service has proved that one market will listen at different times than another, one will listen more than another, one will prefer different types of programs than another. Following are a few of the highlights of the variations, which bear upon sales effectiveness of programs insofar as maximum desired audience is concerned.

Sectional Variations

The time differential brings about entirely different competition for the listeners' ear, and different conditions on the Pacific Coast from those on the Atlantic Coast. An evening program in the east, unless rebroadcast, may be subject to afternoon conditions in the west. Geographical sections vary also according to different types of activities, recreation, and working hours. Prevailing climate also has its effect.

Population Groups

The large city audience normally runs lower than the rural audience in the daytime, while the reverse is true in the latter half of the evening.

Time of the Day

The composition of the audience shifts by parts of the day. Certain hours are particularly good for reaching women, others for children, and so on.

Days of the Week

In general, weekday listening habits vary little. Sunday listening apparently has been improved considerably by the use of that day for certain

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popular types of programs. Weekends are apt to show considerable variation from weekdays in summer, but not so much variation in winter. Effectiveness may be increased for some products by selecting a day of the week closest to normal shopping time.

Income Levels

A tendency exists for greater use of a radio set as the income scale is descended. On the other hand, the middle and upper groups will ordinarily have more and better sets. Mechanical recorders show many instances of long hours of set-use day after day by low income levels. Comparisons with interview data, however, indicate that there is a lesser degree of attentiveness in these levels. Upper income groups buy differently than lower income groups, and must be appealed to differently. This variation is caused by variations in purchasing power, as well as by variations in taste. Program appeals must be gauged to follow divergencies in entertainment likes and dislikes, education, shopping habits, and so on.

Seasons

In some cases, summer slumps appear to be overrated. A tendency has existed to let such slumps run their course without combative effort. Where the slump cannot be averted, or can only be averted by heavy expenditures, then off-season promotion can hardly be said to be effective. In other instances, summer advertising maintains continuity of appeal, and fills up unnecessarily deepened valleys. The situation is different today than it was before the advent of good summer programs, improved receivers, automobile and portable radio sets. Today the summer shows a falling off at certain hours and generally shorter listening periods, but no considerable drop in total audience. Effectiveness in terms of audience size depends in summer, more than ever, on the time of the day chosen.

Frequency of Appearance

Program frequency is an important factor in the entire effectiveness question, but has not been adequately studied. New techniques are making such studies possible. Back in 1923 Starch raised the question as to whether it would be more effective for an advertiser to use a magazine page every two weeks instead of a double page every four weeks. But 17 years later the vital question remains practically unanswered. Only preliminary work has been done to measure the relative value of a person hearing a program twice in a week, versus that of two persons hearing it once.

Duration

Several hour programs recently have changed to half-hours. Information is available to show the effect on audience size, but not variations in sales effectiveness.

Position

If a program immediately precedes or follows a very popular program on the same station, it will gather popularity from its neighbor. If competing on other stations with an established popular program at the same hour, its audience size, and possibly effectiveness, is apt to be reduced.

Station Schedule

Programs, not stations, build audiences. The listeners will switch from one station to another to receive the programs desired. But if one station consistently carries more desired programs than another, a certain habit will develop toward that station when in doubt. Some stations add very little of the desired market to the total per dollar of cost, others add a great deal.

Type

Preference varies by market groups, and by years. The rating services show band-wagon tendencies, and the glutting of the air with too many shows of the same type to general disadvantage. Hence, popular favor tends to shift frequently. Audience participation programs probably run higher in sales effectiveness than do pure entertainment. Big names are not necessary for success, nor can costly programs be counted upon to click. Undoubtedly some programs could do as good a job with less expense. Lists of high-rated programs contain many without prominent personalities. Many big names have fallen from favor, and many have been built by radio.

Numerous opportunities are provided to make use of the rating services in studying sales effectiveness. As both the C.A.B. and Hooper services are confined chiefly to the larger cities where the networks compete fairly evenly, it is not possible to set up an absolute audience of so many million persons in the entire United States, and to compute cost-per-listener. But it is possible to observe trends in selected cities, and to note what listeners do when a program choice is available. As records date back for nearly 11 years, program performance can be studied relatively in many ways. Frequently, after three or four months the trend can be forecast to some extent. Low first ratings are less important than the rate and consistency of upturns. A program starting high with considerable build-up, and advancing rapidly, may reach the ceiling too soon, whereas a program that starts moderately and climbs moderately, but steadily, may last a long while. Sooner or later programs may be expected to die of senility. The sponsor who seeks maximum effectiveness will do everything possible to revitalize or change the program before old age sets in. Low first ratings may be due to a bad hour of the day or to abnormal competition. Some programs start low in summer and work into a strong competitive position by fall. Some, like "Information Please," may command only moderate averages, but rank high in the desired market.

Audience size, however, definitely is only one step toward sales effectiveness. For a program to result in a buying action, it must command attention, and programs vary all over the graph-paper in attention-value. Furthermore, the commercial must command attention. To obtain such attention sponsors sometimes run contests or special offers, or use programs of an interrupting type instead of music and other types that can be heard subconsciously. One of the most popular programs on the air today is generally recognized as much less of a sales-builder than its less-popular predecessor.

Mechanical recorder tapes show three distinct types of listeners: (a) The Restless Type, shifting continually from station to station, and hearing only parts of programs; (b) The Let-it-Ride Type, with the set tuned to the same station for many hours; (c) The Middle Type, selecting programs as desired. It is not at all uncommon for a recorder tape to show a set on almost continuously from early morning to late evening, with comparatively few shifts. When such tapes are compared with interviews made shortly after the end of the pro-

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gram, it is possible to separate the programs of high attention value from those of low attention value. The extent of this inattention is demonstrated by numerous coincidental surveys showing one out of five so-called listeners unable to name the program, and one out of eight unable to name either the program or the station, at the time of the call. One study of what listeners were doing while an evening program was being delivered showed over 50% playing bridge, reading, or engaged in other attention-diverting occupations. Another study showed as high as one out of four sets in operation for 10 minutes or more when no one was in the room.

Thus, the regularly available rating services take us to the point where effectiveness can be measured in terms of relative numbers of set-owners paying attention to the program and able to identify the sponsor. These are the numbers of impressions created. If the program has made an impression, then it has done one very important part of its selling job. Between the time of the impression and the time of actual purchase many things may happen to alter or to obliterate that impression. The study of the buying action when it comes, brings up new problems.

III

STUDIES OF BUYING ACTIONS

To ascertain the extent of the work already done in studying the results of radio broadcasting, a letter was sent to a carefully selected group of major sponsors and their agencies. The companies replying to this letter spend many millions of dollars annually on time and talent. Yet, with only a few exceptions, they have done little or no analysis of this kind. The exceptions, however, are notable, in that they indicate that at least in those instances a fairly definite effectiveness has been found. In only two or three cases have advanced techniques been employed.

Some of the Difficulties Charted

One very well known advertising manager pens a word of caution after extensive use of radio:

"In our opinion, it is a mistake to use extravagant examples of the success of this or that kind of advertising in effecting sales of a particular product, for the product itself is the dominant factor in achieving success, and advertising is but *one* part of an involved operation . . . Securing the public confidence, which has so much to do with success, is not accomplished over night."

There is perhaps no better way to begin a discussion of the best means of measuring sales results. Barnum's famous sign, "This way to the Egress" produced results immediately, but people do not sit before radio receivers as they walk along Midways, eagerly awaiting the next new experience. Most of the products covered in the commercials are familiar, and while the threat of the Martians may clog the roads, the usual advertising announcement cannot be expected to build some overwhelming impulse.

"This warm evening," says a voice, "why not go down to the corner, or telephone, for some Breyer's ice cream before going to bed." Or in the morning a store may announce a particularly attractive sale. That is just about as far as the buying impulse can ordinarily be extended.

Many commercials are purely reminders. Probably most announcements

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are essentially so, varying only in degree. At one extreme is the very brief time or weather announcement, and at the other is the plug which ordinarily covers some characteristic of the product—a claim repeated over a period, such as “dated coffee,” etc. Lacking photographs, color or layout, the radio commercial must rely upon a well-spoken and well-worded, very brief message. Its effectiveness therefore may depend more often upon constant timely reminders, plus the goodwill arising from the program, than it does from a greatly aroused buying impulse. That it creates an *immediate* impulse under certain conditions is well-known. Radio contests and special offers have achieved almost fantastic mail returns, but taking part in a contest is quite different from buying a brand of soap because it has been advertised on the air. Many factors are involved. Radio may accomplish an outstanding job, only to run afoul of stiffer competition in some other buying influence.

Many of the letters received point out the difficulty of separating the effects of the different selling influences.

“We carefully watch the sales records of the individual products featured,” says one prominent manufacturer, “but it is quite difficult at times to single out the exact results secured from any one medium of advertising when the use of that medium is a part of a well-coordinated plan involving other media. We know, of course, that there is a very distinct relationship between the audience which a program has and the results obtained, but such factors as time, frequency, program types and character of commercial announcements are so interwoven with competition that it becomes very difficult to isolate these considerations and point to a general result that can be reliably expected.”

The need for more conclusive information is pretty generally pointed out in the letters. “We don’t care how many people listen to our program,” says one official, “provided they produce enough business to make them a paying proposition. Some of the programs with the biggest listening audience are very ineffective when it comes to actual sales.”

“I am not satisfied,” says another, “that the public rating of a radio program’s popularity is always indicative of its selling force or lack of it. It is very hard for us to determine what credit radio must be given for the success of the different sales promotion campaigns we have operated. We believe it is effective, but would not be able to say how effective unless we dropped radio entirely and compared sales figures over a comparative period with and without radio.”

Recognition of the need for effectiveness data has led a number of companies to undertake experiments. As one middle-western manufacturer put it, “we try to find out what makes the wheels go around.”

Sales Curves as Indicators

Mostly the first analyses have dealt with general sales trends. The International Silver Company permitted publication by CBS of a letter in which the following statement was made:

“Radio sold so much International Silver that we were able to trace the specific effect of our program on our business—a very difficult thing to do in the silverware industry, inasmuch as our product is distributed widely and purchased from the wholesaler by the small dealer. Our wholesalers’ business increased very appreciably while we were on the air, and increased on the combinations we featured in the broadcast. These were expensive combinations, so

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it is fairly apparent that radio can sell high-priced merchandise. Our sets were retailing at \$59.50 and \$89.50."

The advertising manager for a company on the air a number of years, tells about efforts to measure actual sales results:

"The nearest approach we have reached to an actual study has been to lay down from time to time the force of our radio program, as we know it from figures furnished us by networks and other sources, against sales conditions in various territories throughout the country. Sometimes this doesn't seem to prove very much. On the whole, however, the picture has for years been so satisfactory that we have been content with our radio operation. Our picture is complicated by the fact that since we started using radio, we have introduced new products and . . . have greatly augmented our sales organization . . . Just what part radio has contributed to our success is certainly a question which we cannot attempt to answer with figures. We have no doubt that radio has helped our sales greatly. We have reason to believe that our present program . . . is the most effective radio show we have ever had on the air . . . a better sales maker."

An advertising agency writes:

"The most careful and resultful checking which we have done was for a retail store. Complete control of the outlet was easy to obtain. Sales results were weighted week by week for seasonal fluctuations to compare with previous years. The main purpose was to determine the most effective use of one-minute time from a copy point of view."

Special Offer Responses

A number of letters refer to special offer responses as effectiveness indicators. A maker of household products reports:

"It is noteworthy that our greatest progress dated from the inception of our radio activities. We seriously question whether (our product) would have risen to be the leading seller as rapidly as it has were it not for the support of radio. On the other hand, during this period of exceptional growth, we greatly intensified our magazine advertising. The only studies which we have made of radio effectiveness have had to do with responses to sample offers and, in one instance, a prize contest."

An Eastern advertising agency gives a few examples of the use of test offers: "In one market, a special sports broadcast of a locally important football game was tested by the inclusion of a specially priced article in the commercials, good for the following day only. In another case a contest program, run on a test basis, was tried in three medium-sized markets. Check, conducted over a three-week period, was made through analysis of a number of entry blanks requested by the public from various retail outlets in which the client's product was distributed."

Merchandising tie-ins are discussed by another agency in reporting the experience of a company which for three years has used no consumer medium other than radio. This company is in the food industry and features recipes. Detail men call on dealers each week with a sales story built upon the week's recipe. Thus, the program and the merchandising are used to impel activity on the part of the grocer. This agent goes on to report other examples of premium merchandising, and then concludes: "Frankly I feel that the sales power of radio can be measured only where its effectiveness as a medium can be completely isolated."

The Isolation Principle

Two letters from advertising agencies show how the principle of isolation has been applied. An Eastern agency describes a temporary sectional limitation on a radio network. A decided sales increase took place in the territory where the program was broadcast, while a decline took place in other areas. The result was considered so clear that the following year, the network was expanded to cover all territories. In another instance, the same agency studied relative attitudes toward company name by comparing two groups—listeners and non-listeners. In the former group the favorable attitude was found to be 20% more prevalent.

A Western advertising agency makes direct use of Cooperative Analysis of Broadcasting data. Names of persons interviewed in this service were classified as listeners and non-listeners according to the data obtained on specific days. Equal quantities of names in each classification were then sent a blind letter requesting information on the use of various types of products, with an enclosed reply card. The name of the client and any possible connection with radio were carefully concealed. "This technique was used on three different occasions from six months to one year apart, and in each case the use of the advertiser's product was considerably higher in listener homes as compared with non-listener homes."

Dealer Inventories

Two letters from manufacturers refer to the Nielsen Food and Drug Index as a guide to retail sales competition. One company says:

"Over a period of years . . . in our case . . . variations in sales are more closely associated with the amount of radio advertising we do than with any other medium we use. An increase in radio expenditures will show an increase in sales about 60 days after the increased expenditure starts, and a cut in radio expenditures will show a drop in sales about 60 days after the cut goes into effect. It does not necessarily follow that the increase in sales justifies the increased radio expenditure, nor that the decrease in sales is in exact proportion to the decrease in radio expenditures. But the fact remains that sales and radio expenditure lines follow each other fairly closely with a lag of about 60 days in either increase or decrease."

Referring to the difficulty of measuring the selling power of radio when many media are used, this manufacturer observes that after fumbling with several different programs, one was found that seemed to be producing results, but such results could not be attributed directly to radio at the time because the effect of a price reduction had to be considered. The program was tried out in one city, and sales mounted after a few broadcasts, with considerably greater increase than appeared in the remainder of the country. Extension to a few other cities, a few months later, was followed by outstanding sales growth in those cities. The program was therefore put on a national basis. "Today," says the executive, "it would be much harder to check, because the various other advertising activities would undoubtedly throw out of balance any estimate we might make. We believe, however, that our early experience gives a very fair measure of value." Sales went into millions before any major form of advertising other than radio was used.

This same company made several specific experiments with types of programs and schedules. A test involving changed time of broadcast was found to increase the audience only slightly. Duplication of audience achieved by two programs was studied on the basis of time and talent cost.

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The other manufacturer compares audience rating services with retail sales services. "If the program is getting an audience and the consumer is buying more of the product we conclude that the radio program is selling the consumer. With us, more frequently than not, the radio program is the bulk, if not all, of the advertising on the product.

"While we have discontinued programs, changed to other types, changed from evening to daytime, changed time spots, length of broadcast periods and practically everything else—as a result of our conclusions, I doubt that these changes were made because of any particular set of facts, but as a result of the complete judgment in which those facts obviously played some part . . . We have not yet found the ideal formula."

What the Networks Have Done

The National Broadcasting Company provides a collection of data of different types. Canada Dry sales are reported to have increased 9% in the first seven months of "Information Please" on the Blue Network. A survey by C. E. Hooper showed four out of 10 Winchell listeners as Jergens' customers (see pages 92-93), while only 10% of non-listeners were reported as using Jergens. About a million football guides are distributed each Fall to listeners driving to Cities Service filling stations and asking for them.

The Columbia Broadcasting System has devoted considerable attention to the isolation principle. As far back as 1931, and again in 1932, Columbia presented the results of studies by Prof. Robert F. Elder of the Massachusetts Institute of Technology. The first report described three methods that were considered and rejected:

1. Sales figures before and after broadcasting.
2. Consumer inquiry as to what form of advertising influenced purchases.
3. Audience mail analysis.

The plan that was used called for isolation of a group of people who did not possess radio sets, from set-owners. The non-owners were taken as immune to the effect of radio advertising, but exposed to magazine and newspaper advertising, etc., to an equal degree with other people. Purchases of set-owners and non-owners of the same income level were compared, thus measuring the specific effect of radio advertising, the only factor not common to the two groups.

A questionnaire was mailed to selected groups in two cities, asking for the names of brands used in the home, magazines read, whether a radio was owned, and about how many hours per day the set was in use. Categories of goods selected for study were chosen as articles in common use, with rapid-turnover characteristics, common to various financial levels, and heavily advertised in other media. Resulting data were analyzed to compare brands used in radio-homes, radio homes using sets three hours or more per day, and non-radio homes.

In 1938 Columbia presented an analysis of its rural audiences, based upon a survey conducted by the Hooper-Holmes Bureau, Inc. Numbers of products were checked in the rural homes, and correlated with average hours of daily listening (see page 73).

In 1939 CBS carried on a two-fold isolation study through Crossley,

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Incorporated, for a food advertiser. Two major markets were chosen in which all sales and advertising factors were directly comparable except for radio. In both the city where the program was heard and the city where it was not heard, store inventories on the sponsor's product were taken each week for a month (see page 74). For each 100 units of sales in average stores in the non-radio market, 188 units were found in the radio market. Furthermore, in the radio market, set owners were divided into those who had heard the program and those who had not heard it. Among listener families the use of sponsor's brand to the next competing brand was 181 to 100, compared with a ratio of 107 to 100 among non-listeners. Among regular listeners the ratio was 336 to 100 compared with 159 to 100 among occasional listeners (see page 75).

In 1940 Columbia conducted another study for a pharmaceutical manufacturer. Coincidentals, personal interviews and home inventory checks were made. Two groups of 539 families each were obtained, alike on the basis of family size, income, etc. Both groups also had practically the same magazines in their homes. Regular listening families were found to have stocked the sponsor's brands in much larger proportions than non-listening families (see page 91). Listening-families able to identify the sponsor made a better showing than those not able to identify the sponsor.

Columbia now has in process of completion an extensive series of studies of sales effectiveness embodying advanced principles.

Experiments by Others

In 1936 tests were conducted by this writer's organization on a group of programs aired the same evening. Interviews the following morning made possible the separation of those who had heard each program the preceding evening and those who had not. In the group of non-listeners a further separation was made to indicate those who had not heard the program the preceding evening, but had heard it previously. Follow-up consumer interviews showed brands purchased in the two weeks since the evening covered. The results in each case demonstrated a better competitive position for the advertised brand among those who had heard the program on the specific evening (see pages 67-72). Since that time a number of studies have been conducted comparing the purchases of listeners with those of non-listeners.

IV

WHAT THE EXPERIMENTS HAVE TAUGHT

The isolation principle appears to have stood the test of time. It is a basic principle of medicine and chemistry, and works equally well in media research. Prof. Elder's original technique, however, would not work so well today because a different set of conditions would be faced. Today the non-set-owner is difficult to locate, and in some income levels and population groups he is like a needle in a haystack. Since 1931-32 we have learned, too, a great deal about the limitations of ordinary mail returns, and about the ability of the average person to state accurately and completely how much he listens and what he buys.

As stated in the first section of this article, we have also found that what

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a consumer buys or has on hand at a given time does not by any means make that person an exclusive devotee of that brand. To a very large extent the American people are Multiple-Brand Consumers. Mrs. Jones may buy only one brand at a time, and continue as a purchaser of that brand for many years, and yet within any period of a few months she may switch *temporarily* to another brand.

Rapid Turnover vs. Slow Turnover

The problem of effectiveness measurement varies with the rapidity of turnover of the product. This is true for several reasons. First, fast-turnover articles are apt to be lower-priced than slow-turning commodities. Hence, the buying impulse is apt to come about with less deliberation because not so much is at stake. Second, while sales stimuli may be at work over a long period for all types of goods, the active interest in the purchase in the one case extends over a few days or hours, and in the other case over months or longer. Thus, the purchase of an automobile is something usually considered as much as a year or more in advance. On the other hand, in the case of a new cleanser, the housewife may not even be intending to buy, but a dealer's sales talk may start and end the transaction in three or four minutes. If an investigator were standing nearby at the time, the principal buying motive could be ascertained. But in the case of the purchase of the automobile, only the finally deciding motive could be obtained on the spot, and even that might not tell the whole story.

Perhaps the two most important problems are:

1. How to separate sales influences.
2. How to time and what to do about the "incubation" period.

Even in the case of the cleanser referred to above, the actual incubation period may have dated back some months. Mrs. Jones may have recognized the name "Scourclean," for example, as something which a neighbor had recommended, or in some indefinable way it may have developed a brain association with a window display passed a number of times, or recalled an advertisement in a magazine some time back. The seed of acceptance thus may have been sown weeks or months previously.

Duration of the Impression

The seed, however, must be nurtured. Its productivity depends upon the way it is combined with other elements. The first favorable impression may be expected to last only so long, the duration depending upon the intensity of the impression and the importance of the decision which must be made. When a large amount of money is involved, little things are apt to assume importance in a receptive mind. On the other hand, when the purchase is more or less casual because very small sums are required, and the commodity is bought frequently, no ordinary stimulus will last very long. The impact of any message, however disseminated, is apt to be light—hence of temporary power.

In measuring sales impulses, it is apparently not necessary to go back to the earliest stimuli, but for slow turnover commodities, it is advisable to go farther back than ordinary memory serves. What actually sells a slow-moving item is often a long series of stimuli of different kinds. Rapid-turning lines seem to be sold either by a stimulus close to the time of purchase, or by

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a repetition of stimuli, or by a combination of the two. In both cases *regularity of exposure* to one or more stimuli apparently plays an important part. If it were necessary in every case to trace the very first buying impulse, then the time of "incubation" would be a very difficult problem.

Separation of Sales Influences

Now, in this need for *regularity of any given stimulus (or set of stimuli) to produce regularity of purchase*, we have a clue to the separation of the different sales influences, because in an individual case only certain influences are regular. One of these is the product itself. If its performance is completely satisfactory at an acceptable price, then the product is its own salesman. If a change is made in the product or in its price, then the incubation period for that stimulus starts as soon as the change is known to the consumer.

The first job in the separation of sales influences is to divide off the constant influences from the variables. The product sells itself only in repeat sales. The first "sale" may be a free sample, but if the sample is used, then sampling (a form of advertising) was responsible. In the case of repeats, the sales influence of the product is normally a constant. If it is changed in some considerable respect, then it becomes a variable.

So also with price, packaging, distribution. So long as there is no change, the influence of each of these is a constant.

Reducing Variables to One

Variables occur most often in some form or forms of promotion. Some of these forms run along month after month, even year after year, in about the same manner. *When it happens that all the sales influences are constant except one, and consumption factors are unchanged, then rises or declines in sales appear to be brought about by that one factor.* In that case, it is frequently possible to measure the effectiveness of that one influence by observing the sales curve before and after the change has been made. The task, of course, is still simpler when only one form of advertising is used.

Unfortunately, however, the question of constant versus variable cannot be confined to any brand being studied. In the tug of war between brands, Brand A may rise or fall without a change in any sales or consumption factor. A competitor may put on a drive, cutting into the sales of Brand A. Or the competitor may seriously weaken his own activity, thus by default permitting Brand A to forge ahead. It will readily be seen, for example, that Cities Service sales may rise because another oil company withdraws from key locations, or raises its price, or lowers its quality, or weakens its advertising campaign.

The second job in sales influence separation, therefore, is to find areas in which all of the principally competing brands have just as many constants, and just as few variables, as possible.

The third job in measuring radio effectiveness is to find in those areas *two groups of people which are alike in all respects except one.* Group A has definitely been exposed to the radio programs for this particular brand, and Group B has definitely not been so exposed. Both groups are divided the same way as to city-size, income level, availability of dealers and service, price, competitive factors, and exposure to other forms of promotion. Thus, the only point of difference becomes exposure to the program.

Isolation of Listeners Only One Step

But this does not complete the job. If it should happen that the Exposed Group shows a better competitive picture for the advertised brand in terms of brands on hand or recently purchased, we still are unable to evaluate adequately the effectiveness of the program. We do not yet know exactly what the program has accomplished. The only final answer lies in a more detailed study of the relationship between listening and purchasing.

What is the program intended to accomplish? And how much could it reasonably be expected to accomplish? Before we begin forming opinions on effectiveness, certain basic facts must be recognized:

1. *We probably can never take the full measure of effectiveness.* The program affects more people than just those who listen to it. It may impel dealers into greater activity either through their radio sets or through salesmen's portfolios and other merchandising. It may create word-of-mouth endorsement for a product. Thus, a program has "passed-on circulation" similar to that of a magazine. Contest results indicate that many non-listeners send in entries, impelled to do so by a recommendation.
2. *The program usually cannot take the full credit for a sale to a listener.* Nor can any single broadcast normally be expected to produce much in the way of active buying stimulus. Barring a special offer of some kind, the actual sale is apt to result from a combination of factors—at least from a series of stimuli of the same kind.
3. *In view of these first two points, effectiveness measures will probably never be absolute*—certainly not until techniques can be developed much further. Instead, they must be considered in terms of what we call "increments." In loose terms, an "increment" is something added on by a given circumstance. In this case, the circumstance of listening to the program would be expected to add to the listener group some increment over and above what would be found in the non-listener group.
4. *The program can only add new customers if there are new customers to be added.* If a brand is near its saturation point in customers, then less can be expected of radio than would be the case if there are new markets to develop.

The cold light of facts, therefore, dictates that for many programs the *non-listener group* will make a good competitive showing for the brand under consideration, and the standing of the listener group may not be enormously greater. In one study a long-established staple was found to be used by over 80% of the people who could not have heard a recent program for that staple. Obviously, the increment added by the listeners could not bring the figure much higher than 85%.

How, then, can radio (or any advertising) justify large expenditures?

Rate of Listening and Rate of Purchase

The answer lies in the relative frequency of purchase of the advertised brand. The ideal measure of effectiveness seems to lie in the timeliness and frequency of the stimulus, in relation to time and frequency of purchase.

RADIO AND SALES—Continued

All of this boils down to some means of asking two questions:

1. When and how regularly have you bought this commodity, and each brand of it?

2. When and how often have you heard the program?

That is the information desired, but the actual technique is not so easy.

In those cases where we can establish the fact that so many listeners began hearing the program recently, and began buying the brand still more recently, the known incubation period provides a good indicator of effectiveness. But many brands have been bought over a long period of time—off and on, or with some degree of regularity. For these the time factor by itself gives little help in measuring sales results.

The crux of the problem of effectiveness in most cases appears to be found in a measure of this degree of regularity of purchase. Suppose we find that Mrs. Jones, a regular Charlie McCarthy listener, buys coffee four times a month, and that her rate of buying Chase & Sanborn coffee is three times a month, and that Mrs. Smith, a non-McCarthy-fan, also buys coffee four times monthly, but Chase & Sanborn only once a month. Both listener and non-listener are Chase & Sanborn customers. The program could not make Mrs. Smith a customer because she already is one, but it might make her a *better* customer. If we could find an indicator of *buying frequency* and *listening frequency* in *two groups otherwise similar*, we would come much closer than ever before to a measurement of the power of radio. The next step would be to use this indicator to evaluate results with different types of programs, different times of the day, and so on.

Today's big job for radio insofar as rapid-turnover lines are concerned, is to accelerate Consumption Turnover of the advertised brand. To accomplish that purpose, the sponsor selects the best time of the day, duration of the program, number of times per week, program type, talent, station list, and so on. His object is not so much to reach large numbers of people occasionally, but to reach in *his specific market the maximum number of listeners who will hear his sales message attentively.*

Field Technique

How can frequency of buying, and frequency of attentive listening be determined?

The first requisite of any technique for this purpose is that by some means each consumer in the sample will be reported on accurately for a period of weeks. Ideally, this means what is known among marketing research men as a "static sample." We would like to have regular reports on the same people week after week, and month after month. But that is easier said than done.

The first difficulty is that in comparing listeners and non-listeners, all factors must always be alike in every respect except the act of listening. But people will be exposed to different conditions from time to time. They will read different magazines from one week to the next, shop in different stores, and so on. This difficulty can be overcome only by samples large enough to allow for these variables.

Second, the number of people buying a commodity at any one time usually will be small, and the number of people buying any given brand at one time will be much smaller. The number of people hearing a given program and also buy-

RADIO AND SALES—Continued

ing a given brand will be very small indeed per thousand families. There are several possible answers to this problem:

(1). Brands on hand in the home may be counted—the so-called bathroom or pantry-shelf inventory. But inventories normally do not show consumption turnover. Thus, a box of Jell-O or a can of soup may remain on the shelf a long time without use. If Campbell's stays on the shelf and Hormel's gets used up, then somewhere along the line Hormel has done a better job.

(2). The sample can be increased to the necessary point, however large that may be.

(3). Purchase can be measured over a longer period. The number of purchases over a month would be greater than the number over a week, or for a given day. If the interviewing method is used, then the length of the period is circumscribed by the number of days or weeks the memory can go back. For slow-turnover items, the memory can go back farther than it can for fast-moving, low-priced articles. Sometimes it is possible through some sort of inducement to arrange with purchasers to keep records.

The third difficulty is the fact that people subjected to the same interview at regular intervals are apt to become unduly conscious of their purchasing habits, and therefore a-typical.

For these and other reasons, the opinion of research men divides into two schools—one for the static sample, and one for changed samples of similar composition. Those in the latter groups argue that as more people are covered with several samples over a period, the results can be accumulated for more detailed analysis. They claim the average frequency of purchase can be established with a very few repeat calls over a period of a few weeks, and that similar averages can be obtained satisfactorily for like groups at any time.

Frequency of exposure to the radio program itself can be established in several ways. The same people may be called upon repeatedly. Or one interview can sometimes cover several preceding programs if the programs are adequately described. Or the mechanical recorder can be used. The recorder provides the desired running record of all set use over a long period. On the other hand, it does not show who was listening, or whether the listening was subconscious or attentive. In the frequent cases where recorder tapes show sets tuned to the same station for hours at a time, the probability is that very little, if any, attention was being paid. And if the set was used by a child, for example, then there is little opportunity for the commercial to get in its work unless the product or offer appeals specifically to children. In measuring sales effectiveness the comparison should be between actual listeners and non-listeners. So a decision must be made in individual instances among several methods, no one of which is perfect. For certain purposes best results can be obtained by a combination of methods.

Technique for Slow-Moving Lines

For slow-turnover products, different techniques must be used. Here the function of the program is very different. In the case of fast-moving items the program commercial endeavors to impel almost immediate buying action, with little regard for what any other sales force may accomplish. But for many slow-moving items the program commercial frankly recognizes that it cannot

RADIO AND SALES—Continued

do the job alone, and cannot do it quickly. Its job, therefore, is to build up the highest degree of acceptance, the most favorable state of mind, and in doing so a number of other sales forces are usually required over a period. Hence, the job of effectiveness measurement becomes principally one of measuring *the degree of acceptance*, not so much that of tracing actual sales. States of mind are formed over a long period, but ordinarily can be measured at one time, if the time of measurement is right. Timing assumes considerable importance. Thus, if Mr. Brown has just bought a new Buick, his degree of acceptance of the Studebaker is of little help in measuring the value of the Studebaker program. On the other hand, that state of mind would have been very important two weeks ago when the purchase was about to be consummated. *In the interview on slow-turnover goods, therefore, it is desirable to include some question which will bring out the nearness of the next purchase.* Progressive analysis of results according to months, or other calendar units distant from estimated purchasing time, can show the degree of acceptance at any point along the line.

The methods by which states of mind are measured are diverse, and must be determined in individual instances. They are likely to be qualitative in nature, dealing with attitudes and determining the basis for those attitudes by a series of detailed questions. Often they may employ the tricks of the psychologist in developing associations of ideas. For the separation of listeners from non-listeners, programs for slow-turning items require no major difference in technique from that of the other programs, except that regularity of listening over a period of at least several weeks is even more important.

V

SOME CONCLUSIONS

The need for effectiveness measurement seems to be clearly recognized, but the complexity of the problem has been frightening. In personal conversation on the subject, one often hears: "It would be a wonderful thing to have, but I don't believe it can be done." Here and there a pioneer has stepped out and refused to concede the impossibility of the task. As the experiments have moved along, some of the complexity has been dissipated.

Today we know fairly definitely that some types of studies can be made accurately. Listeners can be separated from non-listeners, and if radio is the only advertising medium, a meaningful analysis of the behavior of the two groups can be made for fast-moving items. The question now is, how much further is it possible to go?

Where different types of promotion are used and many sales factors involved, the power of radio may never be completely separated. But for many companies, it seems to be possible to set up two groups of consumers agreeing in every respect except one—exposure to the radio program. It is possible to measure the purchases and attitudes of these two groups, and to observe how the competitive position changes when radio comes into the picture. For rapid-turning items, it is feasible to record the frequency of purchase of a commodity and the relative frequencies of purchase of

RADIO AND SALES—Continued

each brand. And it is equally feasible to record the frequency of listening to the program.

This new approach to effectiveness measurement overcomes many difficulties met in the past. It has not been possible in many cases to trace the start of purchase by Mrs. Jones of a given brand, and if such start preceded the hearing of the program, then that program did not make the new customer. Still more difficult has been the tracing of the actual buying motive, and the part radio played in it. Even immediately after a purchase has been made, the customer often cannot say with certainty just what made her buy a given brand. As days and weeks after a purchase pass by, the customer is less and less aware of the impulse that played the greatest part. But the use of the frequency factor for fast-moving lines, and attitude tests in slow-moving categories, somewhat erases these difficulties.

Many problems are ahead. If we are on the right track, we are a very long way yet from reaching our goal.

That age-old stumper, the priority of the hen or the egg, has its counterpart in our problem. If the listener group shows a better competitive position for the advertised brand than the non-listener group, some argue that this only means listening as a result of buying, rather than conversely. A proud possessor of a new Ford, they say, becomes a devotee of the Sunday Evening Hour. Whether that line of reasoning can be extended to soap, soup, coffee, and so on, we do not know. To obtain the complete answer, we probably need to go back to the time factor. If people generally should start listening after the product is bought, then the purchase may be responsible for the success of the program, rather than the other way around. The same principle, of course, applies to frequency. If listening frequency follows increased consumption turnover with a certain time lag, then perhaps the product sold the program.

Vistas

The road ahead does not open up to the point where we can sell time and talent contracts based upon dollar volume of sales results. But it does seem to be leading somewhere. Just as audience measurement has accomplished something on a relative-rating basis, so effectiveness measurement can go far with the principle of relating one thing to another in terms of increments.

Most probably there will never be any cooperative service of this nature, because each measurement is an individual matter, with its own set of problems. It is difficult to see how anything more than certain basic material can be supplied jointly to different companies. To cover all the many variables that would arise in any complete study jointly undertaken, a sample of almost prohibitive size would seem to be necessary. Scope would have to be restricted to those cases where similar techniques could cover a number of programs.

There is much to keep the laboratory busy—plenty of work for the technicians. But the importance of the need justifies a great deal of effort.

*A Portfolio of
Radio Sales Effectiveness Studies
1930—1940*

Presented in Cooperation with the Following:

Columbia Broadcasting System

Crossley, Inc.

C. E. Hooper, Inc.

Hooper-Holmes Bureau, Inc.

National Broadcasting Co.

A. C. Nielsen Co.

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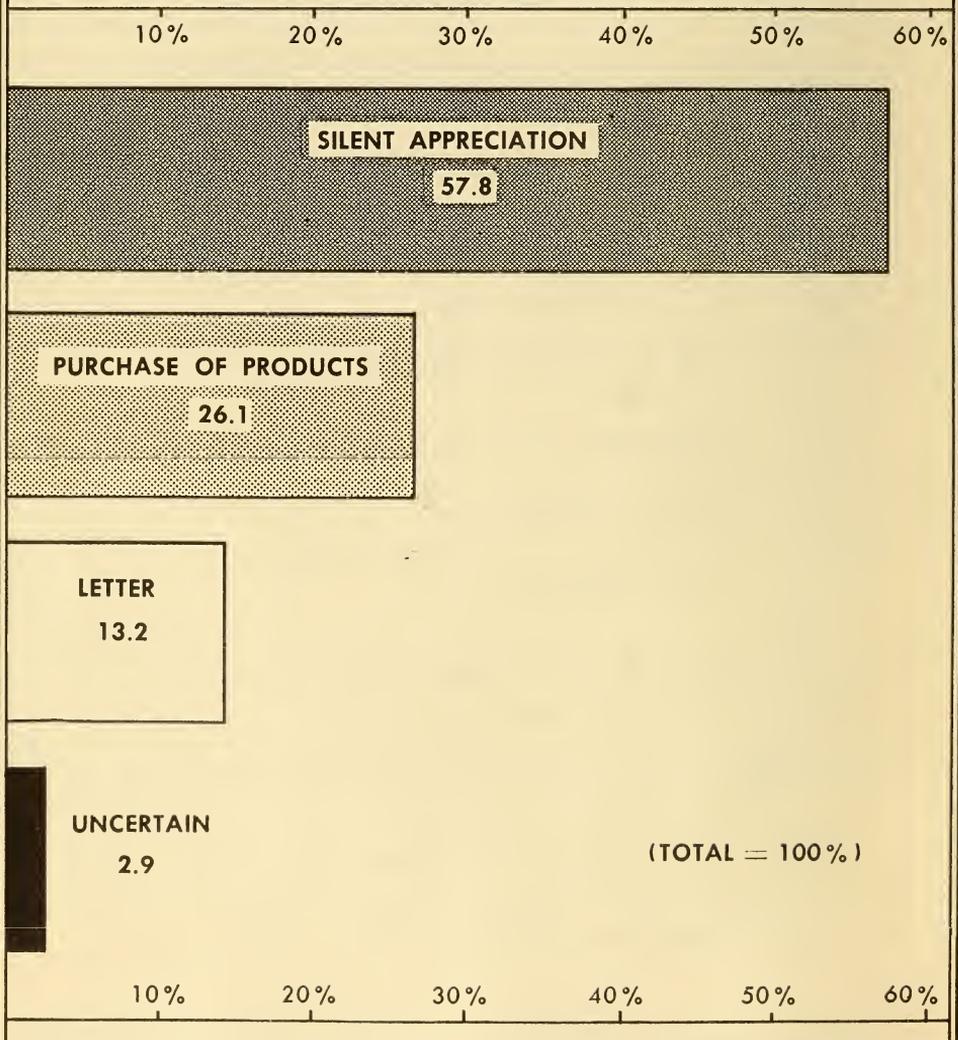
Arthur W. Thompson

Art Consultant, Variety Radio Directory

THE FIRST MAJOR RADIO vs. SALES STUDY

1930

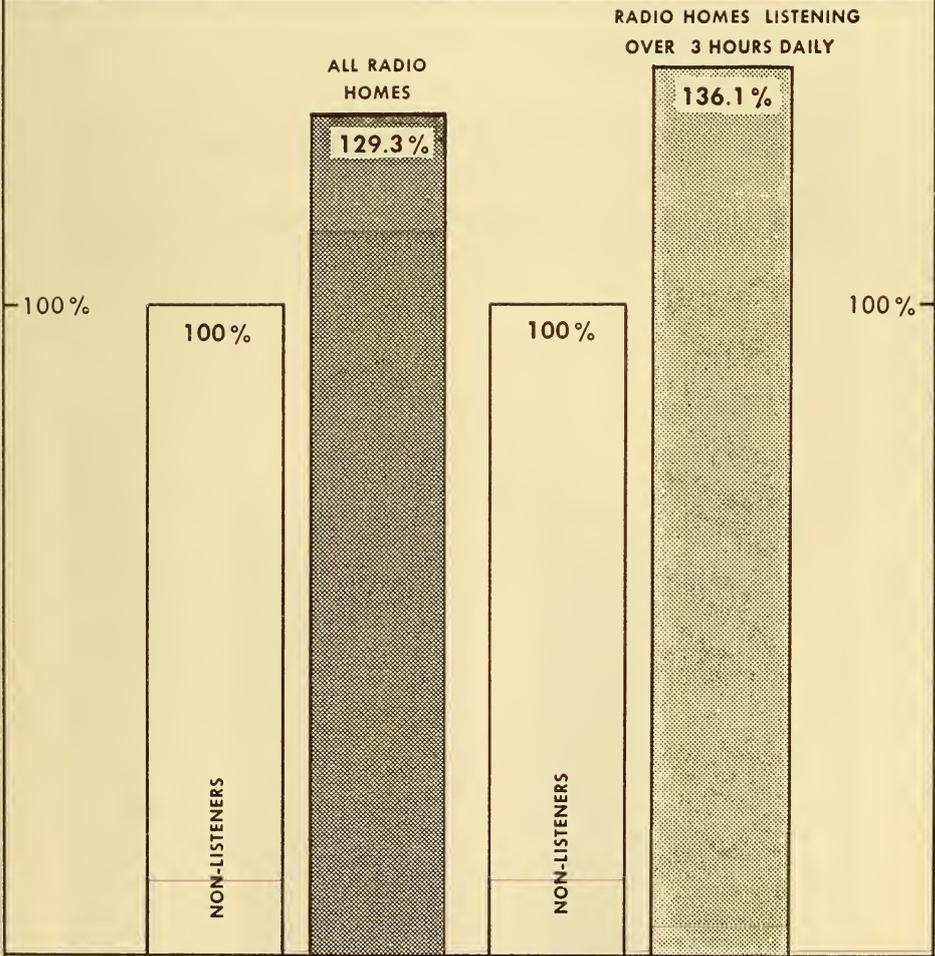
AN EXCERPT FROM A DOCUMENT PREPARED FOR
NBC BY DR. DANIEL STARCH. THE FIGURES BELOW
ARE IN ANSWER TO THE QUESTION: "HOW DO
YOU EXPRESS APPRECIATION OF PROGRAMS
PRESENTED BY STATIONS OR COMPANIES?"



THE SECOND MAJOR RADIO vs. SALES STUDY 1931

CONDUCTED FOR THE COLUMBIA BROADCASTING SYSTEM
BY PROF. ROBERT F. ELDER

SHOWING USE OF NINE CLASSES OF QUICK-TURN-OVER GOODS
IN RADIO AND NON-RADIO HOMES

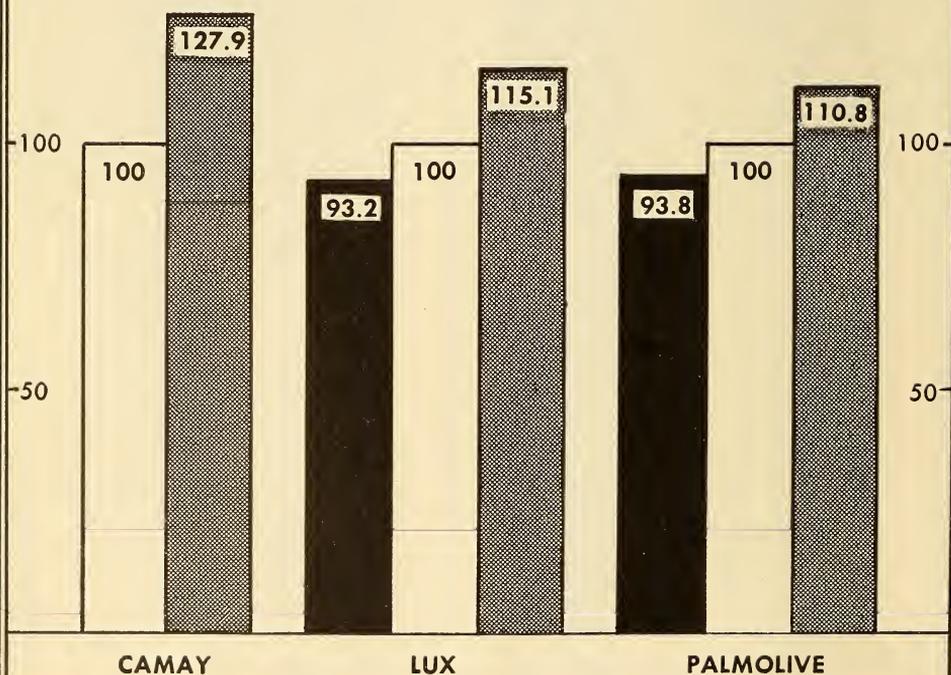
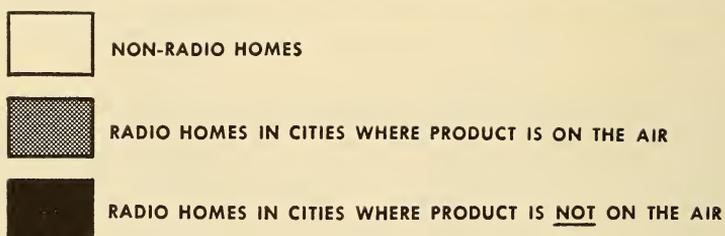


"THE MORE THEY LISTEN, THE MORE THEY BUY"

CBS — PROF. ELDER STUDY: 1931

RADIO AND ITS EFFECT ON TOILET SOAP USE

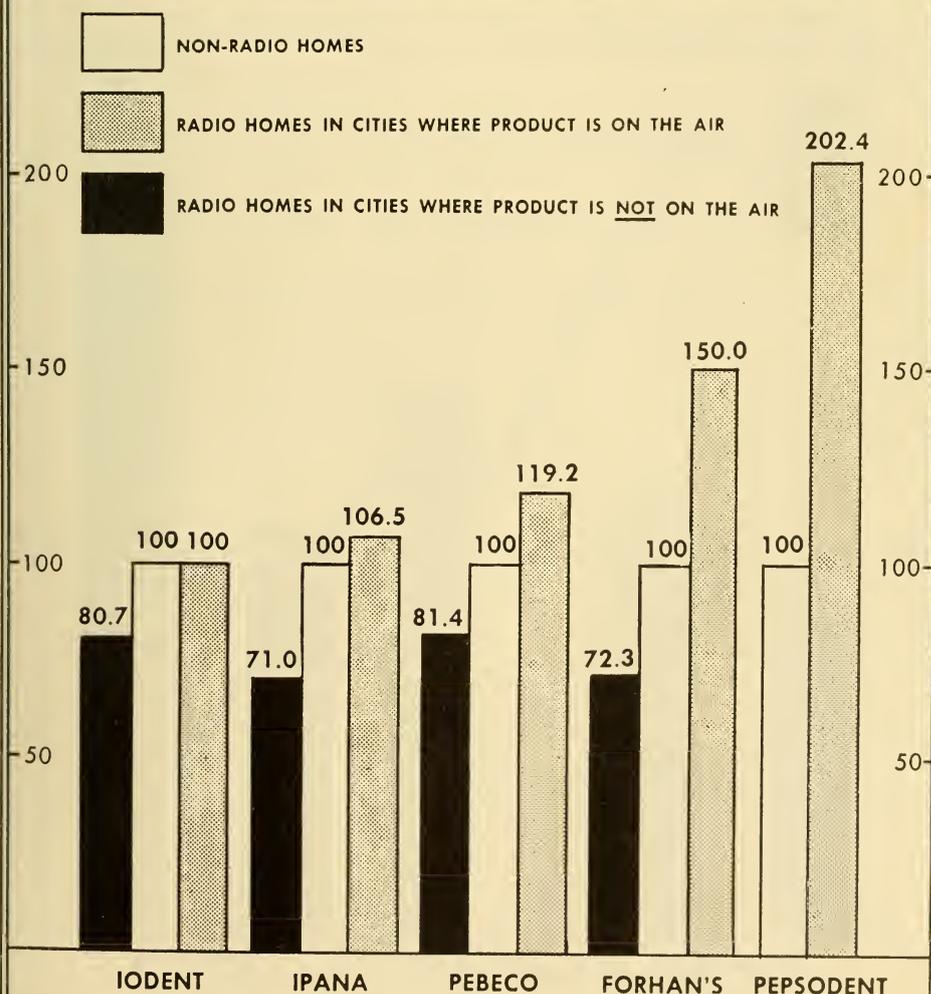
(RESEARCH METHOD: MAIL QUESTIONNAIRES)



CBS — PROF. ELDER STUDY: 1931

RADIO AND ITS EFFECT ON TOOTHPASTE USE

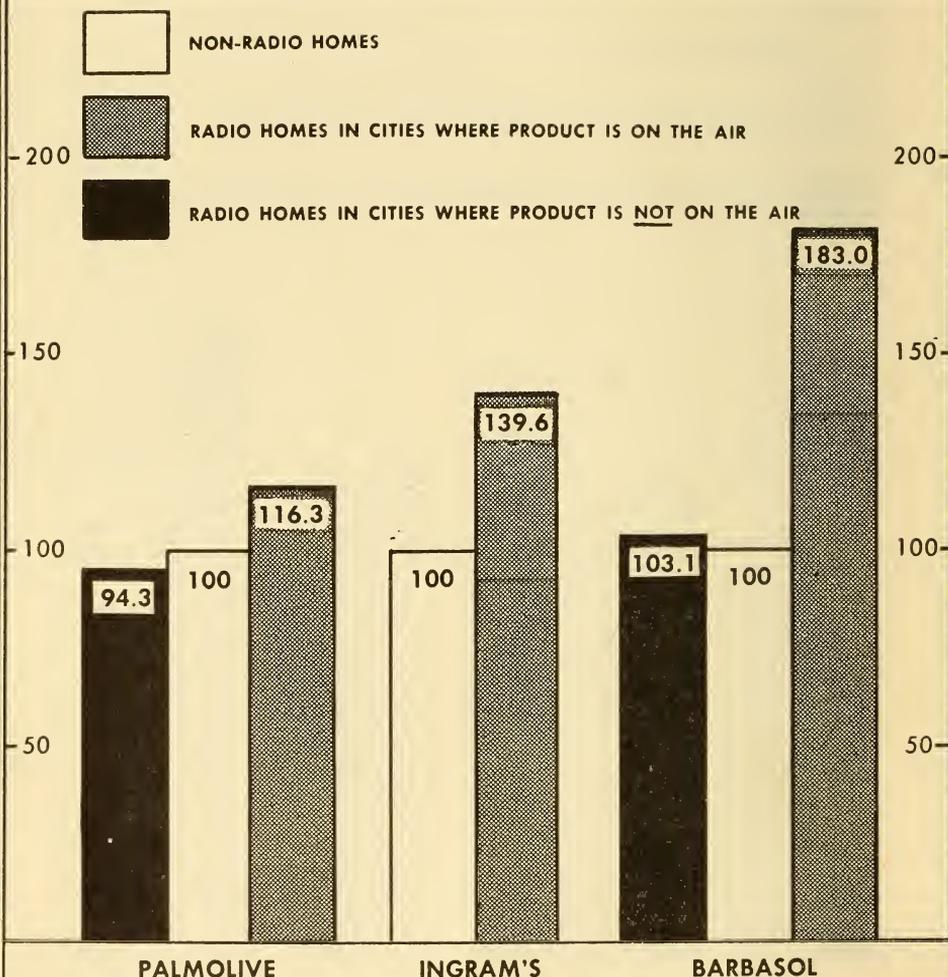
(RESEARCH METHOD: MAIL QUESTIONNAIRES)



CBS — PROF. ELDER STUDY: 1931

RADIO AND ITS EFFECT ON SHAVING SOAP USE

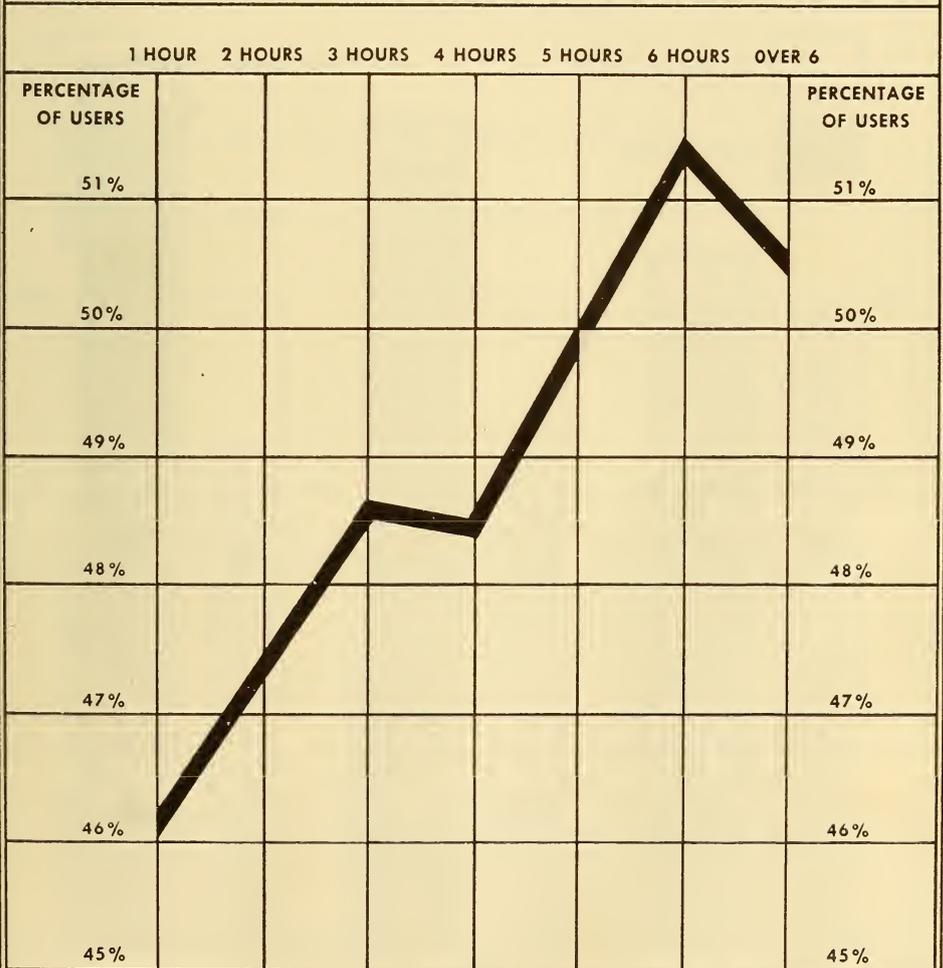
(RESEARCH METHOD: MAIL QUESTIONNAIRES)



THE THIRD MAJOR RADIO vs. SALES STUDY 1932

CONDUCTED FOR THE COLUMBIA BROADCASTING SYSTEM
BY PROF. ROBERT F. ELDER

SHOWING INCREASE IN USE OF RADIO-ADVERTISED BRANDS
IN RADIO HOMES AS LISTENING TIME INCREASES

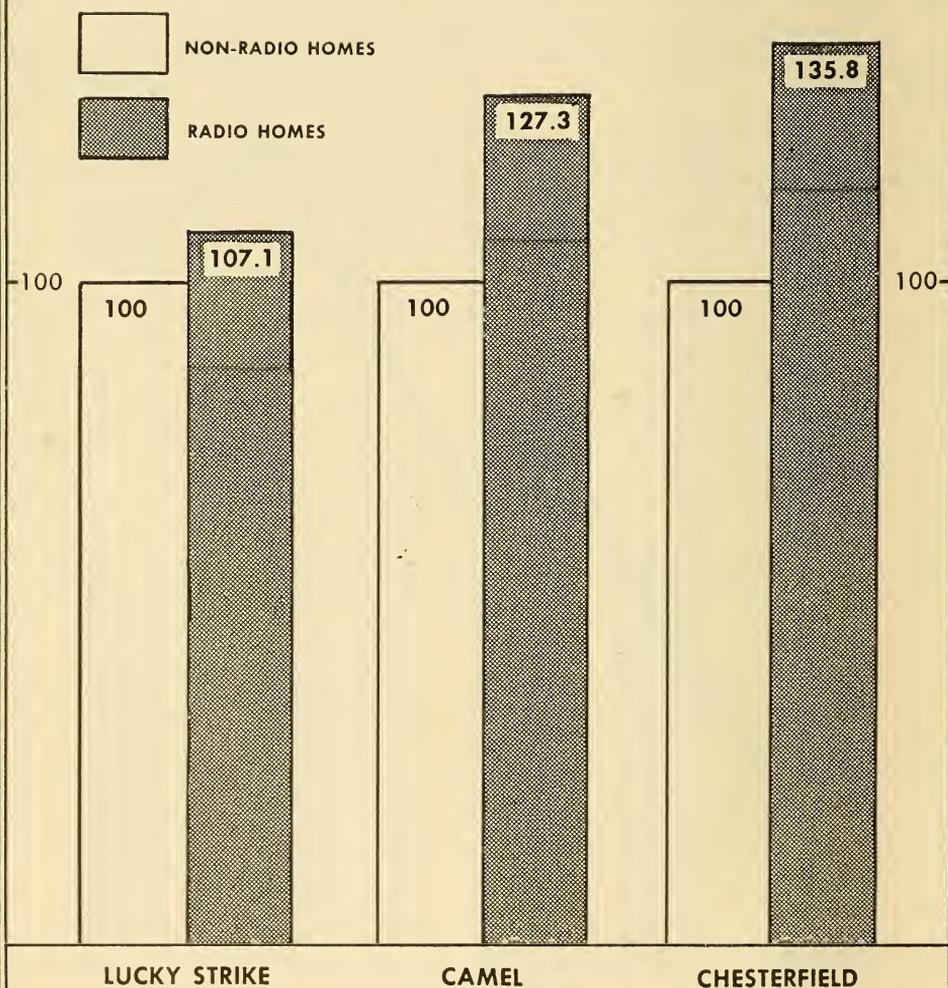


"THE MORE THEY LISTEN, THE MORE THEY BUY"

CBS — PROF. ELDER STUDY: 1932

RADIO AND ITS EFFECT ON CIGARETTE USE

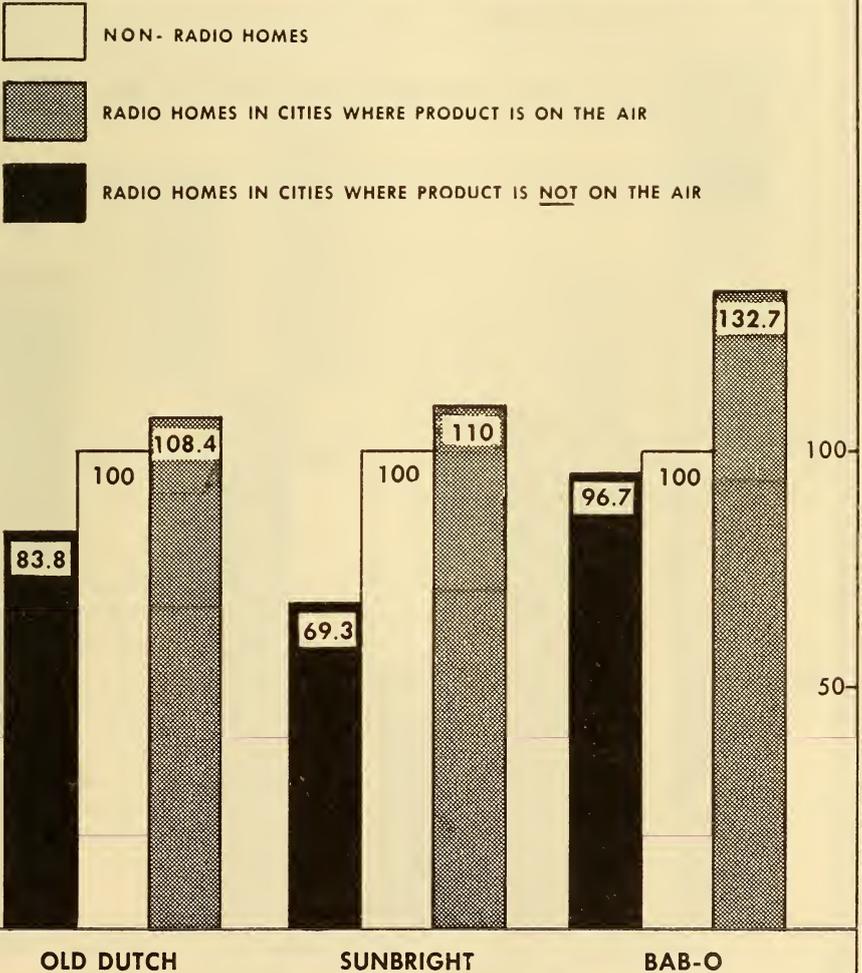
(RESEARCH METHOD: MAIL QUESTIONNAIRES)



CBS — PROF. ELDER STUDY: 1932

RADIO AND ITS EFFECT ON SCOURING POWDER USE

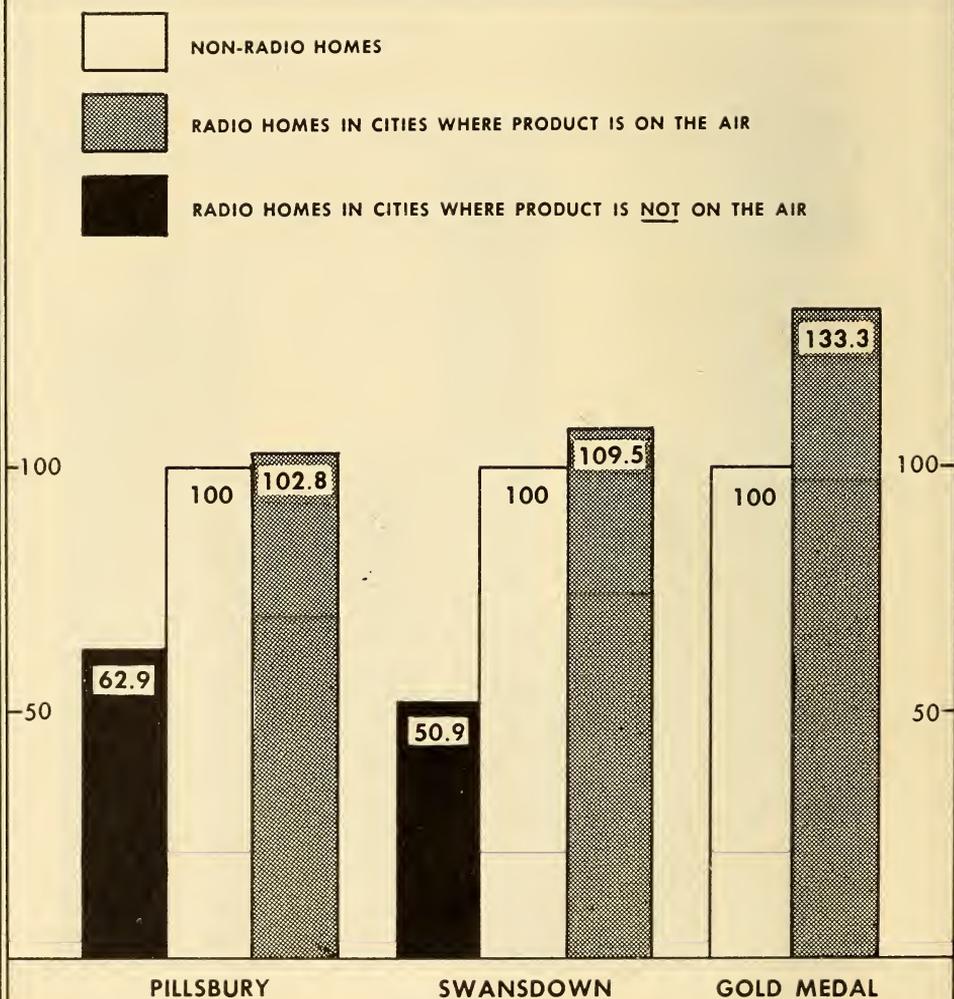
(RESEARCH METHOD: MAIL QUESTIONNAIRES)



CBS — PROF. ELDER STUDY: 1932

RADIO AND ITS EFFECT ON FLOUR USE

(RESEARCH METHOD: MAIL QUESTIONNAIRES)



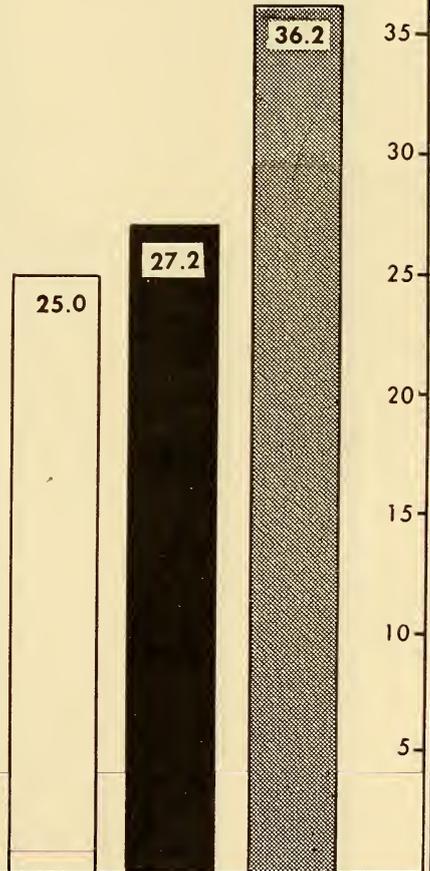
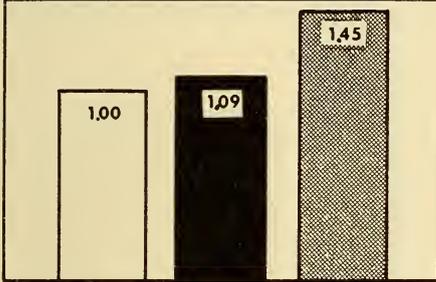
RADIO AND ROYAL GELATIN

PURCHASES: 1936

FROM A STUDY BY CROSSLEY, INC.

(RESEARCH METHOD: PERSONAL INTERVIEWS AND
SUBSEQUENT PHONE CALLS)

RATE OF PURCHASE BETWEEN ONE
IMMEDIATE LISTENER, ONE NON-IMMEDIATE
LISTENER AND ONE NON-LISTENER



 % WHO HEARD PROGRAM THE NIGHT BEFORE INTERVIEW AND BOUGHT THE PRODUCT WITHIN ONE MONTH

 % WHO HEARD PROGRAM OTHER THAN NIGHT BEFORE AND BOUGHT THE PRODUCT WITHIN ONE MONTH

 % WHO NEVER HEARD PROGRAM AND BOUGHT THE PRODUCT WITHIN ONE MONTH

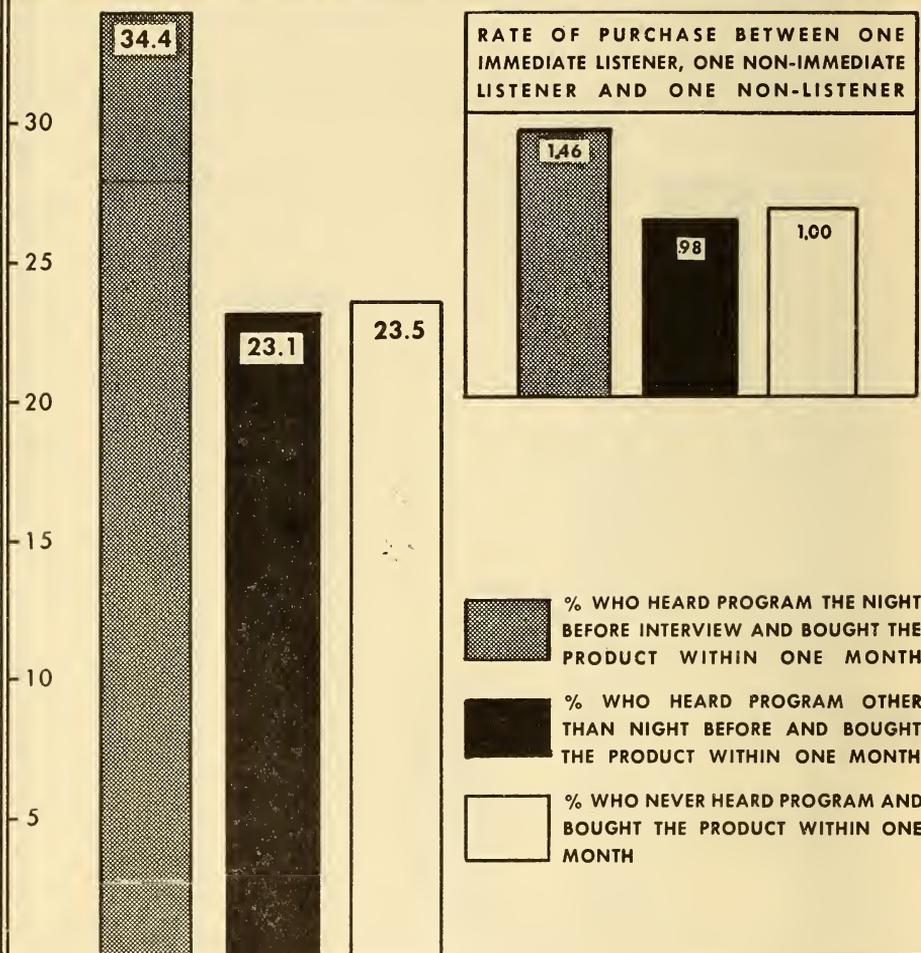
PROGRAM RATING = 21.3% (SET OWNERS = 100%)

RADIO AND CAMPBELL'S TOMATO JUICE

PURCHASES: 1936

FROM A STUDY BY CROSSLEY, INC.

(RESEARCH METHOD: PERSONAL INTERVIEWS AND
SUBSEQUENT PHONE CALLS)



PROGRAM RATING = 25.7% (SET OWNERS = 100%)

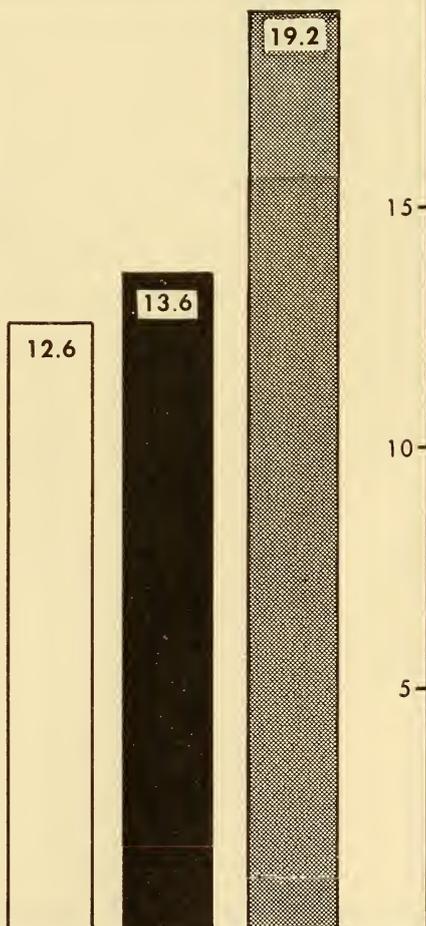
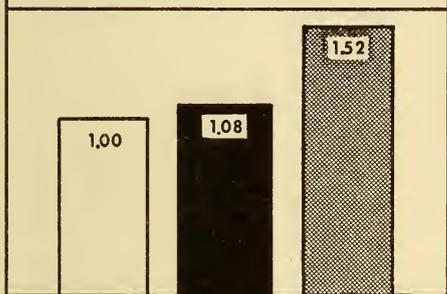
RADIO AND LADY ESTHER POWDER

PURCHASES: 1936

FROM A STUDY BY CROSSLEY, INC.

(RESEARCH METHOD: PERSONAL INTERVIEWS AND
SUBSEQUENT PHONE CALLS)

RATE OF PURCHASE BETWEEN ONE
IMMEDIATE LISTENER, ONE NON-IMMEDIATE
LISTENER AND ONE NON-LISTENER



-  % WHO HEARD PROGRAM THE NIGHT BEFORE INTERVIEW AND BOUGHT THE PRODUCT WITHIN ONE MONTH
-  % WHO HEARD PROGRAM OTHER THAN NIGHT BEFORE AND BOUGHT THE PRODUCT WITHIN ONE MONTH
-  % WHO NEVER HEARD PROGRAM AND BOUGHT THE PRODUCT WITHIN ONE MONTH

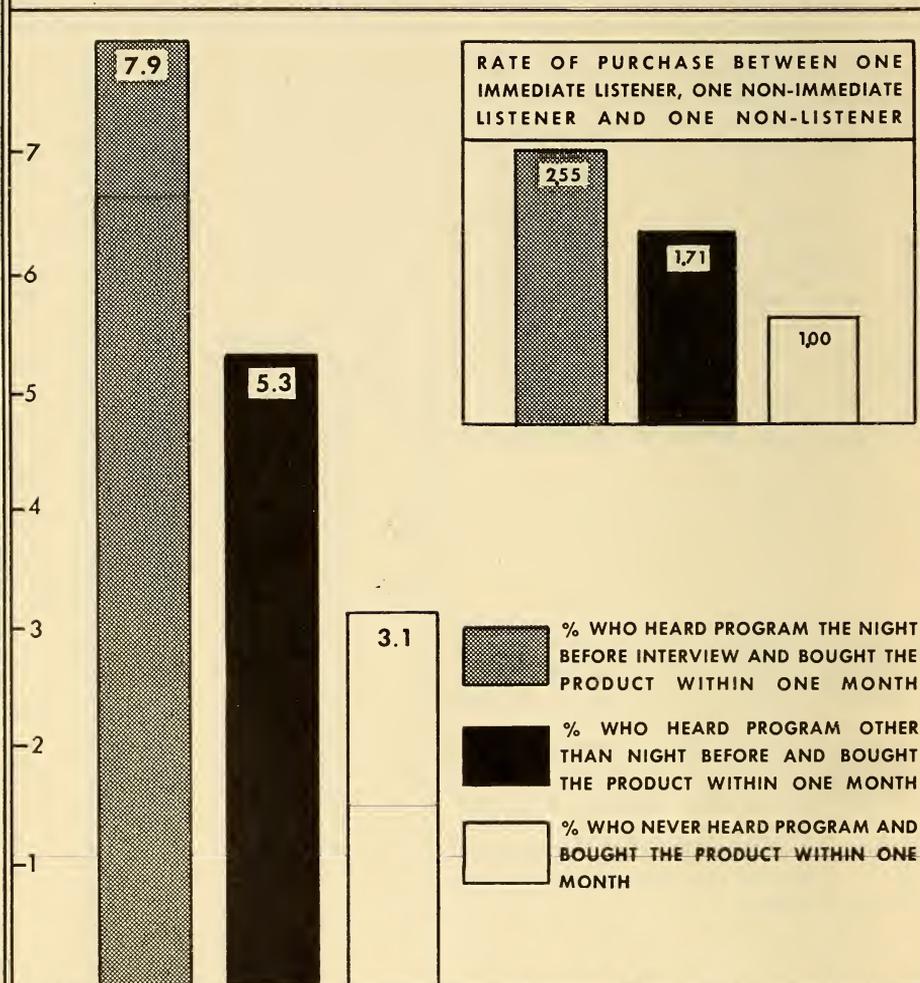
PROGRAM RATING = 18.8% (SET OWNERS = 100%)

RADIO AND SAL HEPATICA

PURCHASES: 1936

FROM A STUDY BY CROSSLEY, INC.

(RESEARCH METHOD: PERSONAL INTERVIEWS AND
SUBSEQUENT PHONE CALLS)



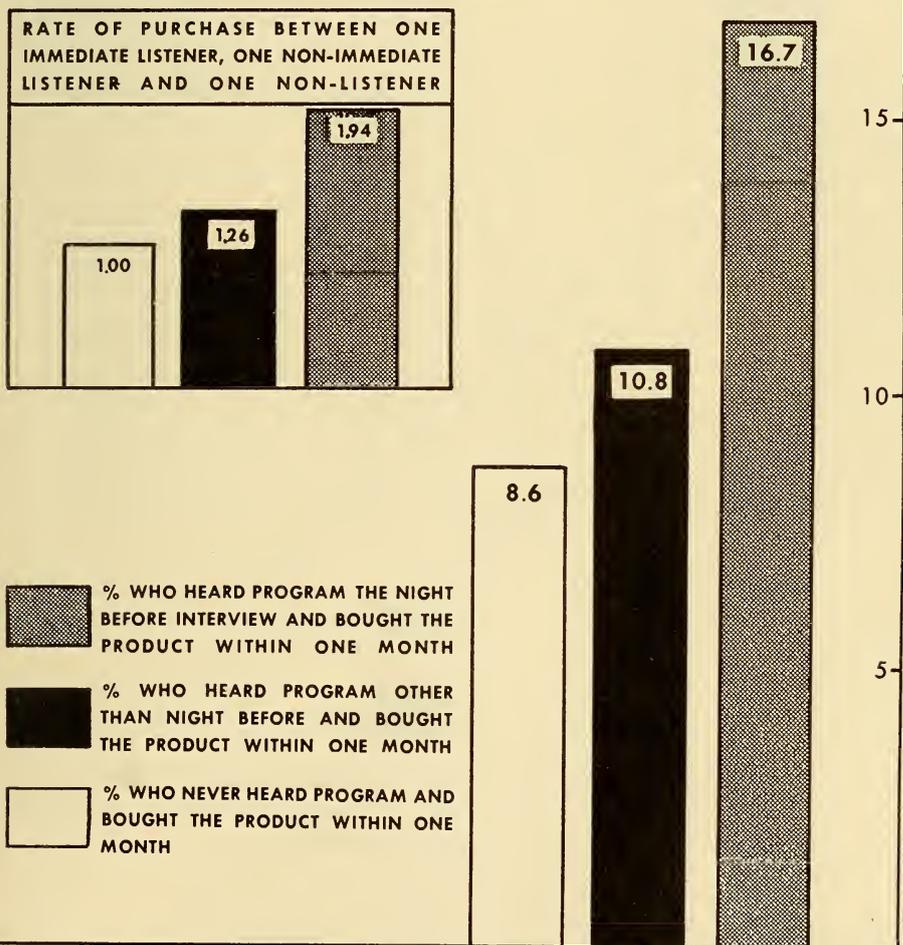
PROGRAM RATING = 23.4% (SET OWNERS = 100%)

RADIO AND SLOAN'S LINIMENT

PURCHASES: 1936

FROM A STUDY BY CROSSLEY, INC.

(RESEARCH METHOD: PERSONAL INTERVIEWS AND
SUBSEQUENT PHONE CALLS)



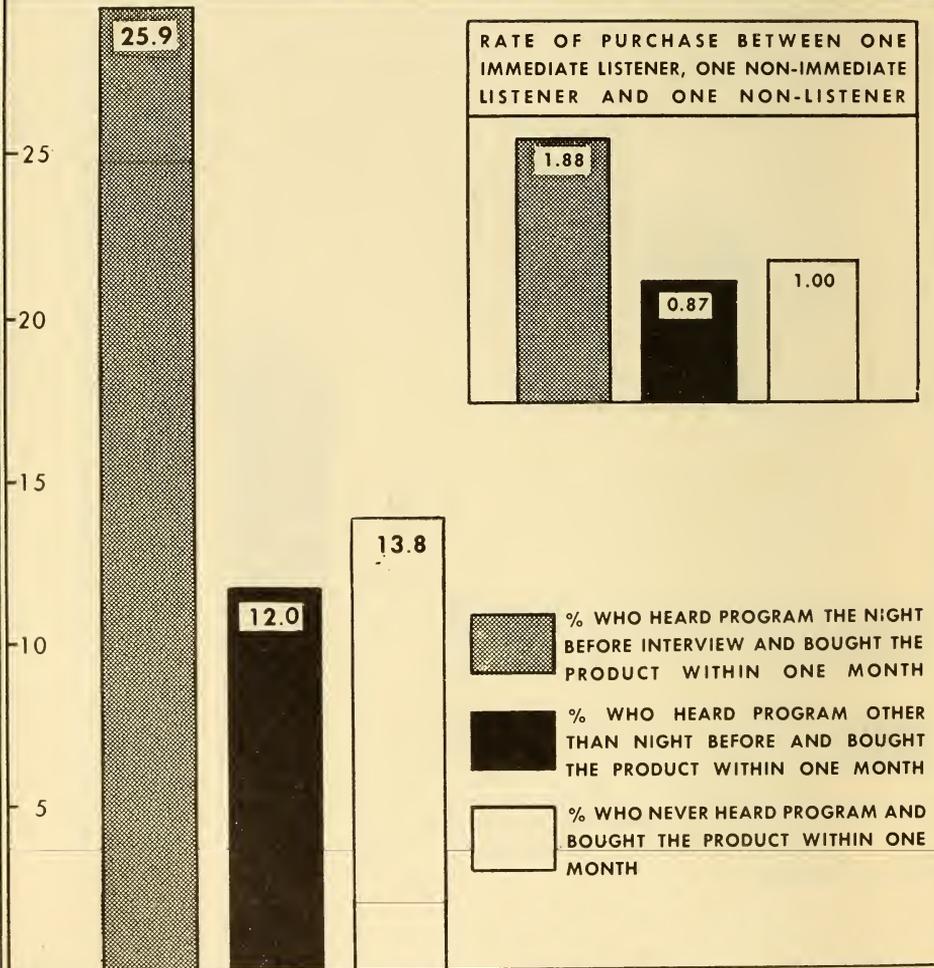
PROGRAM RATING = 10.0% (SET OWNERS = 100%)

RADIO AND LIFE SAVER

PURCHASES: 1936

FROM A STUDY BY CROSSLEY, INC.

(RESEARCH METHOD: PERSONAL INTERVIEWS AND
SUBSEQUENT PHONE CALLS)



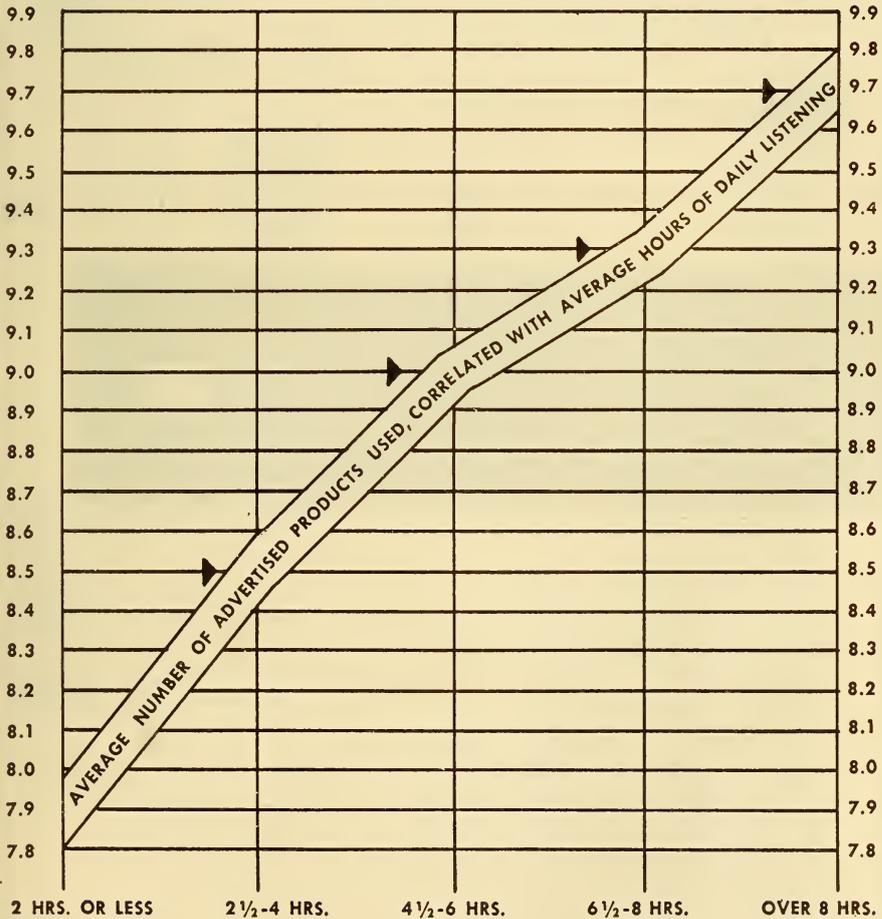
PROGRAM RATING = 3.0% (SET OWNERS = 100%)

RURAL LISTENING AND BUYING STUDY: CBS 1937-38

(CONDUCTED BY HOOPER-HOLMES BUREAU, INC.)

VIA PERSONAL INTERVIEWS, THE FOLLOWING PRODUCTS WERE CHECKED AND CORRELATED WITH AVERAGE HOURS OF DAILY LISTENING: TOILET SOAP; KITCHEN SOAP; KITCHEN CLEANSERS; CANNED SOUPS; CONDENSED MILK; CANNED TOMATO JUICE OR FRUIT JUICE; PACKAGED CEREALS; PACKAGED COFFEE; WRAPPED BREAD; TOOTHPASTE OR POWDER; FACE POWDER; LIPSTICK OR ROUGE.

AVERAGE NUMBER OF PRODUCTS USED



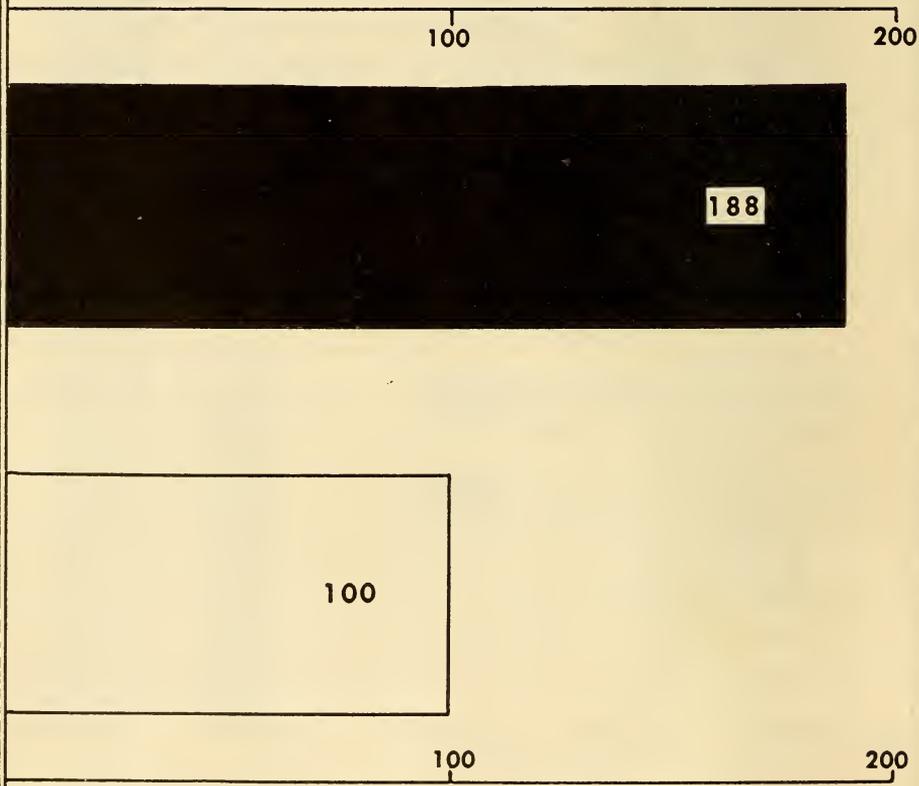
RADIO vs. DEALER SALES: CBS 1939

SAME FOOD PRODUCT AS ON FACING PAGE

(METHOD = STORE INVENTORY CHECKS)

 UNITS OF SALE PER WEEK IN AVERAGE STORES IN NON-RADIO MARKET

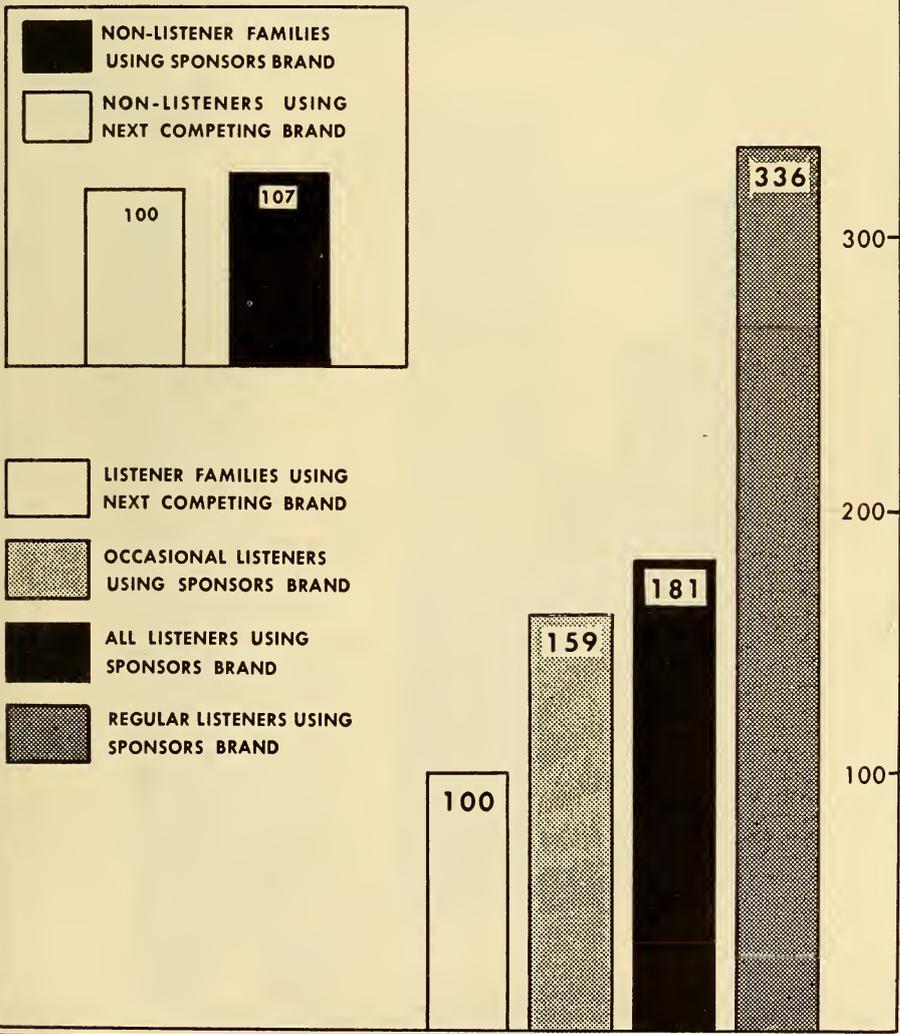
 SALE UNITS IN RADIO MARKET



RADIO vs. HOME USE: CBS 1939

A CERTAIN FOOD PRODUCT

(METHOD = COINCIDENTAL CALLS FOLLOWED BY INVENTORY)



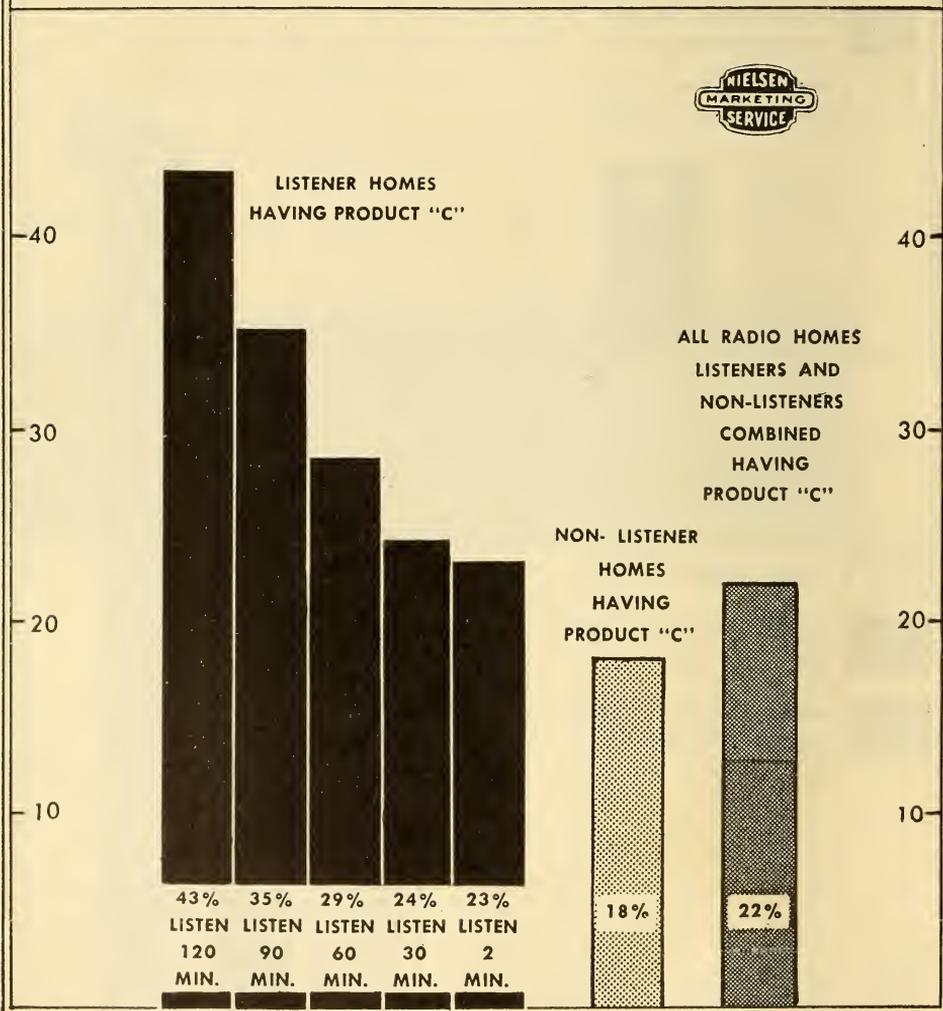
NIELSEN SERVICE

CORRELATION OF RADIO LISTENING AND HOME INVENTORY FOR PROGRAM "C"

CALCULATED ON MONTHLY BASIS

RESULTS BELOW PRESENT AVERAGES FOR 6 FOUR WEEK PERIODS

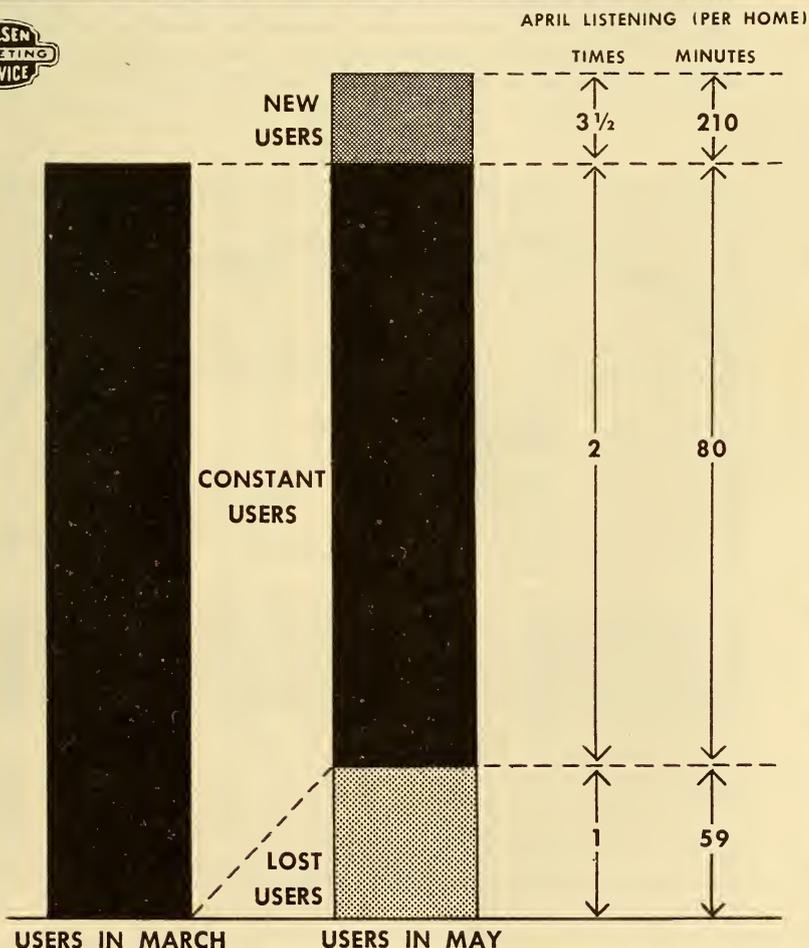
(METHOD: NIELSEN AUDIMETER AND INVENTORY)



NIELSEN SERVICE

CORRELATION OF LISTENING AND BUYING PROGRAM "B"

A PANEL OF HOMES HAVING PRODUCT B IN A CERTAIN MONTH, COMPARED WITH THE SAME PANEL TWO MONTHS LATER. IT WILL BE NOTED THAT NEW USERS OF THE PRODUCT LISTENED A TOTAL OF 210 MINUTES (OF A POTENTIAL 240 MINUTES) DURING THE INTERVENING MONTH, AND AN AVERAGE OF 3½ TIMES TO THE FOUR BROADCASTS. ON THE OTHER HAND, THE LOST CUSTOMERS LISTENED ONLY 59 MINUTES DURING THE INTERVENING MONTH, AND AN AVERAGE OF ONLY ONCE TO THE FOUR BROADCASTS.

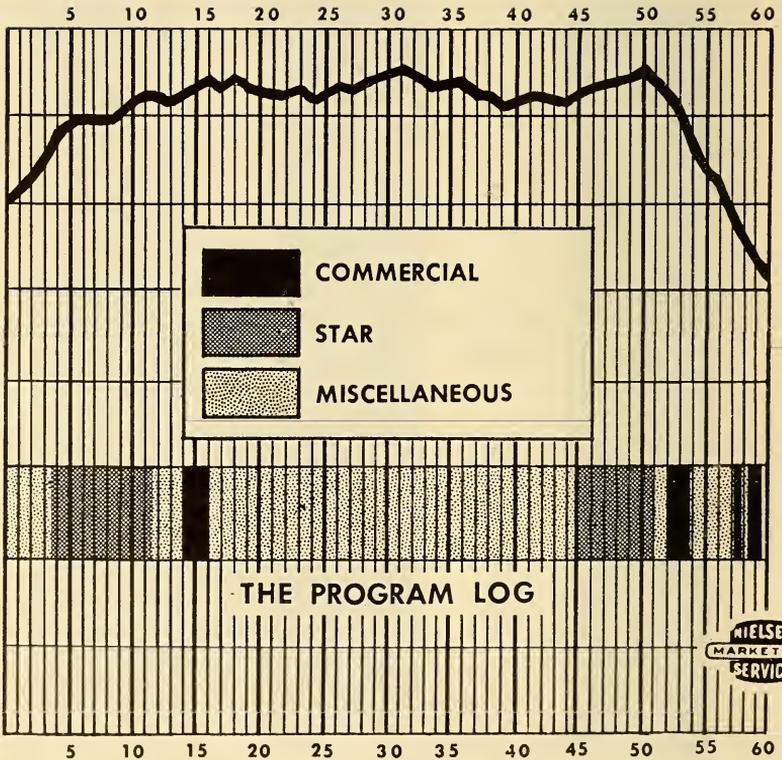


NIELSEN SERVICE

PROGRAM "A's" RADIO AUDIENCE

MINUTE BY MINUTE AUDIENCE IN PER CENT OF TOTAL RADIO FAMILIES

A FURTHER ESSENTIAL REFINEMENT IN MEASURING RADIO SALES EFFECTIVENESS IS TO DETERMINE WHETHER THE LISTENERS WERE ACTUALLY TUNED IN DURING THE TIME OF THE COMMERCIAL ANNOUNCEMENTS, OR ONLY TO THE ENTERTAINMENT SECTION OF THE BROADCAST. THE ANSWER FOR PROGRAM "A", SHOWN BELOW, WAS MADE VIA THE NIELSEN AUDIMETER. SUCH A CURVE CAN BE COMPARED TO THE PANEL OF HOMES STUDIED FOR USE OF THE PRODUCT.



NIELSEN SERVICE

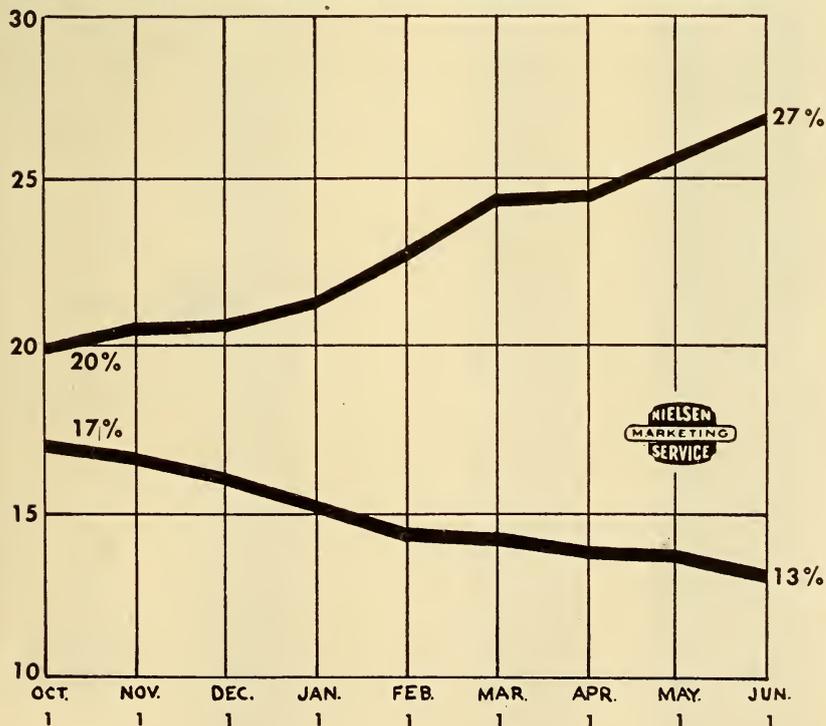
SALES EFFECT OF RADIO

HYPOTHETICAL CASE

IN THE FINAL ANALYSIS, THE TREND INFORMATION IN CORRELATING RADIO LISTENING AND BUYING IS THE IMPORTANT THING. AFTER A FEW MONTHS OF BROADCASTING, IT BECOMES POSSIBLE TO SEPARATE THE LISTENERS TO ANY PROGRAM FROM THE NON-LISTENERS, AND THEN DRAW TWO CURVES INDICATING THE PERCENT OF USERS AMONG THE LISTENERS VERSUS THE PER CENT OF USERS AMONG NON-LISTENERS.

IT IS ENTIRELY POSSIBLE THAT THE PERCENT OF USERS AMONG LISTENERS MAY BE LOWER THAN AMONG NON-LISTENERS WHEN A PROGRAM IS FIRST PUT ON THE AIR. HOWEVER, REGARDLESS OF THE LEVEL AT THE START, IF THE PERCENT OF LISTENERS AMONG USERS INCREASES FROM MONTH TO MONTH WHILE THE PERCENT OF LISTENERS AMONG NON-USERS DECREASES OR REMAINS CONSTANT, IT IS QUITE SAFE TO CONCLUDE THAT THE PROGRAM IS SELLING GOODS.

PERCENT OF USERS OF THE PRODUCT AMONG LISTENERS AND NON-LISTENERS.



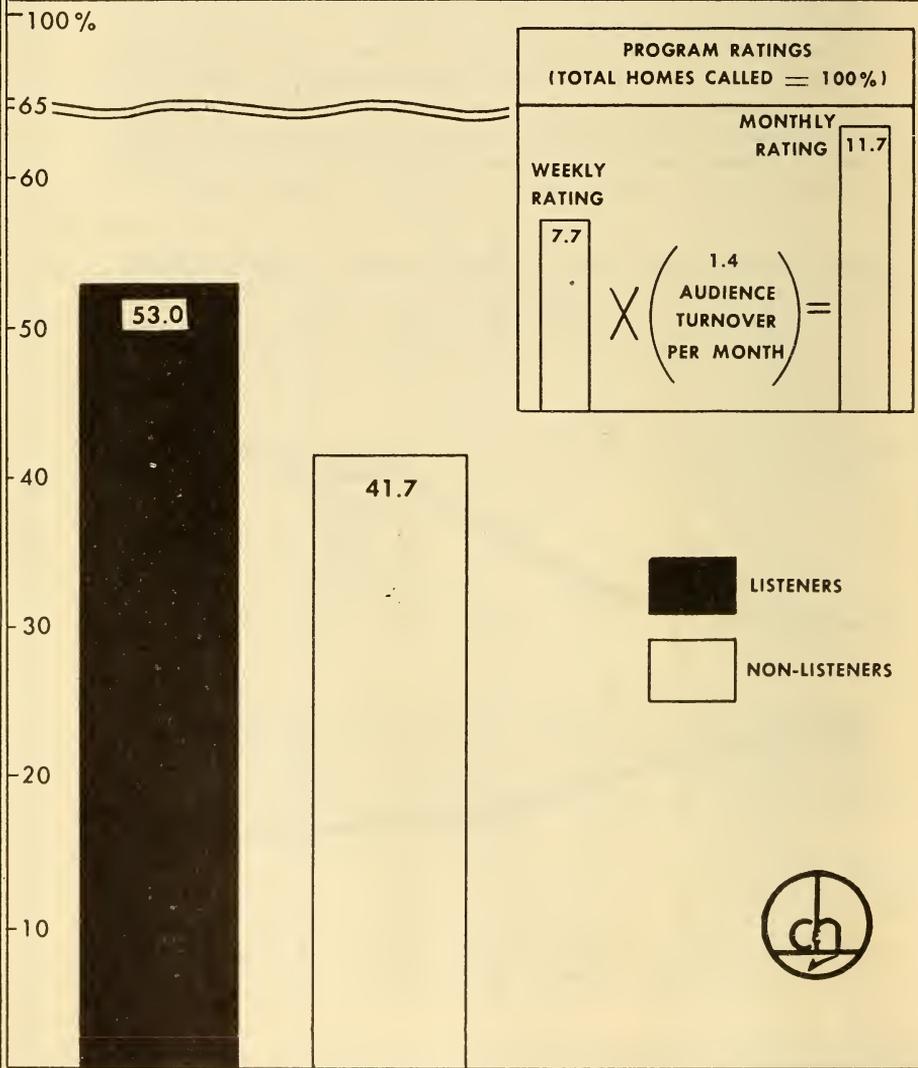
START OF BROADCAST

HOOPER RADIO REPORT: 1940

DRUG PRODUCT

USE OF PRODUCT IN LISTENER AND NON-LISTENER HOMES

(METHOD = COINCIDENTAL AND RE-TELEPHONE)

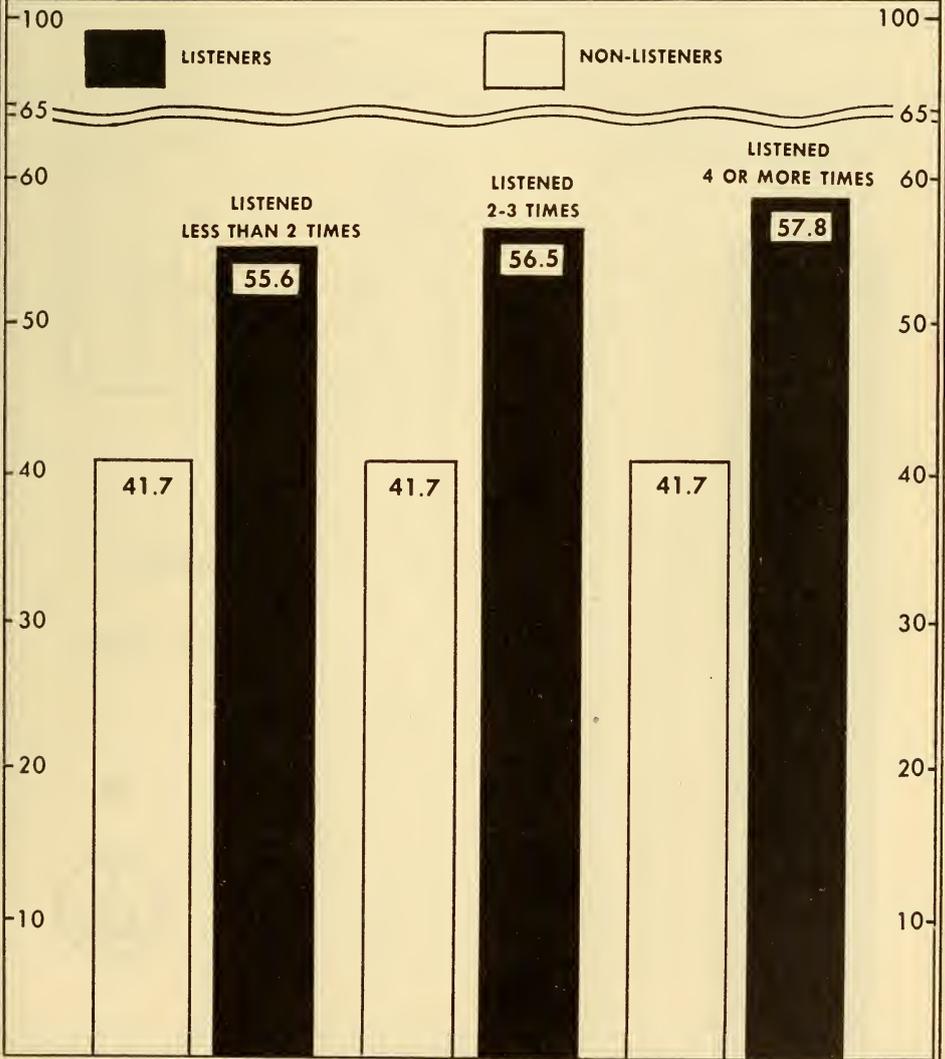


HOOPER RADIO REPORT: 1940

SAME DRUG PRODUCT AS ON FACING PAGE

SHOWING USE OF PRODUCT

WITH FREQUENCY OF LISTENING IN PAST MONTH

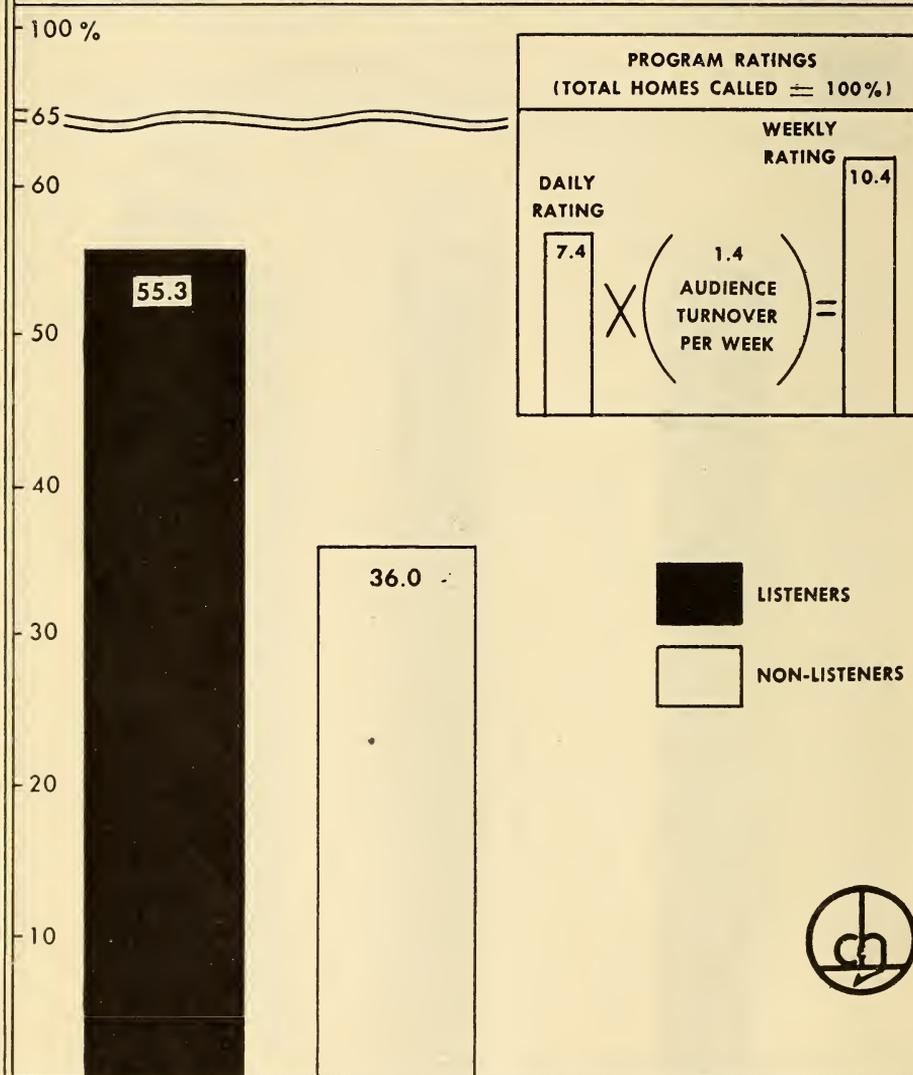


HOOPER RADIO REPORT: 1940

FOOD PRODUCT

USE OF PRODUCT IN LISTENER AND NON-LISTENER HOMES

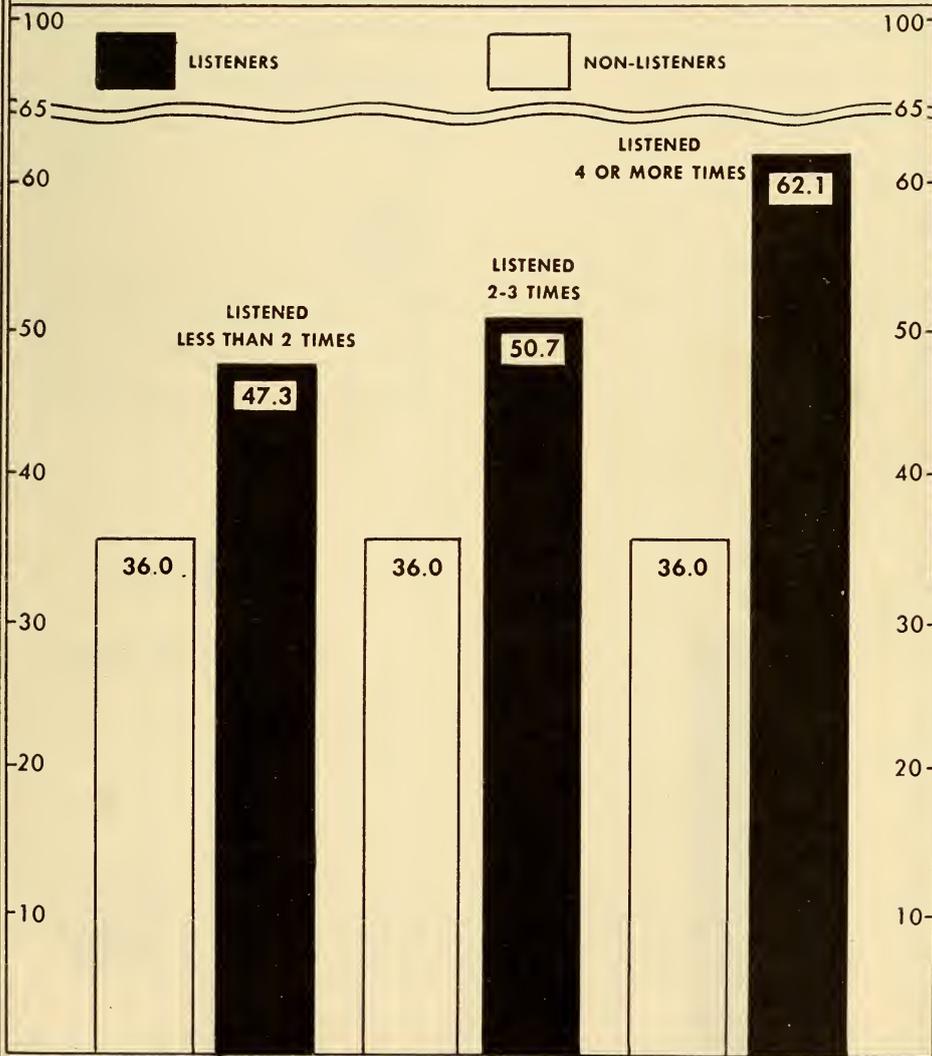
(METHOD = COINCIDENTAL AND RE-TELEPHONE)



HOOPER RADIO REPORT: 1940

SAME FOOD PRODUCT AS ON FACING PAGE

SHOWING USE OF PRODUCT
WITH FREQUENCY OF LISTENING IN PAST WEEK

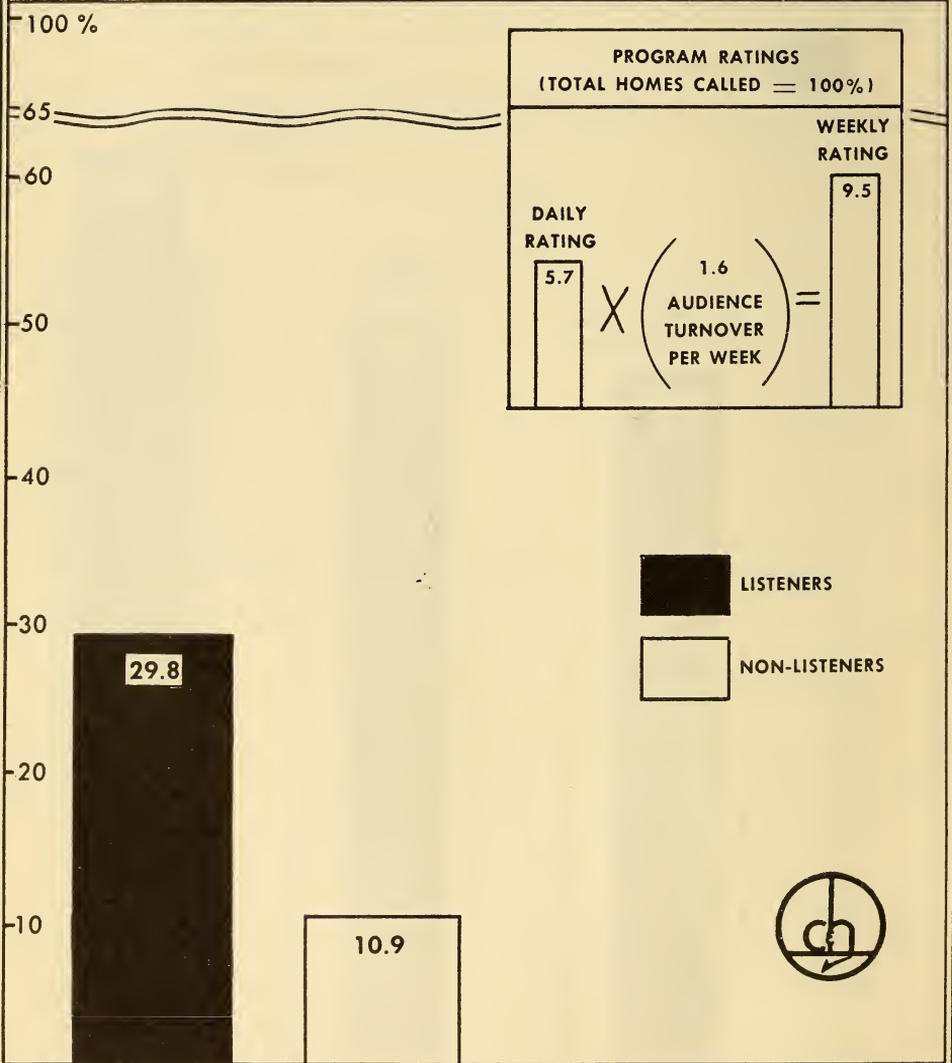


HOOPER RADIO REPORT: 1940

SOAP PRODUCT

USE OF PRODUCT IN LISTENER AND NON-LISTENER HOMES

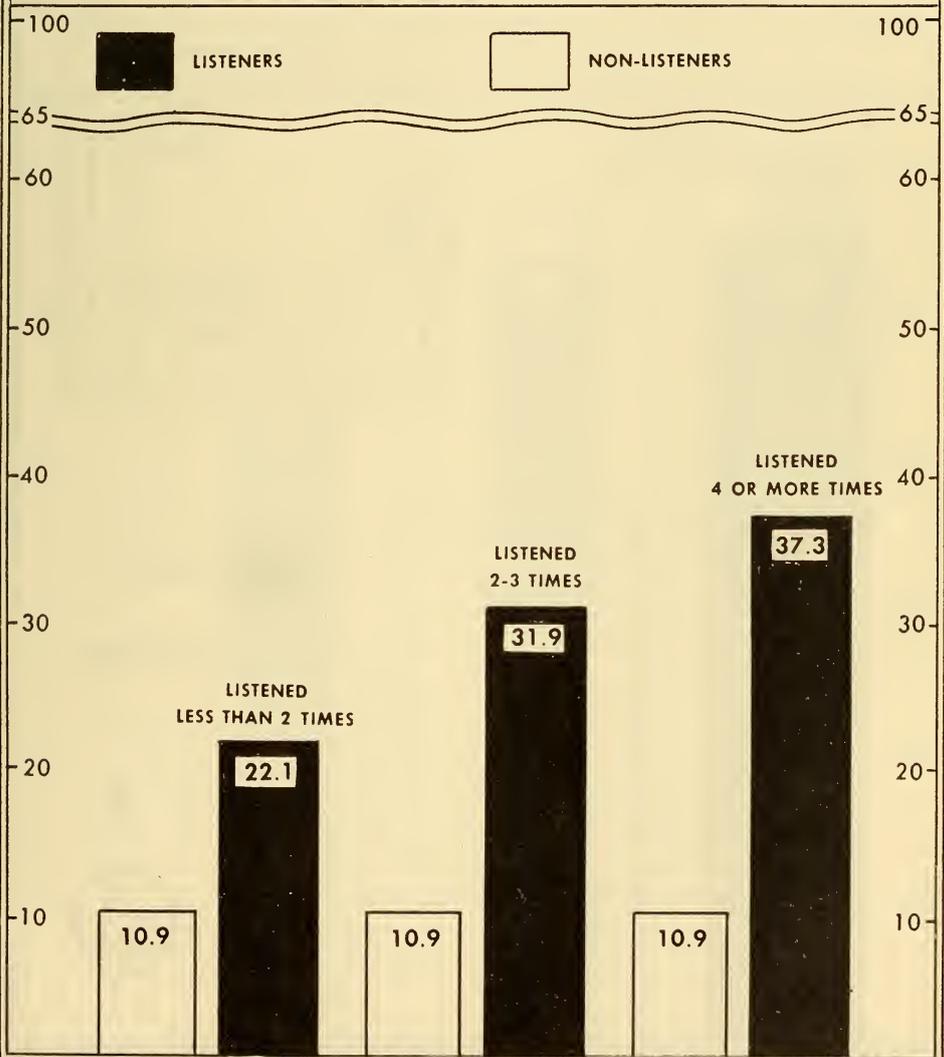
(METHOD = COINCIDENTAL AND RE-TELEPHONE)



HOOPER RADIO REPORT: 1940

SAME SOAP PRODUCT AS ON FACING PAGE

SHOWING USE OF PRODUCT
WITH FREQUENCY OF LISTENING IN PAST WEEK

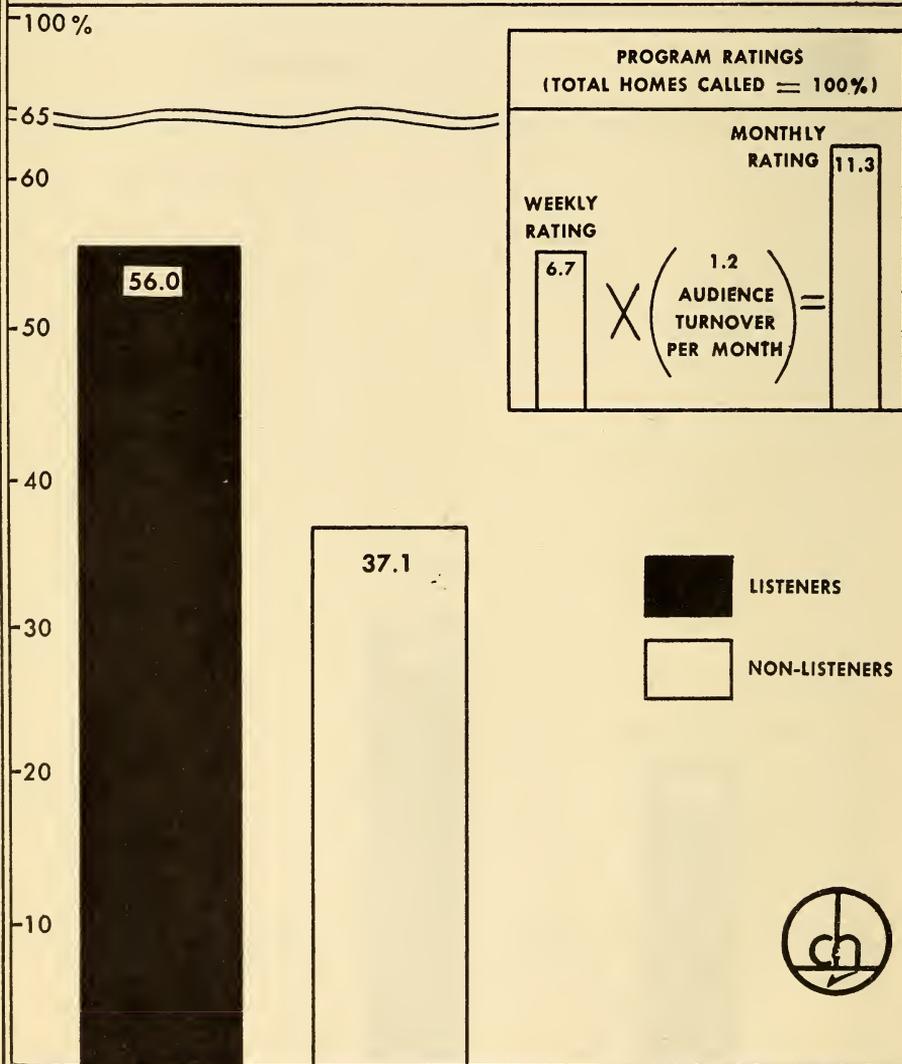


HOOPER RADIO REPORT: 1940

CEREAL

USE OF PRODUCT IN LISTENER AND NON-LISTENER HOMES

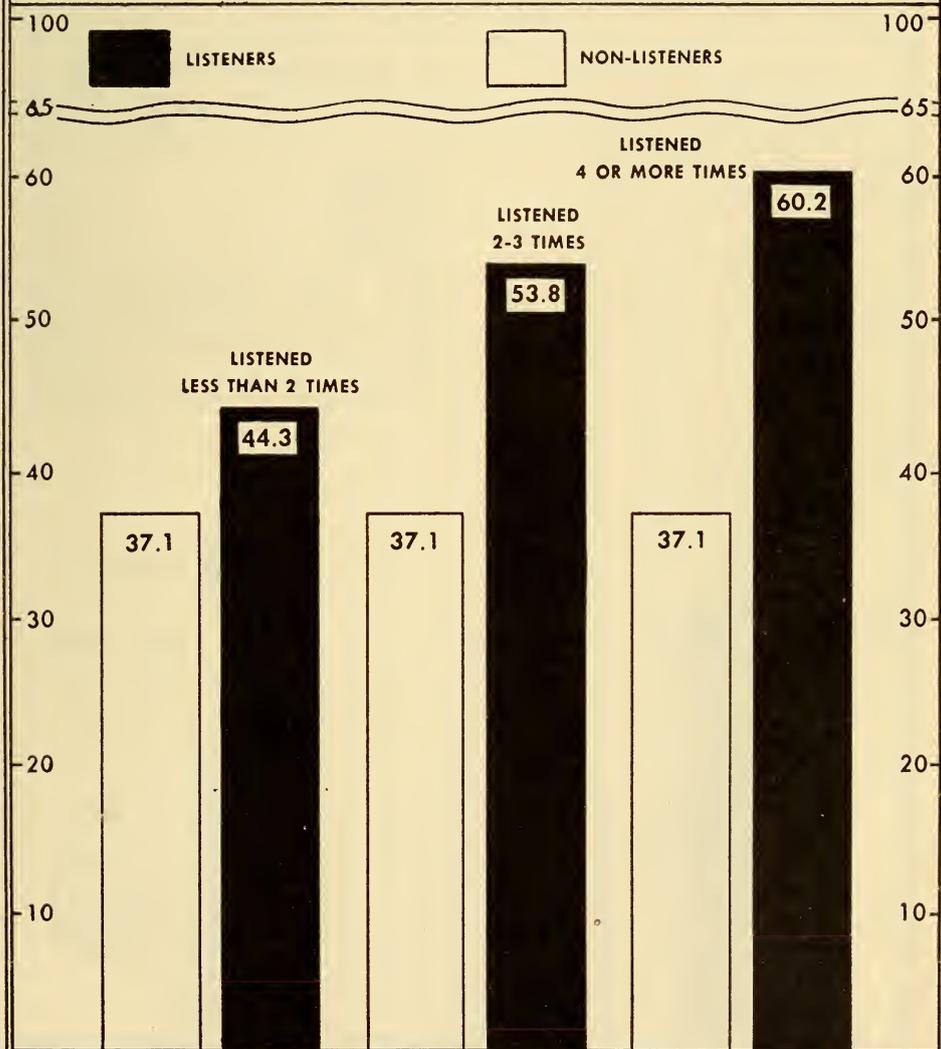
(METHOD = COINCIDENTAL AND RE-TELEPHONE)



HOOPER RADIO REPORT: 1940

SAME CEREAL PRODUCT AS ON FACING PAGE

SHOWING USE OF PRODUCT
WITH FREQUENCY OF LISTENING IN PAST MONTH

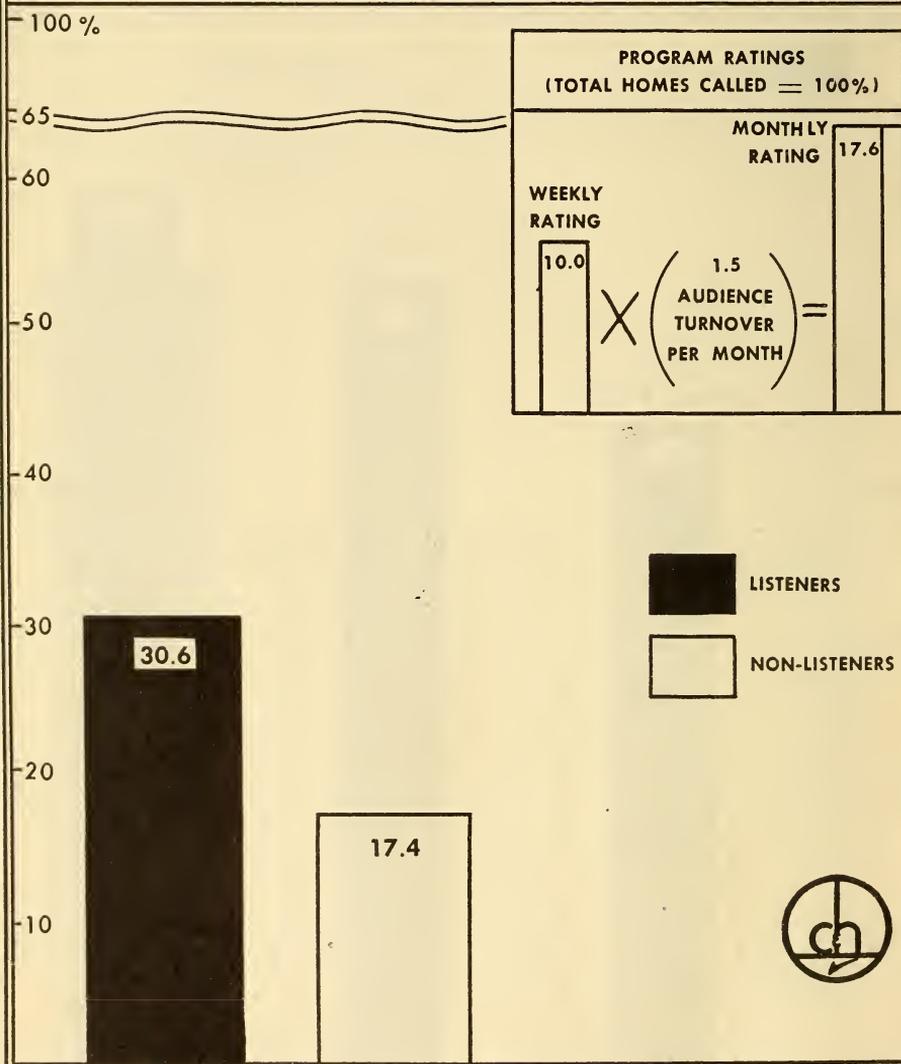


HOOPER RADIO REPORT: 1940

TOILET PREPARATION

USE OF PRODUCT IN LISTENER AND NON-LISTENER HOMES

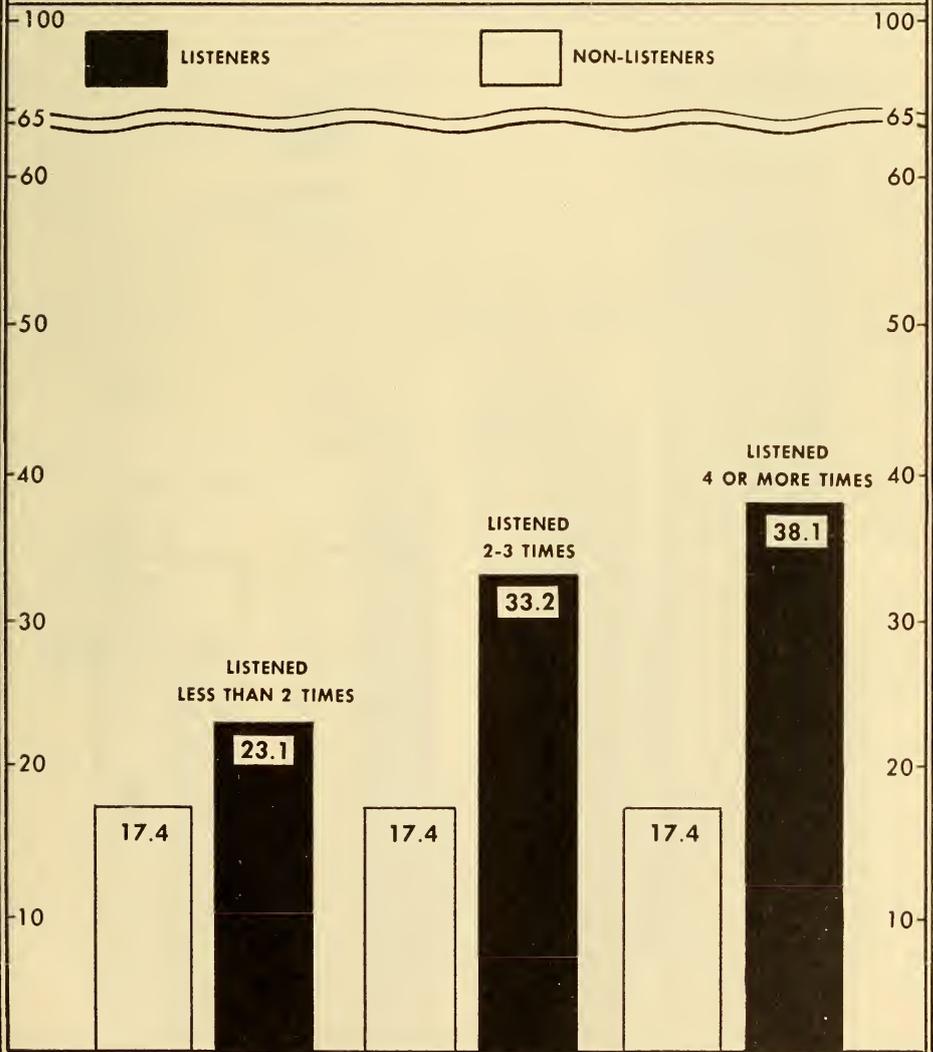
(METHOD = COINCIDENTAL AND RE-TELEPHONE)



HOOPER RADIO REPORT: 1940

SAME TOILET PREPARATION AS ON FACING PAGE

SHOWING USE OF PRODUCT
WITH FREQUENCY OF LISTENING IN PAST MONTH

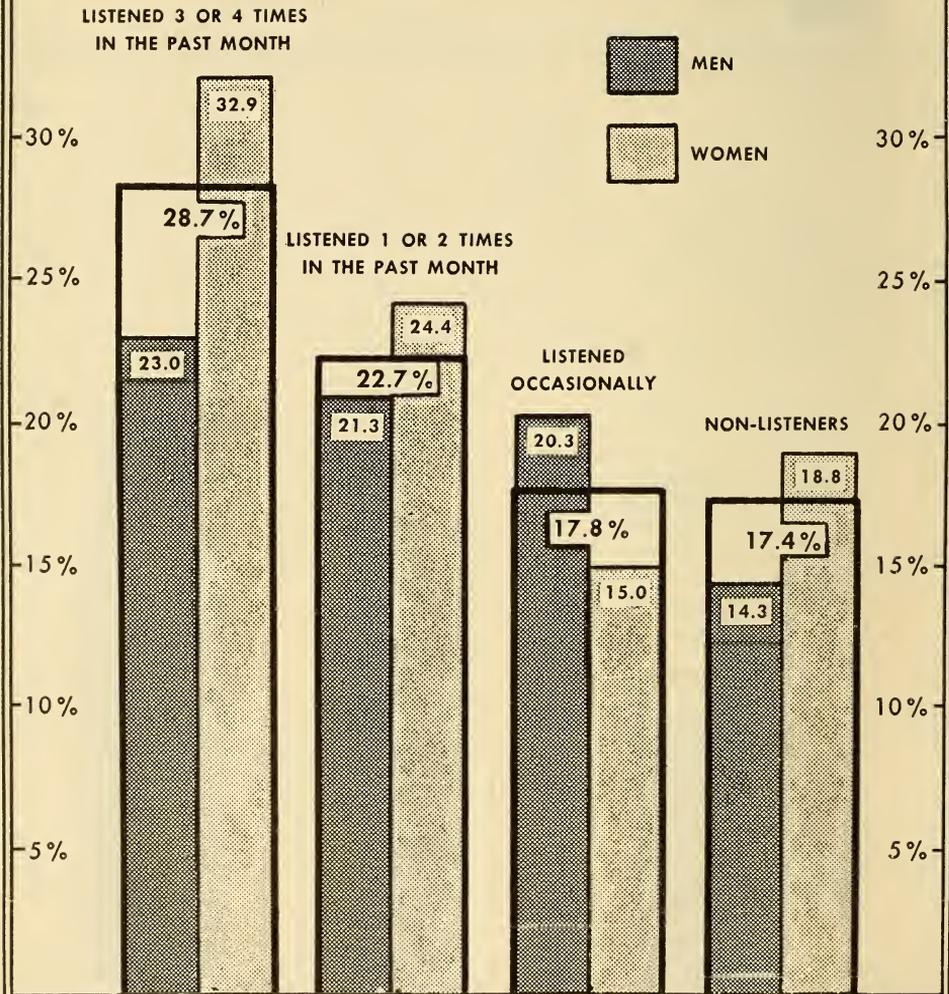


RADIO vs. SALES: CBS 1940

A CERTAIN TOILET SOAP

FAMILIES HAVING PRODUCT ON HAND
DETERMINED BY PERSONAL INTERVIEWS

(TOTAL U. S. MARKET = 100%)

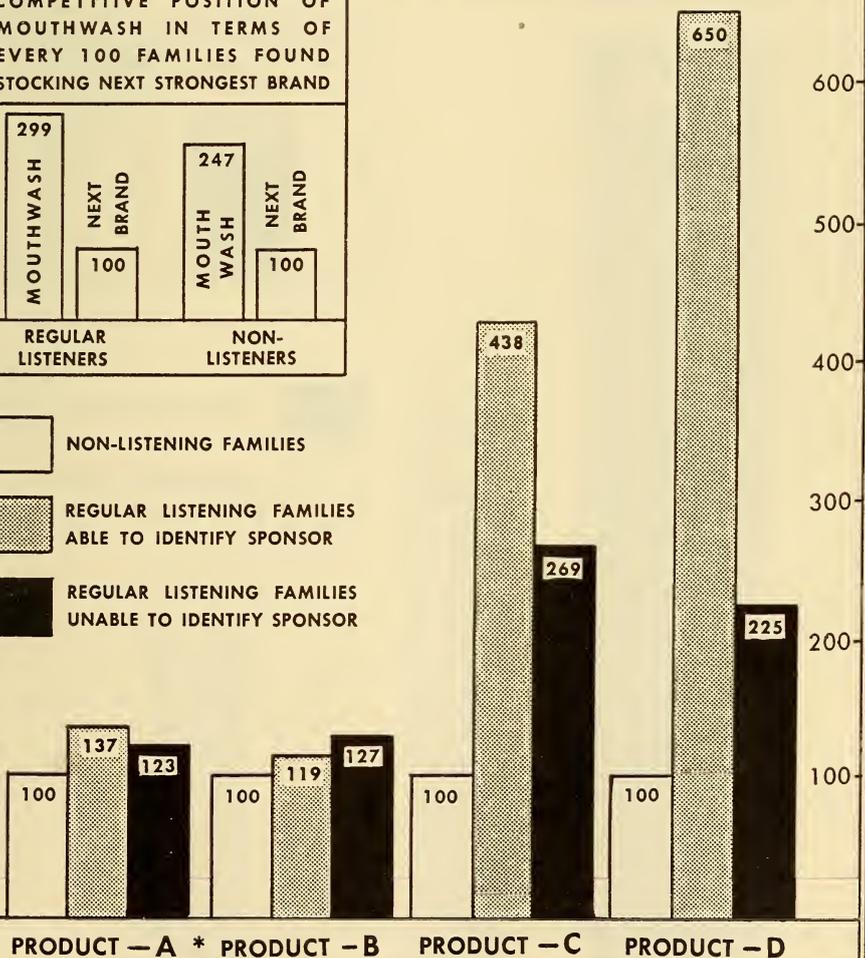
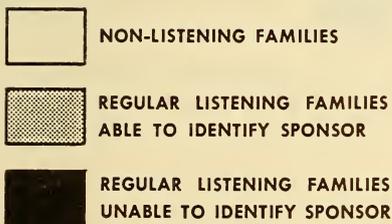
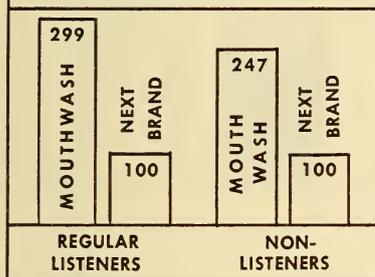


RADIO vs. SALES: CBS 1940

CERTAIN DRUG PRODUCTS

(METHOD = COINCIDENTAL CALLS FOLLOWED BY INVENTORY)

COMPETITIVE POSITION OF MOUTHWASH IN TERMS OF EVERY 100 FAMILIES FOUND STOCKING NEXT STRONGEST BRAND

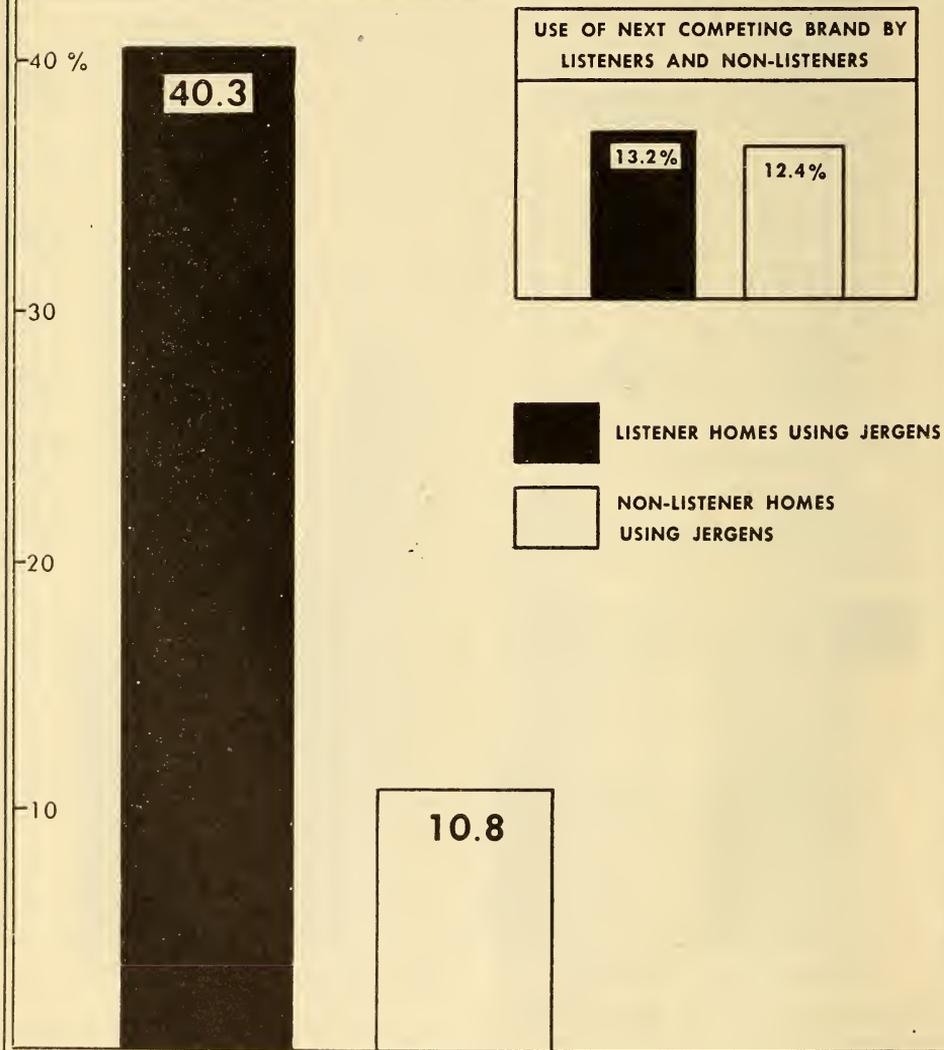


*PRODUCT DID NOT BEAR FAMILY TRADE NAME

RADIO vs. SALES: NBC 1940

JERGENS LOTION

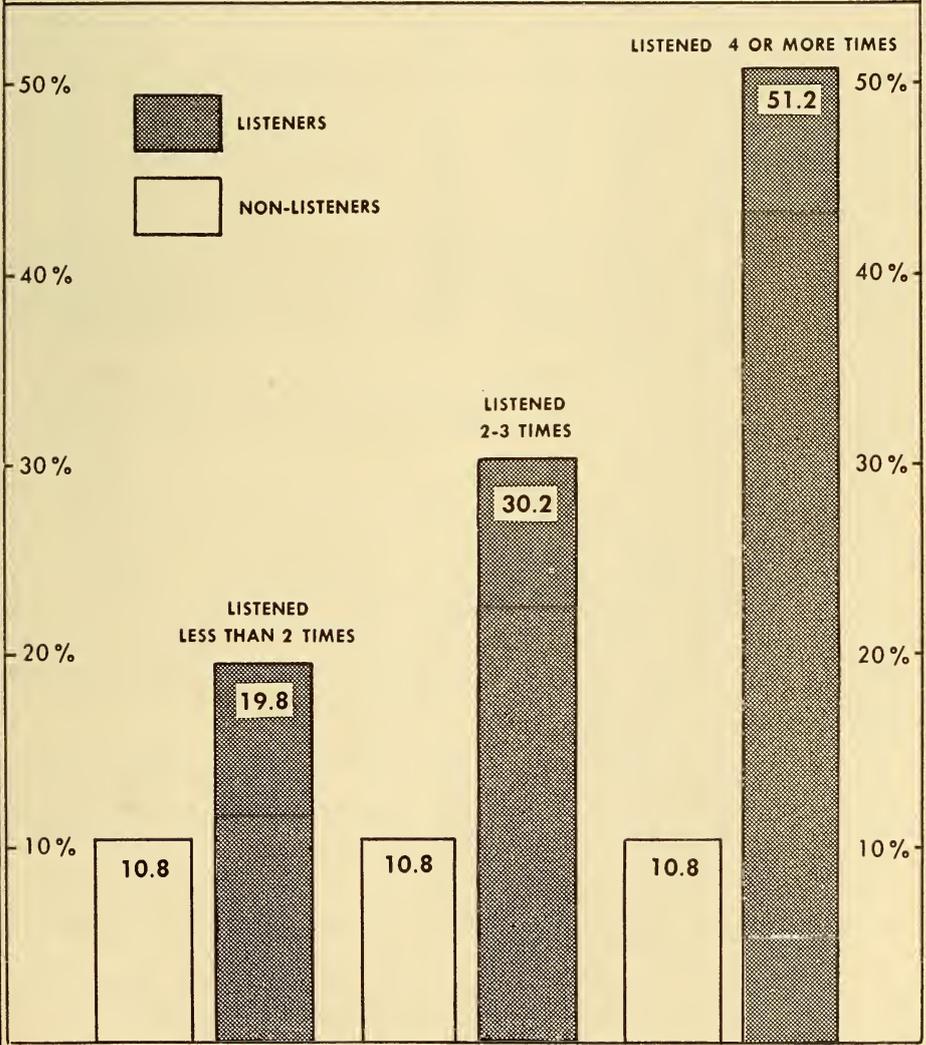
(METHOD = COINCIDENTAL AND RE-TELEPHONE)



RADIO vs. SALES: NBC 1940

JERGENS LOTION • SAME AS ON FACING PAGE

SHOWING USE OF PRODUCT WITH FREQUENCY OF LISTENING
IN PAST MONTH



TRENDS

COOPERATIVE ANALYSIS OF BROADCASTING [WHAT IT IS AND DOES]

The Co-operative Analysis of Broadcasting was founded in March, 1930, as an outgrowth of the 1929 activities of the Association of National Advertisers' Radio Committee.

It is a mutual and non-profit organization operating under the supervision of a Governing Committee, two members of which are appointed by the president of the American Association of Advertising Agencies, and three members by the president of the A.N.A. This Committee has full charge of management and sets all policies, business as well as research. The subscribers comprise radio advertisers, agencies and networks. The cost is spread among them in proportion to their respective stakes in radio advertising. The average subscriber pays \$100 per month for approximately 300 ratings (or about thirty cents apiece).

Each rating which appears in the report is a percentage. To illustrate, simply: If out of each 100 set-owners who are called in the area covered by a given program 20 report that they heard it, then the rating which appears in the report is 20. The number of stations carrying a program does not affect the size of the rating.

The field work is conducted by Crossley, Inc., a private research organization, on a contract basis. The governing committee maintains a permanent headquarters at 330 West 42nd Street, New York City, in charge of A. W. Lehman, manager.

Ratings on practically all commercial network programs, daytime as well as evening, are reported to subscribers, in twenty-four semi-monthly and several more comprehensive reports which analyze programs by geographical sections, income levels, etc.

Currently the C.A.B. is making completed calls at the rate of 509,000 per year. These are made by 53 investigators in 33 cities, from Boston to San Francisco and New Orleans to Minneapolis. The calls are carefully distributed by **income levels to parallel the distribution of radio sets among economic groups.** Also, they are distributed by geographical sections to correspond closely to the distribution of radio homes.

In addition to the regular reporting service the C.A.B. supplies its subscribers with special analyses of almost every imaginable kind, such as ratings of specified transcribed or sustaining programs, cumulative ratings on local programs in various cities, and how listeners turn from one program to another.

In summary, the C.A.B. helps its subscribers:

1. To determine the best day and hour to select whenever a choice of radio time is offered.
2. To follow the popularity trend of various types of programs and discover when a given type is improving or wearing thin.

(Continued on page 96)

TWENTY-FIVE LEADING EVENING PROGRAMS OCTOBER 1939—APRIL 1940

FROM COOPERATIVE ANALYSIS OF BROADCASTING RECORDS,

| Rank. | Average | High | | Low | | Months on air |
|-------------------------------------|---------|-------|--------|-------|--------|---------------|
| | | Month | Rating | Month | Rating | |
| 1. Chase & Sanborn* | 40.0 | Nov. | 41.5 | Mar. | 37.7 | 7 |
| 2. Jack Benny (Jell-O) | 39.0 | Apr. | 42.8 | Oct. | 32.6 | 7 |
| 3. Lux Radio Theatre | 29.5 | Feb. | 33.5 | Oct. | 24.7 | 7 |
| 4. Fibber McGee & Molly (Johnson) | 28.9 | Feb. | 32.8 | Oct. | 21.9 | 7 |
| 5. Kraft Music Hall (Bing Crosby) | 28.7 | Jan. | 34.5 | Oct. | 22.5 | 7 |
| 6. Major Bowes (Chrysler) | 24.4 | Apr. | 27.9 | Oct. | 21.2 | 7 |
| 7. Pepsodent—Bob Hope | 24.3 | Mar. | 29.0 | Oct. | 17.1 | 7 |
| 8. Kay Kyser (Lucky Strike) | 23.6 | Jan. | 28.7 | Oct. | 18.7 | 7 |
| 9. One Man's Family (Stan. Brands) | 23.6 | Mar. | 28.6 | Dec. | 18.2 | 7 |
| 10. Kate Smith Hour (Gen. Foods) | 22.6 | Jan. | 26.5 | Oct. | 19.2 | 7 |
| 11. Pot o' Gold (Tums) | 22.4 | Feb. | 28.3 | Oct. | 11.8 | 7 |
| 12. Fitch Bandwagon | 21.4 | Apr. | 25.4 | Oct. | 17.8 | 7 |
| 13. Fred Allen (Bristol-Myers) | 21.3 | Feb. | 24.1 | Oct. | 18.4 | 7 |
| 14. Good News of 1940 (Maxwell)† | 19.8 | Feb. | 21.8 | Oct. | 16.6 | 7 |
| 15. First Nighter (Campana) | 19.4 | Feb. | 23.0 | Oct. | 15.4 | 7 |
| 16. Gang Busters (Colgate) | 17.8 | Jan. | 19.8 | Nov. | 14.6 | 6½ |
| 17. Burns & Allen (Lehn & Fink) | 17.7 | Mar. | 21.1 | Oct. | 15.0 | 7 |
| 18. Your Hit Parade (Lucky Strike) | 17.7 | Jan. | 20.2 | Oct. | 13.1 | 7 |
| 19. Lowell Thomas (Sun Oil) | 17.3 | Jan. | 19.4 | Nov. | 14.9 | 7 |
| 20. Big Town (Lever Bros) | 17.1 | Jan. | 18.8 | Nov. | 15.9 | 7 |
| 21. Grand Central Station (Lambert) | 16.4 | Mar. | 19.8 | Oct. | 13.3 | 7 |
| 22. Sealtest—Rudy Vallee | 16.0 | ... | ... | ... | ... | 1½ |
| 23. Al Pearce (Hawaiian Pineapple) | 15.9 | Feb. | 18.4 | Dec. | 13.6 | 6 |
| 24. Texaco Star Theatre | 15.2 | Feb. | 18.6 | Oct. | 12.8 | 7 |
| 25. Walter Winchell (Jergens) | 15.0 | Apr. | 17.6 | Oct. | 12.4 | 7 |

* Rated 40.6 as 60-minute program (3 months); 39.5 as 30-minute program (4 months).

† Rated 19.8 as 60-minute program (5½ months); 18.7 as 30-minute program (1½ months).

TEN LEADING DAYTIME PROGRAMS OCTOBER 1939—APRIL 1940

FROM COOPERATIVE ANALYSIS OF BROADCASTING RECORDS

| Rank. | Average | High | | Low | | Months on air |
|---|---------|----------------------|--------|-------|--------|---------------|
| | | Month | Rating | Month | Rating | |
| 1. Ben Bernie (Am. Tobacco) | 10.3 | Feb. | 13.1 | Oct. | 7.7 | 6 |
| 2. Hobby Lobby (Fels) | 9.5 | Feb. | 12.1 | Oct. | 6.7 | 6 |
| 3. Ma Perkins (P & G) | 9.5 | Feb. | 11.0 | Oct. | 7.5 | 7 |
| 4. Pepper Young's Family (P & G) | 8.9 | { Jan. } { Feb. } | 10.2 | Oct. | 7.4 | 7 |
| 5. Mary Marlin (P & G) | 8.3 | Jan. | 9.9 | Oct. | 6.5 | 7 |
| 6. Vic & Sade (P & G) | 8.2 | Feb. | 10.3 | Oct. | 4.7 | 7 |
| 7. Guiding Light (P & G) | 8.1 | Jan. | 8.7 | Mar. | 7.5 | 7 |
| 8. Stella Dallas (Phillips Chem.) | 7.8 | { Feb. } { Mar. } | 9.1 | Oct. | 5.9 | 7 |
| 9. I Want a Divorce (Food-Bev. B'casters) | 7.7 | Mar. | 7.9 | Apr. | 7.6 | 2½ |
| 10. Woman in White (Pillsbury) | 7.5 | Mar. | 8.4 | Oct. | 6.7 | 7 |

COOPERATIVE ANALYSIS OF BROADCASTING—Continued

(Continued from page 94)

3. To purchase talent advantageously by comparing the performers on different programs.
4. To decide whether a given season should be included or dropped.
5. To make comparisons between daytime and evening programs.
6. To compare the difference in program audiences by sections of the country, population groups, income levels, etc.
7. To discern by studies of the leaders and laggards what makes a good radio program.
8. To check where the least competition is and find the most desirable time to buy.

The Governing Committee is headed by Dr. D. P. Smelser, in charge of the Market Research Department of Procter & Gamble (current leading radio advertiser). Dr. George Gallup of Young & Rubicam, Inc., is treasurer. Chester H. Lang, of the General Electric Company; Dr. L. D. H. Weld, of McCann-Erickson, Inc.; A. Wells Wilbor, of General Mills, Inc., are the other members of the committee.

C. A. B. SPECIAL EVENTS RATINGS: 1939-40

From time to time the Cooperative Analysis of Broadcasting compiles ratings of public events of outstanding importance or significance. Those recorded during the past year are listed below. *This material may not be reproduced without permission of the C.A.B., sole owner of the copyright.*

SPEECHES

| | |
|--|------|
| Duke of Windsor, May 8, 1939 (NBC Red-Blue)..... | 10.1 |
| President Roosevelt, May 22, 1939 (NBC Red-Blue, CBS)..... | 13.2 |
| Chancellor Hitler, Sept. 19, 1939 (all networks)..... | 16.3 |
| President Roosevelt, Sept. 21, 1939 (all networks)..... | 29.8 |
| President Roosevelt, Oct. 9, 1939 (all networks)..... | 12.1 |
| Prime Minister Chamberlain, Jan. 9, 1940..... | 13.0 |
| President Roosevelt, June 10, 1940 (all networks)..... | 45.5 |

SPORTS

| | |
|--|------|
| Kentucky Derby, May 6, 1939 (CBS)..... | 13.4 |
| Baseball, May-September, 1939, average..... | 17.7 |
| All-Star Baseball Game, July 11, 1939..... | 14.9 |
| Louis-Pastor Fight, Sept. 20, 1939 (NBC Blue)..... | 47.6 |
| World Series, Oct. 4-8, 1939 (Mutual)..... | 21.3 |
| Football, October-December, 1939, average..... | 33.9 |

OTHER

| | |
|--|------|
| Opening of Congress, Jan. 3, 1940..... | 16.1 |
| Jackson Day Dinner, Jan. 8, 1940 (all networks)..... | 25.2 |

SPECIAL NEWS BROADCASTS

Between Aug. 24-29, 1939, news broadcasts covering the war crisis accounted for 18.7% of all daytime program mentions, and 27.2% of all evening program mentions, the peak day being Saturday, August 26, when 33.5% of all program mentions were for "news".

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.

SECOND ANNUAL SURVEY ON YOUTH

Conducted by *Young America*, national news weekly for young people, with the assistance of International Business Machines Corp. Approximately equal numbers of boys and girls, aged 13-14, in 51 elementary and junior high schools were given questionnaires which teachers and principals supervised in filling out during classroom periods. The survey was made during May and June, 1939, in major markets of nine states—California, Connecticut, Illinois, Massachusetts, Michigan, New Jersey, New York, Ohio, and Pennsylvania. Three thousand returns, picked at random, were used as basis for the findings, listed below (in part):

What's your favorite radio program?

- | | |
|---|-------|
| 1. Gang Busters..... | 11.1% |
| 2. Chase & Sanborn Hour..... | 9.3% |
| 3. Lux Radio Theatre..... | 7.8% |
| 4. Jell-O Program..... | 6.6% |
| 5. Lone Ranger..... | 6.1% |
| 6. Good News of 1939 (Maxwell House)..... | 5.9% |
| 7. Eddie Cantor's Camel Cavavan.. | 2.3% |
| 8. One Man's Family..... | 1.9% |
| 9. Town Hall Tonight..... | 1.1% |
| 10. Dick Tracy..... | 0.4% |
| 11. All others..... | 47.5% |

Who's your favorite radio star?

- | | |
|-----------------------------|-------|
| 1. Jack Benny..... | 10.2% |
| 2. Fannie Brice..... | 8.9% |
| 3. Charlie McCarthy..... | 8.5% |
| 4. Eddie Cantor..... | 7.5% |
| 5. Joe Penner..... | 5.5% |
| 6. Don Ameche..... | 3.4% |
| 7. Fred Allen..... | 3.2% |
| 8. Bing Crosby..... | 2.2% |
| 9. Lone Ranger..... | 1.9% |
| 10. Edward G. Robinson..... | 1.5% |
| 11. All others..... | 47.2% |

How many different radio programs do you listen to each week?

Answer.....Average of 16

When you tune in on a radio program, do you listen to the main part only, or to both main part and advertising?

- | | |
|---------------------|-------|
| Main part only..... | 19.8% |
| Both..... | 80.2% |

What's your favorite amusement?

- | | |
|-----------------------|-------|
| 1. Movies..... | 40.6% |
| 2. Sports..... | 26.6% |
| 3. Reading..... | 6.4% |
| 4. Radio..... | 5.1% |
| 5. Bicycling..... | 3.5% |
| 6. Music..... | 2.0% |
| 7. Trips..... | 1.5% |
| 8. Plays (drama)..... | 1.2% |
| 9. Singing..... | 1.0% |
| 10. Circus..... | 0.8% |
| 11. All others..... | 11.3% |

Do you have a radio in your home?

- | | |
|----------|-------|
| Yes..... | 99.4% |
| No..... | 0.6% |

Do you have a radio of your own in your room at home?

- | | |
|----------|-------|
| Yes..... | 41.4% |
| No..... | 58.6% |

Which of the following kinds of advertising influences you most? (Check one)

- | | |
|--------------------|-------|
| 1. Radio..... | 69.3% |
| 2. Magazines..... | 17.5% |
| 3. Newspapers..... | 13.2% |

Does Mother take your advice when she buys food?

- | | |
|--------------|-------|
| Yes..... | 70.6% |
| { Boys..... | 68.1% |
| { Girls..... | 73.0% |
| No..... | 29.4% |
| { Boys..... | 31.9% |
| { Girls..... | 27.0% |

When you ask Mother to buy certain foods for you, do you ask for brands?

- | | |
|--------------|-------|
| Yes..... | 60.2% |
| { Boys..... | 59.3% |
| { Girls..... | 61.0% |
| No..... | 39.8% |
| { Boys..... | 40.7% |
| { Girls..... | 39.0% |

SIXTH ANNUAL RADIO GUIDE POPULARITY POLL. Conducted by *Radio Guide* among its readers, and published in weekly installments on June 23 and June 30, 1939. Approximately 750,000 votes were cast in the poll. The total vote for the 12 leaders in each classifica-

POPULARITY POLLS—Continued

tion was counted as 100, and each program's share thereof is represented via a point system (tantamount to a percentage figure). (For the corresponding 1940 poll, see page 103):

Star of Stars

| | |
|----------------------------|------|
| 1. Nelson Eddy..... | 24.2 |
| 2. Jessica Dragonette..... | 15.9 |
| 3. Edgar Bergen..... | 12.6 |
| 4. Jack Benny..... | 12.4 |
| 5. Don Ameche..... | 10.6 |
| 6. Bing Crosby..... | 10.5 |
| 7. Lanny Ross..... | 03.9 |
| 8. Joan Blaine..... | 02.3 |
| 9. Orson Welles..... | 02.1 |
| 10. Jack Baker..... | 01.9 |
| 11. Rudy Vallee..... | 01.5 |
| 12. Kate Smith..... | 01.4 |

Comedian

| | |
|-----------------------------|------|
| 1. Bergen-McCarthy..... | 39.1 |
| 2. Jack Benny..... | 23.1 |
| 3. Bob Hope..... | 09.8 |
| 4. Eddie Cantor..... | 07.6 |
| 5. Fibber McGee..... | 07.2 |
| 6. Fred Allen..... | 04.8 |
| 7. Bob Burns..... | 03.0 |
| 8. Abbott and Costello..... | 01.8 |
| 9. Al Pearce..... | 01.1 |
| 10. Ransom Sherman..... | 00.8 |
| 11. Frank Morgan..... | 00.7 |
| 12. Robert Benchley..... | 00.4 |

Commentator (Man)

| | |
|---------------------------|------|
| 1. Lowell Thomas..... | 33.8 |
| 2. Walter Winchell..... | 15.3 |
| 3. H. V. Kaltenborn..... | 14.8 |
| 4. Boake Carter..... | 10.6 |
| 5. Jimmie Fidler..... | 09.4 |
| 6. Edwin C. Hill..... | 09.3 |
| 7. Paul Sullivan..... | 02.7 |
| 8. Fort Pearson..... | 01.1 |
| 9. Gabriel Heatter..... | 00.9 |
| 10. Fulton Lewis, Jr..... | 00.6 |
| 11. Deems Taylor..... | 00.5 |
| 12. Bob Trout..... | 00.5 |

Commentator (Woman)

| | |
|-------------------------------|------|
| 1. Dorothy Thompson..... | 57.2 |
| 2. Kate Smith..... | 28.3 |
| 3. Mary Margaret McBride..... | 09.4 |
| 4. Kathryn Cravens..... | 02.5 |
| 5. Eleanor Roosevelt..... | 01.5 |
| 6. Hedda Hopper..... | 00.4 |
| 7. Nellie Revell..... | 00.1 |
| 8. Adelaide Hawley..... | 00.1 |
| 9. Dorothy Parker..... | 00.1 |
| 10. Elizabeth Arnold..... | 00.1 |
| 11. Lisa Sergio..... | 00.1 |
| 12. Radie Harris..... | 00.1 |

Radio Actor

| | |
|----------------------|------|
| 1. Don Ameche..... | 45.1 |
| 2. Orson Welles..... | 17.3 |

| | |
|----------------------------|------|
| 3. Les Tremayne..... | 09.6 |
| 4. Charles Boyer..... | 09.3 |
| 5. Edward G. Robinson..... | 04.0 |
| 6. Hugh Studebaker..... | 02.7 |
| 7. Raymond Johnson..... | 02.5 |
| 8. Phil Lord..... | 02.3 |
| 9. Lanny Ross..... | 02.2 |
| 10. Martin Gabel..... | 01.3 |
| 11. Pat Murphy..... | 01.2 |
| 12. Michael Raffetto..... | 01.0 |

Radio Actress

| | |
|--------------------------|------|
| 1. Claire Trevor..... | 23.8 |
| 2. Barbara Luddy..... | 18.3 |
| 3. Joan Blaine..... | 14.2 |
| 4. Alice Frost..... | 08.8 |
| 5. Helen Menken..... | 08.3 |
| 6. Helen Hayes..... | 08.0 |
| 7. Anne Seymour..... | 05.8 |
| 8. Betty Winkler..... | 04.3 |
| 9. Kathleen Wilson..... | 04.2 |
| 10. Patricia Dunlap..... | 01.6 |
| 11. Irene Rich..... | 01.2 |
| 12. Marjorie Hannan..... | 01.2 |

Singer of Popular Songs (Man)

| | |
|------------------------|------|
| 1. Bing Crosby..... | 36.1 |
| 2. Kenny Baker..... | 27.0 |
| 3. Lanny Ross..... | 10.7 |
| 4. Don Ameche..... | 06.3 |
| 5. Jack Baker..... | 04.7 |
| 6. Frank Parker..... | 03.7 |
| 7. Rudy Vallee..... | 03.6 |
| 8. Dick Powell..... | 02.2 |
| 9. Jerry Cooper..... | 01.7 |
| 10. Harry Babbitt..... | 01.4 |
| 11. Frank Munn..... | 00.9 |
| 12. Skinnay Ennis..... | 00.6 |

Singer of Popular Songs (Woman)

| | |
|--------------------------|------|
| 1. Kate Smith..... | 36.6 |
| 2. Frances Langford..... | 20.1 |
| 3. Virginia Simms..... | 13.5 |
| 4. Dorothy Lamour..... | 13.3 |
| 5. Hildegard..... | 04.6 |
| 6. Annette King..... | 03.8 |
| 7. Judy Starr..... | 01.5 |
| 8. Fran Allison..... | 01.4 |
| 9. Joan Edwards..... | 01.3 |
| 10. Kay St. Germain..... | 01.2 |
| 11. Connie Boswell..... | 01.1 |
| 12. Muriel Wilson..... | 01.1 |

Musical Program

| | |
|--|------|
| 1. Ford Sunday Evening Hour..... | 34.3 |
| 2. Waltz Time..... | 14.1 |
| 3. Your Hit Parade..... | 10.5 |
| 4. Voice of Firestone..... | 07.5 |
| 5. N. Y. Philharmonic..... | 06.4 |
| 6. 99 Men and a Girl..... | 06.2 |
| 7. American Album of Familiar Music..... | 05.7 |
| 8. Manhattan Merry-Go-Round..... | 04.3 |
| 9. NBC Symphony..... | 03.3 |
| 10. Metropolitan Opera Auditions..... | 02.5 |

POPULARITY POLLS—Continued

- 11. Radio City Music Hall..... 02.4
- 12. Cities Service Concert..... 02.1

Singer of Classical Songs (Man)

- 1. Nelson Eddy..... 54.3
- 2. Richard Crooks..... 10.8
- 3. Lawrence Tibbett..... 09.6
- 4. John Carter..... 06.8
- 5. Donald Dickson..... 06.1
- 6. Lanny Ross..... 06.0
- 7. John Charles Thomas..... 01.7
- 8. Jack Baker..... 01.2
- 9. Frank Munn..... 00.9
- 10. Fred Hufsmith..... 00.7
- 11. Lauritz Melchior..... 00.6
- 12. James Melton..... 00.6

Singer of Classical Songs (Woman)

- 1. Margaret Speaks..... 23.4
- 2. Jessica Dragonette..... 22.1
- 3. Gladys Swarthout..... 10.9
- 4. Jeanette MacDonald..... 09.5
- 5. Miliza Korjus..... 08.8
- 6. Jean Dickenson..... 07.7
- 7. Lucille Manners..... 07.0
- 8. Lily Pons..... 03.7
- 9. Grace Moore..... 02.2
- 10. Rose Bampton..... 01.9
- 11. Kirsten Flagstad..... 01.8
- 12. Muriel Wilson..... 00.9

Announcer

- 1. Don Wilson..... 28.4
- 2. Ken Carpenter..... 21.8
- 3. Milton J. Cross..... 15.9
- 4. Harry Von Zell..... 06.7
- 5. Graham McNamee..... 05.9
- 6. Ford Bond..... 05.8
- 7. Ted Husing..... 03.8
- 8. Ken Niles..... 02.8
- 9. Ralph Edwards..... 02.5
- 10. Bob Brown..... 02.3
- 11. Ben Grauer..... 01.9
- 12. Fred Uttal..... 01.6

Variety Program

- 1. Chase & Sanborn Program..... 36.3
- 2. Kraft Music Hall..... 15.9
- 3. Good News..... 10.7
- 4. Kate Smith's Hour..... 07.6
- 5. Magic Key of RCA..... 06.3
- 6. Breakfast Club..... 06.2
- 7. Jell-O..... 05.2
- 8. Rudy Vallee Hour..... 05.0
- 9. Circle..... 02.8
- 10. Texaco Star Theatre..... 01.4
- 11. Town Hall Tonight..... 01.2
- 12. Fibber McGee & Molly..... 00.7

Audience-Participation Program

- 1. Kay Kyser's College of Musical Knowledge..... 42.0
- 2. Information, Please..... 26.5
- 3. Battle of the Sexes..... 12.2
- 4. Professor Quiz..... 07.5

- 5. True or False..... 03.8
- 6. Vox Pop..... 03.1
- 7. Ask-It-Basket..... 01.4
- 8. We, the People..... 00.9
- 9. Uncle Jim's Question Box..... 00.8
- 10. Hobby Lobby..... 00.4
- 11. What's My Name?..... 00.4
- 12. Dr. I. Q..... 00.4

Children's Program

- 1. Lone Ranger..... 23.6
- 2. Irene Wicker's Musical Plays..... 20.1
- 3. Coast to Coast on a Bus..... 17.1
- 4. Let's Pretend..... 16.1
- 5. Little Orphan Annie..... 05.2
- 6. Dick Tracy..... 04.3
- 7. Malcolm Claire..... 03.5
- 8. Don Winslow of the Navy..... 02.9
- 9. Kaltenmeyer's Kindergarten..... 02.8
- 10. Jack Armstrong..... 01.9
- 11. Horn & Hardart's Children's Hour..... 01.0
- 12. March of Games..... 01.0

Master of Ceremonies

- 1. Don Ameche..... 36.5
- 2. Bing Crosby..... 19.9
- 3. Don McNeill..... 13.9
- 4. Robert Young..... 11.9
- 5. Jack Benny..... 04.9
- 6. Dick Powell..... 03.4
- 7. Rudy Vallee..... 02.4
- 8. Fred Allen..... 01.5
- 9. Walter O'Keefe..... 01.5
- 10. Clifton Fadiman..... 01.2
- 11. Ransom Sherman..... 01.1
- 12. Basil Rathbone..... 00.9

Serial Dramatic Program

- 1. One Man's Family..... 49.2
- 2. Big Sister..... 10.2
- 3. Bachelor's Children..... 08.7
- 4. Guiding Light..... 06.4
- 5. Road of Life..... 06.0
- 6. Valiant Lady..... 03.3
- 7. Life Can Be Beautiful..... 03.0
- 8. Betty and Bob..... 02.8
- 9. Girl Alone..... 02.7
- 10. Mary Marlin..... 02.5
- 11. Vic and Sade..... 02.4
- 12. Second Husband..... 02.1

Swing Singer

- 1. Bea Wain..... 32.1
- 2. Martha Raye..... 15.9
- 3. Martha Tilton..... 12.8
- 4. Virginia Simms..... 12.1
- 5. Edythe Wright..... 08.5
- 6. Mildred Bailey..... 07.7
- 7. Ella Fitzgerald..... 04.3
- 8. Maxine Sullivan..... 01.8
- 9. Marion Mann..... 01.3
- 10. Sully Mason..... 01.2
- 11. Connie Boswell..... 01.0
- 12. Judy Garland..... 00.8

POPULARITY POLLS—Continued

Swing Instrumentalist

| | |
|-----------------------|------|
| 1. Tommy Dorsey..... | 32.3 |
| 2. Artie Shaw..... | 23.1 |
| 3. Gene Krupa..... | 18.9 |
| 4. Benny Goodman..... | 12.5 |
| 5. Henry Busse..... | 06.1 |
| 6. Jimmy Dorsey..... | 03.5 |
| 7. Harry James..... | 00.8 |
| 8. Ray Bauduc..... | 00.7 |
| 9. Eddy Duchin..... | 00.5 |
| 10. Milt Herth..... | 00.5 |
| 11. Stuff Smith..... | 00.3 |
| 12. Kay Kyser..... | 00.2 |

Swing Band

| | |
|------------------------|------|
| 1. Artie Shaw..... | 26.6 |
| 2. Benny Goodman..... | 22.9 |
| 3. Tommy Dorsey..... | 18.9 |
| 4. Kay Kyser..... | 13.1 |
| 5. Bob Crosby..... | 07.0 |
| 6. Larry Clinton..... | 06.6 |
| 7. Gene Krupa..... | 01.9 |
| 8. Sammy Kaye..... | 00.9 |
| 9. Henry Busse..... | 00.5 |
| 10. Phil Harris..... | 00.4 |
| 11. Jimmy Dorsey..... | 00.3 |
| 12. Raymond Scott..... | 00.3 |

Dance Orchestra

| | |
|-------------------------|------|
| 1. Wayne King..... | 35.6 |
| 2. Guy Lombardo..... | 20.9 |
| 3. Horace Heidt..... | 15.4 |
| 4. Kay Kyser..... | 11.2 |
| 5. Eddy Duchin..... | 04.7 |
| 6. Hal Kemp..... | 03.0 |
| 7. Sammy Kaye..... | 02.8 |
| 8. Rudy Vallee..... | 01.6 |
| 9. Paul Whiteman..... | 01.4 |
| 10. Abe Lyman..... | 01.3 |
| 11. Tommy Dorsey..... | 01.2 |
| 12. Richard Himber..... | 01.1 |

Educational Program

| | |
|--------------------------------------|------|
| 1. American School of the Air..... | 27.9 |
| 2. Great Plays..... | 13.2 |
| 3. Music Appreciation Hour..... | 13.0 |
| 4. World Is Yours..... | 12.7 |
| 5. America's Town Meeting..... | 10.4 |
| 6. U. of C. Round Table..... | 08.3 |
| 7. Information, Please..... | 03.4 |
| 8. Men Against Death..... | 02.6 |
| 9. Cavalcade of America..... | 02.2 |
| 10. People's Platform..... | 02.1 |
| 11. National Farm and Home Hour..... | 02.0 |
| 12. Nation's School of the Air..... | 01.2 |

Non-Network (Local) Program

| | |
|---|------|
| 1. Zeke Manners Gang, WMCA, N. Y. | 25.2 |
| 2. Hank Lawson and the Bums, WEEU, Reading, Pa. | 09.8 |
| 3. Wayside Theater, WBBM, Chi- cago, Ill. | 09.7 |
| 4. History in the Making, WBBM, Chicago, Ill. | 09.4 |

| | |
|--|------|
| 5. Memory Baseball, KFYP, Bis- marck, N. D. | 06.9 |
| 6. Number, Please, WJR, Detroit, Mich. | 06.5 |
| 7. Night Watch, WIND, Gary, Ind. | 06.0 |
| 8. Bernie Armstrong, KDKA, Pittsburgh, Pa. | 05.6 |
| 9. Mad Hatterfields, WLW, Cin- cinnati, Ohio | 05.4 |
| 10. Supper Time Frolics, WJJD, cinnati, Ohio | 05.4 |
| 11. Nine - Twenty Club, WORL, Boston, Mass. | 05.0 |
| 12. Bradley Kincaid, WGY, Schen- ectady, N. Y. | 04.5 |

NATIONAL FEDERATION OF PRESS WOMEN, INC. AWARDS. Announced June 26, 1939. Results are listed below, together with the network on which the winning programs appeared:

Best forenoon weekday program
Getting the Most Out of Life...NBC Blue

Best afternoon weekday program
American School of the Air.....CBS

Best interpretation of news
H. V. Kaltenborn.....CBS

Best radio program contributed to by a woman
GE Hour of Charm (Dorothy Thompson)..
NBC Red

Good taste and restraint in advertising announcements
Ford Sunday Evening Hour.....CBS

Most original program idea
N. Y. World's Fair Salute of Nations.....
NBC, CBS, MBS

Shortwave program promoting inter-national peace
N. Y. World's Fair Salute of Nations.....
NBC, CBS, MBS

Best program designed for rural listeners
Farm and Home Hour.....NBC Blue

Children's program best designed to interest and develop mind and character of children under 12
Singing Lady (Irene Wicker)..NBC Red

Children's program best designed to interest and develop mind and character of youths over 12
Dr. Damrosch's Music Apprecia-
tion Hour.....NBC Blue

POPULARITY POLLS—Continued

Best performance of plays written for or adapted to radio

Orson WellesCBS

Program most effective in presenting and building American ideals

America's Town Meeting of the AirNBC Blue

Special award for classical music

N. Y. Philharmonic Orchestra.....CBS

Brilliance of objective reporting in the field of foreign news

William L. Shirer.....CBS

RADIO MIRROR "FACING THE MUSIC" POPULARITY POLL. Conducted by Radio Mirror among its readers, and announced in August, 1939:

1. Eddy Duchin.
2. Benny Goodman.
3. Horace Heidt.
4. Sammy Kaye.
5. Guy Lombardo.
6. Kay Kyser.
7. Tommy Dorsey.
8. Artie Shaw.
9. Freddie Martin.
10. Rudy Vallee.

DOWN BEAT POLL OF MUSICIANS.

Conducted among musicians by *Down Beat*, and announced Jan. 1, 1940. Winners in two of the numerous classifications are listed below, together with the votes they polled:

Swing Bands

| | |
|----------------------------|-------|
| 1. Benny Goodman | 5,251 |
| 2. Glenn Miller | 3,211 |
| 3. Bob Crosby | 2,139 |
| 4. Artie Shaw | 2,116 |
| 5. Count Basie | 1,774 |
| 6. Duke Ellington | 1,087 |
| 7. Jimmy Dorsey | 992 |
| 8. Gene Krupa | 945 |
| 9. Jan Savitt | 931 |
| 10. Charlie Barnet | 719 |
| 11. Woody Herman | 705 |
| 12. Harry James | 701 |
| 13. Tommy Dorsey | 645 |
| 14. Jimmie Lunceford | 424 |
| 15. Larry Clinton | 376 |

Sweet Bands

| | |
|-----------------------|-------|
| 1. Tommy Dorsey | 3,673 |
| 2. Glenn Miller | 3,589 |
| 3. Casa Loma | 3,532 |
| 4. Hal Kemp | 2,129 |
| 5. Kay Kyser | 1,446 |
| 6. Guy Lombardo | 1,051 |

| | |
|-------------------------|-----|
| 7. Sammy Kaye | 559 |
| 8. Wayne King | 532 |
| 9. Jimmy Dorsey | 518 |
| 10. Horace Heidt | 356 |
| 11. Orrin Tucker | 304 |
| 12. Dick Jurgens | 261 |
| 13. Del Courtney | 244 |
| 14. Jan Savitt | 231 |
| 15. Paul Whiteman | 218 |

NINTH ANNUAL NEW YORK WORLD-TELEGRAM NEWSPAPER EDITORS

RADIO POLL. Conducted by Alton Cook, radio editor of the *New York World Telegram* among radio editors in the United States and Canada, and announced Jan. 6, 1940. 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..... | 85 |
| 2. Information, Please..... | 63 |
| 3. Charlie McCarthy..... | 55 |
| 4. Fred Allen..... | 36 |
| 5. Bing Crosby..... | 34 |
| 6. Kay Kyser's College..... | 29 |
| 7. Bob Hope..... | 28 |
| 8. Lux Radio Theatre..... | 25 |
| 9. Orson Welles..... | 19 |
| 10. Toscanini Concerts..... | 16 |
| 11. America's Town Meeting..... | 15 |
| 12. One Man's Family..... | 13 |

Leading Comedians

| | |
|----------------------------------|-----|
| 1. Jack Benny..... | 143 |
| 2. Fred Allen..... | 85 |
| 3. Charlie McCarthy..... | 80 |
| 4. Bob Hope..... | 76 |
| 5. Fibber McGee & Molly..... | 25 |
| 6. Burns and Allen..... | 20 |
| 7. Fanny Brice | 11 |
| 8. Tom Howard-George Shelton.... | 9 |
| 9. Abbott and Costello..... | 8 |
| 10. Milton Berle..... | 7 |

Quiz Programs

| | |
|------------------------------------|-----|
| 1. Information, Please..... | 183 |
| 2. Kay Kyser's College..... | 55 |
| 3. Professor Quiz..... | 51 |
| 4. Doctor I. Q..... | 46 |
| 5. What's My Name?..... | 25 |
| 6. So You Think You Know Music?.. | 19 |
| 7. Gag Busters (Milton Berle)..... | 17 |
| 8. Ask-It-Basket | 16 |
| 9. Pot o' Gold..... | 15 |
| 10. Vox Pop..... | 13 |

Dramatic Programs

| | |
|---------------------------|-----|
| 1. Lux Radio Theatre..... | 139 |
|---------------------------|-----|

POPULARITY POLLS—Continued

| | | | |
|-----------------------------------|----|---------------------------|----|
| 2. Orson Welles..... | 85 | 2. Kay Kyser..... | 52 |
| 3. One Man's Family..... | 45 | 3. Andre Kostelanetz..... | 37 |
| 4. Texaco Star Theatre..... | 24 | 4. Wayne King..... | 30 |
| 5. NBC Great Plays..... | 21 | 5. Glenn Miller..... | 26 |
| 6. Aldrich Family..... | 19 | 6. Horace Heidt..... | 25 |
| 7. Columbia Workshop..... | 18 | 7. Benny Goodman..... | 24 |
| 8. Ellery Queen dramas..... | 17 | 8. Eddy Duchin..... | 16 |
| 9. First Nighter..... | 16 | 9. Fred Waring..... | 15 |
| 10. Silver Theatre..... | 13 | 10. Orrin Tucker..... | 13 |
| 10. Big Town (Ed G. Robinson).... | 13 | 11. Phil Spitalny..... | 12 |
| 10. Hollywood Playhouse..... | 13 | 12. Paul Whiteman..... | 11 |

Quarter-Hour Programs

| | |
|---------------------------------|----|
| 1. Fred Waring's Orchestra..... | 88 |
| 2. Walter Winchell..... | 43 |
| 3. Amos 'n' Andy..... | 40 |
| 4. Easy Aces..... | 38 |
| 5. Lum and Abner..... | 26 |
| 6. I Love a Mystery..... | 18 |
| 7. Lowell Thomas..... | 17 |

Children's Programs

| | |
|------------------------------------|----|
| 1. Let's Pretend..... | 72 |
| 2. Lone Ranger..... | 42 |
| 3. Little Orphan Annie..... | 30 |
| 4. American School of the Air..... | 24 |
| 5. March of Games..... | 19 |
| 6. Singing Lady (Irene Wicker).... | 17 |

Year's New Star

| | |
|------------------------|----|
| 1. Alec Templeton..... | 50 |
| 2. Ezra Stone..... | 24 |
| 3. Glenn Miller..... | 12 |

Mentions: Raymond Gram Swing, Dennis Day, Mary Martin, John Kieran, Elmer Davis, Barry Wood.

Sports Announcers

| | |
|-----------------------|-----|
| 1. Bill Stern..... | 158 |
| 2. Ted Husing..... | 153 |
| 3. Red Barber..... | 35 |
| 4. Clem McCarthy..... | 24 |
| 5. Sam Taub..... | 11 |

Commentators

| | |
|----------------------------|----|
| 1. Lowell Thomas..... | 51 |
| 2. H. V. Kaltenborn..... | 50 |
| 3. Raymond Gram Swing..... | 36 |
| 4. Walter Winchell..... | 33 |
| 5. Paul Sullivan..... | 18 |
| 6. Elmer Davis..... | 17 |
| 7. Fulton Lewis, Jr..... | 12 |

Studio Announcers

| | |
|------------------------|----|
| 1. Don Wilson..... | 48 |
| 2. Harry Von Zell..... | 47 |
| 3. Milton Cross..... | 33 |
| 4. Ken Carpenter..... | 29 |
| 5. David Ross..... | 14 |
| 6. Ben Grauer..... | 12 |
| 7. Paul Douglas..... | 9 |

Popular Orchestras

| | |
|----------------------|----|
| 1. Guy Lombardo..... | 79 |
|----------------------|----|

Female Popular Singers

| | |
|--------------------------|----|
| 1. Frances Langford..... | 89 |
| 2. Kate Smith..... | 86 |
| 3. Connie Boswell..... | 77 |
| 4. Virginia Simms..... | 29 |
| 5. Mildred Bailey..... | 24 |
| 6. Bea Wain..... | 22 |
| 7. Judy Garland..... | 20 |
| 8. Nan Wynn..... | 17 |
| 9. Bonnie Baker..... | 15 |
| 10. Dorothy Lamour..... | 13 |

Male Popular Singers

| | |
|----------------------|-----|
| 1. Bing Crosby..... | 171 |
| 2. Kenny Baker..... | 98 |
| 3. Lanny Ross..... | 27 |
| 4. Tony Martin..... | 24 |
| 5. Dennis Day..... | 18 |
| 6. Barry Wood..... | 17 |
| 7. Frank Munn..... | 16 |
| 8. Frank Parker..... | 13 |
| 8. Buddy Clark..... | 13 |

Symphonic Conductors

| | |
|----------------------------|-----|
| 1. Arturo Toscanini..... | 174 |
| 2. John Barbirolli..... | 94 |
| 3. Alfred Wallenstein..... | 28 |
| 4. Dr. Frank Black..... | 26 |
| 5. Eugene Ormandy..... | 24 |
| 6. Andre Kostelanetz..... | 20 |
| 7. Erno Rapee..... | 19 |
| 8. Howard Barlow..... | 17 |
| 9. Leopold Stokowski..... | 12 |
| 10. Fritz Reiner..... | 9 |

Classical or Operatic Singers

| | |
|-----------------------------|----|
| 1. Nelson Eddy..... | 86 |
| 2. Lawrence Tibbett..... | 63 |
| 3. Richard Crooks..... | 53 |
| 4. Lily Pons..... | 36 |
| 5. Margaret Speaks..... | 33 |
| 6. Gladys Swarthout..... | 26 |
| 7. John Charles Thomas..... | 25 |
| 8. Marian Anderson..... | 23 |
| 9. Donald Dickson..... | 21 |
| 10. Kirsten Flagstad..... | 20 |
| 11. Lucille Manners..... | 18 |
| 12. Jan Peerce..... | 10 |

THE FORTUNE SURVEY. (Who is your favorite news commentator?) Results of a survey on this question were announced

POPULARITY POLLS—Continued

in the January, 1940, issue of *Fortune*. The research work upon which the *Fortune* Survey is based is conducted by the firm of Elmo Roper:

| | |
|--------------------------|-------|
| Lowell Thomas | 24.8% |
| H. V. Kaltenborn | 20.8% |
| Edwin C. Hill | 9.3% |
| Walter Winchell | 6.8% |
| Boake Carter | 6.0% |
| Raymond Gram Swing | 3.8% |
| Elmer Davis | 3.5% |
| Other | 25.0% |

Note: The column above adds up to 100%. This 100%, however, is 54.8% of the total sample; 38.1% of the persons interviewed had no choice; and 7.1% answered "don't know." Said *Fortune*: "Kaltenborn is the favorite of the upper two brackets, and of executives, professional people, and the proprietors of business. Lowell Thomas pleases all the others best . . ."

NINTH WNEW (NEW YORK CITY) SEMI-ANNUAL POPULARITY POLL.

Conducted by Martin Block in conjunction with his "Make Believe Ballroom" program, and announced in February, 1940. Listeners were asked to send in their preferences regarding popular orchestras in three classifications: 1) sweet; 2) swing; and 3) over-all. Results of the February, 1940, poll:

1. Glenn Miller.
2. Benny Goodman.
3. Tommy Dorsey.
4. Sammy Kaye.
5. Artie Shaw.
6. Jimmy Dorsey.
7. Kay Kyser.
8. Larry Clinton.
9. Charlie Barnet.
10. Orrin Tucker.
11. Jimmie Lunceford.
12. Jan Savitt.
13. Guy Lombardo.
14. Count Basie.
15. Gene Krupa.
16. Blue Barron.
17. Bob Crosby.
18. Eddy Duchin.
19. Harry James.
20. Reggie Childs.

SEVENTH ANNUAL MOVIE AND RADIO GUIDE POPULARITY POLL.

Conducted by *Movie and Radio Guide* (previously known as *Radio Guide*) among its readers, and published in weekly installments from April 27 to May 11, 1940. The

total vote cast in each classification was counted as 100, and each program's share thereof is represented via a point system, tantamount to a percentage of the total (this method of computing points varies slightly from the prior year's method, when the total mail of only the 12 leaders in each category was used as base—see page 97):

| | |
|-----------------------------|------|
| <i>Star of Stars</i> | |
| 1. Nelson Eddy | 28.2 |
| 2. Don Ameche | 17.5 |
| 3. Bing Crosby | 12.0 |
| 4. Jack Benny | 10.2 |
| 5. Edgar Bergen | 6.7 |
| 6. Alec Templeton | 6.5 |
| 7. Jessica Dragonette | 6.0 |
| 8. Lanny Ross | 5.5 |
| 9. Alice Frost | 3.6 |
| 10. Don McNeill | 3.3 |
| <hr/> | |
| 99.5 | |

| | |
|---------------------------------------|------|
| <i>Favorite Program</i> | |
| 1. Breakfast Club | 32.7 |
| 2. One Man's Family | 15.3 |
| 3. Jell-O | 9.2 |
| 4. Kraft Music Hall | 8.2 |
| 5. Chase & Sanborn Program | 6.6 |
| 6. Metropolitan Opera Auditions | 6.0 |
| 7. Information, Please | 5.7 |
| 8. Ford Sunday Evening Hour | 5.6 |
| 9. Kay Kyser | 5.2 |
| 10. Lux Radio Theater | 5.2 |
| <hr/> | |
| 99.7 | |

| | |
|--|------|
| <i>Singer of Classical Songs (Woman)</i> | |
| 1. Margaret Speaks | 21.0 |
| 2. Jessica Dragonette | 15.2 |
| 3. Jeanette MacDonald | 13.9 |
| 4. Jean Dickenson | 12.0 |
| 5. Grace Moore | 9.1 |
| 6. Lily Pons | 8.7 |
| 7. Lucille Manners | 8.0 |
| 8. Gladys Swarthout | 5.0 |
| 9. Marian Anderson | 4.1 |
| 10. Mary Eastman | 2.7 |
| <hr/> | |
| 99.7 | |

| | |
|-------------------------------------|------|
| <i>Dramatic Program</i> | |
| 1. Lux Radio Theater | 36.0 |
| 2. One Man's Family | 21.0 |
| 3. First Nighter | 8.3 |
| 4. Campbell's Playhouse | 8.2 |
| 5. Those We Love | 6.7 |
| 6. Big Town | 5.2 |
| 7. Aldrich Family | 4.8 |
| 8. Hollywood Playhouse | 3.3 |
| 9. Adventures of Ellery Queen | 3.1 |
| 10. Silver Theater | 3.0 |
| <hr/> | |
| 99.6 | |

| | |
|---------------------------------|------|
| <i>News Commentator (Woman)</i> | |
| 1. Dorothy Thompson | 48.2 |
| 2. Kate Smith | 27.2 |
| 3. Hedda Hopper | 12.7 |

POPULARITY POLLS—Continued

| | | | |
|-------------------------------|-------|-----------------------------|-------|
| 4. Mary Margaret McBride..... | 4.1 | 4. Donald Dickson..... | 9.1 |
| 5. Eleanor Roosevelt..... | 2.7 | 5. Jack Baker..... | 7.2 |
| 6. Louella Parsons..... | 2.2 | 6. Frank Munn..... | 5.4 |
| 7. Adelaide Hawley..... | 1.1 | 7. Lawrence Tibbett..... | 5.2 |
| 8. Dorothy Parker..... | .6 | 8. Kenny Baker..... | 3.7 |
| 9. Claire Wallace..... | .6 | 9. John Charles Thomas..... | 2.4 |
| 10. Alma Kitchell..... | .5 | 10. Felix Knight..... | 1.4 |
| | <hr/> | | <hr/> |
| | 99.9 | | 99.8 |

Radio Actress

| | |
|---------------------------|-------|
| 1. Barbara Luddy..... | 16.2 |
| 2. Helen Hayes..... | 15.7 |
| 3. Joan Blaine..... | 12.3 |
| 4. Alice Frost..... | 11.6 |
| 5. Nan Grey..... | 11.3 |
| 6. Gale Page..... | 10.7 |
| 7. Betty Winkler..... | 6.9 |
| 8. Bette Davis..... | 6.1 |
| 9. Madeleine Carroll..... | 5.1 |
| 10. Anne Seymour..... | 3.6 |
| | <hr/> |
| | 99.5 |

Singer of Popular Songs (Man)

| | |
|-------------------------|-------|
| 1. Bing Crosby..... | 33.7 |
| 2. Jack Baker..... | 17.8 |
| 3. Lanny Ross..... | 14.9 |
| 4. Kenny Baker..... | 13.8 |
| 5. Don Ameche..... | 5.1 |
| 6. Frank Munn..... | 3.6 |
| 7. Johnny Johnston..... | 2.9 |
| 8. Tony Martin..... | 2.8 |
| 9. Rudy Vallee..... | 2.6 |
| 10. Don Reid..... | 2.4 |
| | <hr/> |
| | 99.6 |

News Commentator (Man)

| | |
|----------------------------|-------|
| 1. Lowell Thomas..... | 37.8 |
| 2. Walter Winchell..... | 14.1 |
| 3. H. V. Kaltenborn..... | 13.0 |
| 4. Edwin C. Hill..... | 7.3 |
| 5. Paul Sullivan..... | 6.9 |
| 6. Jimmie Fidler..... | 5.8 |
| 7. Elmer Davis..... | 5.4 |
| 8. Raymond Gram Swing..... | 3.7 |
| 9. Boake Carter..... | 3.6 |
| 10. Fulton Lewis, Jr..... | 2.4 |
| | <hr/> |
| | 100.0 |

Announcer

| | |
|---------------------------|-------|
| 1. Don Wilson..... | 27.5 |
| 2. Ken Carpenter..... | 19.8 |
| 3. Milton J. Cross..... | 17.1 |
| 4. Ralph Edwards..... | 9.4 |
| 5. Bob Brown..... | 8.7 |
| 6. Harry Von Zell..... | 5.8 |
| 7. Harlow Wilcox..... | 3.6 |
| 8. Ford Bond..... | 2.8 |
| 9. Fred Uttal..... | 2.5 |
| 10. James Wallington..... | 2.1 |
| | <hr/> |
| | 99.3 |

Singer of Classical Songs (Man)

| | |
|------------------------|------|
| 1. Nelson Eddy..... | 42.8 |
| 2. Richard Crooks..... | 13.2 |
| 3. Lanny Ross..... | 9.4 |

Variety Program

| | |
|--|-------|
| 1. Breakfast Club..... | 22.6 |
| 2. Kraft Music Hall..... | 21.8 |
| 3. Chase & Sanborn..... | 12.9 |
| 4. Bob Hope Show (Pepsodent)..... | 9.2 |
| 5. Good News of 1940..... | 8.1 |
| 6. Kate Smith Hour..... | 6.7 |
| 7. Jell-O (Jack Benny)..... | 5.1 |
| 8. Texaco Star Theatre..... | 4.5 |
| 9. Club Matinee..... | 4.4 |
| 10. Town Hall Tonight (Fred Allen)..... | 4.3 |
| | <hr/> |
| | 99.6 |

Radio Actor

| | |
|----------------------------|-------|
| 1. Don Ameche..... | 39.8 |
| 2. Orson Welles..... | 13.1 |
| 3. Charles Boyer..... | 12.9 |
| 4. Les Tremayne..... | 9.5 |
| 5. Edward G. Robinson..... | 5.9 |
| 6. Hugh Studebaker..... | 5.5 |
| 7. Ezra Stone..... | 5.1 |
| 8. Martin Gabel..... | 3.1 |
| 9. Jim Ameche..... | 2.4 |
| 10. Michael Raffetto..... | 2.3 |
| | <hr/> |
| | 99.6 |

Quiz Program

| | |
|---|-------|
| 1. Information, Please..... | 32.9 |
| 2. Dr. I. Q..... | 19.9 |
| 3. Kay Kyser's College of Musical Knowledge..... | 12.7 |
| 4. Battle of the Sexes..... | 8.3 |
| 5. Professor Quiz..... | 7.9 |
| 6. What's My Name?..... | 7.5 |
| 7. Ask-It-Basket..... | 3.2 |
| 8. So You Think You Know Music..... | 2.6 |
| 9. Vox Pop..... | 2.4 |
| 10. True or False..... | 2.2 |
| | <hr/> |
| | 99.6 |

Sports Commentator

| | |
|------------------------|-------|
| 1. Bill Stern..... | 44.3 |
| 2. Ted Husing..... | 23.3 |
| 3. Bob Elson..... | 8.8 |
| 4. Bob Trout..... | 5.0 |
| 5. Graham McNamee..... | 4.9 |
| 6. Clem McCarthy..... | 4.5 |
| 7. Red Barber..... | 3.0 |
| 8. Sam Balter..... | 2.3 |
| 9. Tom Manning..... | 1.9 |
| 10. Stan Lomax..... | 1.4 |
| | <hr/> |
| | 99.4 |

POPULARITY POLLS—Continued

Serial-Dramatic Program

| | |
|-----------------------------|-------|
| 1. One Man's Family..... | 36.0 |
| 2. Those We Love..... | 12.1 |
| 3. I Love a Mystery..... | 8.8 |
| 4. Big Sister..... | 8.4 |
| 5. Bachelor's Children..... | 7.9 |
| 6. Aldrich Family..... | 7.5 |
| 7. Valiant Lady..... | 6.1 |
| 8. Guiding Light..... | 5.5 |
| 9. Vic and Sade..... | 4.1 |
| 10. Girl Alone..... | 3.2 |
| | <hr/> |
| | 99.6 |

Musical Program

| | |
|---|-------|
| 1. Ford Sunday Evening Hour..... | 24.7 |
| 2. Your Hit Parade..... | 13.0 |
| 3. Kay Kyser's College of Musical Knowledge..... | 12.4 |
| 4. Voice of Firestone..... | 11.0 |
| 5. American Album of Familiar Music..... | 9.3 |
| 6. Metropolitan Opera Auditions..... | 8.5 |
| 7. GE Hour of Charm..... | 6.3 |
| 8. Kraft Music Hall..... | 5.6 |
| 9. Fred Waring's Pleasure Time..... | 4.3 |
| 10. Cities Service Program..... | 4.3 |
| | <hr/> |
| | 99.4 |

Audience-Participation Program

| | |
|---|-------|
| 1. Kay Kyser's College of Musical Knowledge..... | 43.8 |
| 2. Dr. I. Q..... | 16.0 |
| 3. We, the People..... | 7.7 |
| 4. What's My Name?..... | 7.0 |
| 5. Vox Pop..... | 6.4 |
| 6. Information, Please..... | 6.0 |
| 7. Battle of the Sexes..... | 4.8 |
| 8. Hobby Lobby..... | 3.0 |
| 9. Ask-It-Basket..... | 2.9 |
| 10. Professor Quiz..... | 1.8 |
| | <hr/> |
| | 99.4 |

Comedian

| | |
|-----------------------------------|-------|
| 1. Jack Benny..... | 30.1 |
| 2. Bob Hope..... | 23.0 |
| 3. Edgar Bergen..... | 16.3 |
| 4. Jim Jordan (Fibber McGee)..... | 12.2 |
| 5. Fred Allen..... | 7.5 |
| 6. Eddie Cantor..... | 2.9 |
| 7. Ransom Sherman..... | 2.7 |
| 8. Bob Burns..... | 2.1 |
| 9. Fanny Brice..... | 1.5 |
| 10. Al Pearce..... | 1.4 |
| | <hr/> |
| | 99.7 |

Singer of Popular Songs (Woman)

| | |
|--------------------------|------|
| 1. Kate Smith..... | 18.5 |
| 2. Nancy Martin..... | 15.9 |
| 3. Frances Langford..... | 14.4 |
| 4. Bonnie Baker..... | 11.6 |
| 5. Ginny Simms..... | 9.8 |

| | |
|-------------------------|-------|
| 6. Judy Garland..... | 9.7 |
| 7. Connie Boswell..... | 9.1 |
| 8. Evelyn Lynne..... | 5.4 |
| 9. Bea Wain..... | 3.0 |
| 10. Dorothy Lamour..... | 2.3 |
| | <hr/> |
| | 99.7 |

Dance Orchestra

| | |
|----------------------|-------|
| 1. Wayne King..... | 24.7 |
| 2. Guy Lombardo..... | 21.3 |
| 3. Kay Kyser..... | 16.1 |
| 4. Horace Heidt..... | 10.4 |
| 5. Orrin Tucker..... | 6.5 |
| 6. Glenn Miller..... | 6.0 |
| 7. Fred Waring..... | 4.8 |
| 8. Sammy Kaye..... | 4.1 |
| 9. Eddy Duchin..... | 3.2 |
| 10. Bob Crosby..... | 2.5 |
| | <hr/> |
| | 99.6 |

Children's Program

| | |
|---|-------|
| 1. The Lone Ranger..... | 25.1 |
| 2. Coast to Coast on a Bus..... | 16.4 |
| 3. Let's Pretend..... | 15.1 |
| 4. The Singing Lady..... | 14.1 |
| 5. Kaltenmeyer's Kindergarten..... | 7.6 |
| 6. Little Orphan Annie..... | 6.4 |
| 7. March of Games..... | 5.1 |
| 8. Tom Mix..... | 4.2 |
| 9. Jack Armstrong..... | 2.8 |
| 10. Horn & Hardart Children's Hour..... | 2.7 |
| | <hr/> |
| | 99.5 |

Educational Program

| | |
|--|-------|
| 1. Information, Please..... | 23.6 |
| 2. Cavalcade of America..... | 13.3 |
| 3. American School of the Air..... | 12.1 |
| 4. National Farm and Home Hour..... | 9.2 |
| 5. Music Appreciation Hour..... | 8.7 |
| 6. University of Chicago Round Table..... | 8.5 |
| 7. World Is Yours..... | 7.8 |
| 8. Dr. I. Q..... | 7.6 |
| 9. America's Town Meeting of the Air..... | 6.0 |
| 10. Americans at Work..... | 3.2 |
| | <hr/> |
| | 100.0 |

Master of Ceremonies

| | |
|-------------------------|-------|
| 1. Don McNeill..... | 31.9 |
| 2. Don Ameche..... | 29.8 |
| 3. Bing Crosby..... | 14.2 |
| 4. Rudy Vallee..... | 7.0 |
| 5. Clifton Fadiman..... | 4.2 |
| 6. Ransom Sherman..... | 2.9 |
| 7. Milton J. Cross..... | 2.8 |
| 8. Bob Hope..... | 2.5 |
| 9. Garry Moore..... | 2.3 |
| 10. Lanny Ross..... | 2.2 |
| | <hr/> |
| | 99.8 |

POPULARITY POLLS—Continued

SIXTH ANNUAL AWARDS OF THE WOMEN'S NATIONAL RADIO COMMITTEE. Announced May 16, 1940.

Forum Discussions

America's Town Meeting of the Air.
University of Chicago Roundtable.
People's Platform.
American Forum of the Air.
National Radio Forum.

Educational Programs

National Farm and Home Hour.
Americans at Work.
On Your Job.

Religious Programs

Dr. Harry Emerson Fosdick's National Vespers.

Church of the Air.
Catholic Hour.
Hymns of All Churches.
Religion in the News.

News Commentators

H. V. Kaltenborn.
Lowell Thomas.
Raymond Gram Swing.
Elmer Davis.

News Services

Associated Press.
United Press.
(Commended for their unbiased presentation of the news).

European Broadcasts

News from Europe.
World Today.
News Round-Ups from Abroad.

Dramatic Programs

Lux Radio Theatre.
Columbia Workshop.
Campbell Playhouse.
Great Plays.

Evening Dramatic Serials

One Man's Family.
Aldrich Family.

Outstanding Daytime Program
Gallant American Women.

Variety Programs

Chase & Sanborn Program (Bergen-McCarthy).
Good News of 1940.

Quiz Programs

Information, Please.
Professor Quiz.

Best Sponsored Programs of Serious Music

Ford Sunday Evening Hour.
Metropolitan Opera Auditions.

Best Sustaining Programs of Serious Music

NBC Symphony.
New York Philharmonic Symphony.
Wallenstein's Sinfonietta.

Light Music

Voice of Firestone.
Cities Service Concerts.

Children's Entertainment Programs

Let's Pretend.
Irene Wicker's Stories.

Children's Educational Programs

School of the Air.
Music Appreciation Hour (Dr. Walter Damrosch).
Cavalcade of America.

Best Single Programs

1. Broadcast by King George VI, Prime Minister Chamberlain, and President Roosevelt on Sept. 3, 1939, announcing the outbreak of the war.
2. Account of the scuttling of the Graf Spee.
3. International broadcast in which the Queen of the Netherlands and President Roosevelt participated on March 16, 1940.

"FORTUNE" SURVEY OF PRESS AND RADIO

The following sample of public opinion is taken from the *Fortune* Survey, published in the August, 1939, issue and herewith reproduced by permission of the editors. The text accompanying the tables is exactly as it appeared in *Fortune*.

Fortune Surveys are based upon research work conducted for the magazine by the firm of Elmo Roper.

From which one source do you get most of your news about what is going on?

| | Total | Prosperous | Upper middle class | Lower middle class | Poor | Negro |
|------------------|-------|------------|--------------------|--------------------|-------|-------|
| Newspapers | 63.8% | 70.7% | 70.0% | 63.6% | 58.1% | 51.6% |
| Radio | 25.4 | 17.8 | 21.0 | 26.8 | 31.3 | 28.3 |
| Friends | 3.4 | 1.1 | 1.2 | 2.5 | 4.8 | 12.2 |
| Both | 3.1 | 4.0 | 3.5 | 3.1 | 2.7 | 1.4 |
| Magazines | 2.3 | 4.5 | 2.7 | 1.9 | 1.3 | 3.1 |
| All other | 1.3 | 1.2 | 1.1 | 1.5 | 1.0 | 1.5 |
| Don't know..... | .7 | .7 | .5 | .6 | .8 | 1.9 |

"Here a cloud, no bigger than a man's hand, shows itself above the horizon. True, the newspaper lead is ample; but there is good cause for concern on the part of publishers in the fact that nearly two-fifths of the nation has found it can get most of its news without turning to newspapers; and that one-fourth relies most heavily on radio—an entertainment medium to which news transmission is admittedly a byproduct.

"Radio's inroad deepens from top to bottom of the economic scale, taking in nearly twice as many of the poor as of the prosperous. (The impecunious Negro depends on newspapers less than all others, more on the gossip passed on by his friends.) By occupation, there are marked preferences. Executives, professionals, and retired people rely on newspapers even more heavily than do the prosperous; unemployed and students rely on radio even more than do the poor. Perhaps the most significant variations in preference are those registered by three geographical sections:

| | Northeast | Southwest | Pacific Coast |
|------------------------|-----------|-----------|---------------|
| Newspaper | 65.5% | 63.5% | 56.8% |
| Radio | 27.4 | 18.8 | 33.1 |
| Both | 2.2 | 1.8 | 3.6 |
| Friends | 1.8 | 11.2 | 1.6 |
| All other answers..... | 3.1 | 4.7 | 4.9 |

"In the Southwest the gabby neighbor is more than three times as potent a news source as in the country as a whole. In the Northeast, seat of most of the nation's great newspapers, the press scores its highest popularity (and radio, too, rates better than average). But on the Pacific Coast the percentage favoring radio is greater than for any other region, or for any economic or occupational group. As we shall see, the press of that region is held in relatively low esteem on many counts.

"There is one more reason why the publishers should ponder well the growing rivalry of radio: while the 63.8 percent who still favor newspapers are a plump majority, they are *not* a contented majority. They don't like some things about the press; indeed, many of them compare newspapers unfavorably to radio.

Which of the two—radio or newspaper—does the better job?

| | Newspaper | Radio | Both same | Don't know |
|--|-----------|-------|-----------|------------|
| Gets news to you more quickly..... | 12.9% | 83.0% | 2.0% | 2.1% |
| Gets news to you more fully..... | 79.6 | 13.2 | 3.8 | 3.4 |
| Gets news to you more accurately..... | 38.3 | 38.0 | 16.6 | 7.1 |
| Gives you news freer from prejudice..... | 17.1 | 49.7 | 18.3 | 14.9 |

"On the obvious scores of speed and completeness, there is little to be said. The public's attitude is a reflection of radio's own slogan, following its delivery of a news flash: 'For further details see your local newspaper.' The overwhelming majority accept

FORTUNE SURVEY—Continued

that complementary relationship, and it is surprising only that so many consider the newspaper faster (e.g., 20.6 percent of Negroes) and radio news more complete (19.5 percent of the poor).

"By economic status, these answers generally followed the curve established in Question I—i.e., the higher the bracket, the higher the regard for the press—with one conspicuous exception: on the question of prejudice, the prosperous, who rely on the press more than do the poor, were even harsher in their judgment; 52 percent considered the radio freer of prejudice. Again the regional differences are eloquent. For accuracy, the Southwest gave the press the highest vote, 45.2 (to 26.5 for radio); for fairness, the best the press could draw was 21.3 (to 41.5) in the Southeast. On both counts the Pacific Coast again registered its poor opinion of the press: only 29 percent considered the newspapers more accurate; only 6.2 percent rated them freer of prejudice.

"The total figures on belief in accuracy and fairness become more sobering when it is considered that 63.8 percent of the people rely on newspapers for most of their news. Of those newspaper adherents, nearly one-third consider the broadcasts more faithful to accuracy, and two-thirds consider them more faithful to justice. That leads to an all too easy assumption that people resort to newspapers not for *better* news, but simply *more* news, and that if the broadcasters could supply more complete reports, they would capture a correspondingly greater following. The assumption is too easy because of the differences inherent in the handling of news over the air and on the printed page.

"Radio news is of three kinds: (1) bulletins, mostly composed from dispatches of the Associated Press, United Press, International News Service, or Transradio Press; (2) commentaries, delivered by men like Lowell Thomas H. V. Kaltenborn, Edwin C. Hill, *et al.*; (3) 'special events' or spot-news coverage like play-by-play sport reports, public ceremonies, important speeches like 'fireside chats' of the President or addresses by European statesmen, running descriptions at disaster scenes. This on-the-spot news (often very voluminous) gives radio listeners a *kind* of coverage that the newspaper medium cannot match. In handling the bulletins, which are abridged versions of the very same material that the newspapers print, radio confines itself to the naked, irrefutable highlights of the news. It shuns speculative material and tries to utilize the ample time advantage that it has over newspapers in order to verify unconfirmed details. It goes out of its way to avoid expressing any opinion on controversial questions. Whether or not in fear of the Federal Communications Commission, radio strains for complete impartiality on the air. The press, on the other hand, is willing to stick its neck out. It goes in for detailed accounts, editorial interpretation of the news, political reporting where facts are subject to confusing pressures, and sells itself with sometimes overweening headlines. It is precisely in that area that the hazards of inaccuracy and alleged unfairness lie. If radio should try to match the press' kind of delivery it would naturally incur the same hazards. Meanwhile its reputation for high credibility stands.

Which do you like best?

| | Total | Men | Women | Prosperous | Poor |
|---------------------------|-------|-------|-------|------------|-------|
| Radio commentators..... | 39.3% | 36.4% | 42.1% | 34.0% | 43.6% |
| Newspaper Editorials..... | 25.9 | 29.7 | 22.0 | 33.0 | 19.6 |
| Newspaper columnists..... | 10.7 | 11.4 | 10.1 | 17.3 | 7.5 |
| No choice..... | 18.4 | 17.6 | 19.3 | 13.5 | 22.6 |
| Don't know..... | 5.7 | 4.9 | 6.5 | 2.2 | 6.7 |

"And so it appears that radio is the U. S. public's preferred source of news interpretation. Indeed, the radio commentators are more popular than the editorial writers and columnists *combined*. Even the prosperous, who give the editorial writers a larger vote than any other economic group, prefer the commentators by a shade; while the poor favor the radio pundits six to one over the columnists. The commentators ranked first of the three in every section of the country, and among all occupational groups except professionals, executives, and retired people—who stand loyally by the press on nearly all questions. Among classes of newspapers, only the Scripps-Howard readers, who like their columnists far more than the average (19.5 percent against the national average of 10.7 percent), give a decisive majority to editorial writers and columnists combined over the broadcasters. Recalling once more that nearly two-thirds of the populace rely on newspapers for their news, let us now see what happens when an outright choice must be made.

FORTUNE SURVEY—Continued

If you heard conflicting versions of the same story from these sources, which would you be most likely to believe?

| | Total | North-east | South-west | Pacific Coast |
|---|-------|------------|------------|---------------|
| A radio press bulletin..... | 22.7% | 28.8% | 15.9% | 10.1% |
| A radio commentator..... | 17.6 | 18.5 | 11.5 | 29.3 |
| An authority you heard speak | 13.0 | 13.5 | 12.0 | 7.5 |
| An editorial in a newspaper | 12.4 | 14.8 | 11.2 | 13.7 |
| A news item in a newspaper | 11.1 | 8.3 | 17.2 | 4.4 |
| A columnist in a newspaper | 3.4 | 2.6 | 3.0 | 4.8 |
| Depends on paper, writer, speaker | 11.6 | 7.9 | 11.3 | 26.1 |
| Don't know..... | 8.2 | 5.6 | 17.9 | 4.1 |

"There, perhaps, is the most painful set of answers that the press must swallow from its public. For reasons implicit in Question II, it may be an unjust answer, as much denoting an inappreciative body of readers as an inadequate press. However, that extenuation cannot completely explain away the weak hold on the public of the editorial writer and the columnist. (Of income groups the prosperous alone kept faith in the editorial writer over the commentator.) Even in the Northeast, where the press is relied on most heavily as a news source, only one-fourth of the people would take the word of the newspaper against the field in a dispute. The Southwest, which gave the press its highest vote on accuracy, alone favored the newspaper over radio. It is heavily undecided, with a great body of 'don't knows' contributed to by puzzled Negroes. But those with opinions would believe the newspaper version of a story rather than the radio; and the news item ahead of all comers. On the Pacific Coast we encounter once again the public's extraordinary discontent with its press. The people there register a heavy preference for the radio commentator; but more than one-fourth skeptically withhold their avowal of confidence in any news source until they know exactly who asks for it.

"Deserved or not, here is evidenced of newspaper unpopularity.

Do you believe the government should own or more closely control—

| | The electric utilities | The railroads | Radio broad-casting | The newspapers |
|---------------------------|------------------------|---------------|---------------------|----------------|
| Own | 15.0% | 13.6% | 4.6% | 3.6% |
| More closely control..... | 20.2 | 18.0 | 14.2 | 10.3 |
| Leave alone | 48.0 | 49.0 | 68.8 | 73.6 |
| Don't know..... | 16.8 | 19.4 | 12.4 | 12.5 |

"These figures echo the answers to similar questions in the Survey for June, 1939, adding up to a distinct 'hands off radio' and an even more emphatic 'hands off the press.' Here are the answers as to newspapers, by income groups:

| | Prosperous | Upper middle class | Lower middle class | Poor | Negro |
|---------------------------|------------|--------------------|--------------------|------|-------|
| Own | 1.4% | 1.7% | 2.8% | 4.6% | 12.5% |
| More closely control..... | 5.9 | 7.3 | 10.5 | 11.1 | 20.7 |
| Leave alone..... | 87.4 | 82.9 | 76.2 | 67.3 | 36.3 |
| Don't know..... | 5.3 | 8.1 | 10.5 | 17.0 | 30.5 |

"The Negro's is the only quavering voice in an otherwise booming chorus. Reasons for his lack of enthusiasm are not difficult to find. Answers to other parts of the question show that he is more in favor of government control of other industries than are his poor white neighbors. The government has shown attention to his needs during these recent years, so the government may be looked to again. Moreover, the Negro can hardly feel much interest in the white man's press; he seldom appears in it unless he is in trouble. Other breakdowns show that in every region of the country, in communities of every size, among readers of every kind of paper, the overwhelming majority says 'leave newspapers alone.'

RADIO

SCREEN

STAGE

VARIETY

Published Weekly at 154 West 46th Street, New York, N. Y., by Variety, Inc. Annual subscription, \$10. Single copies 25 cents. Entered as Second-class matter December 22, 1935, at the Post Office at New York, N. Y., under the act of March 3, 1919. COPYRIGHT, 1935, BY VARIETY, INC. ALL RIGHTS RESERVED

NEW YORK CITY

SHOWMANSHIP AWARDS

**Special Citations, Survey Supplement,
Made Under 12 Different Categories**

Special citations are made annually by VARIETY under the general classifications listed below. Changing realities of the broadcasting industry may, from time to time warrant modifications, omissions or additions to these categories but it is felt that the group are basic and logical sub-divisions under which showmanship citations may sensibly be assigned.

Citations are made under 12 general heads. Order of listing of these designations does not suggest any relative importance as between one type of citation and another. Citations given are outstanding:

1. Program Originating Station.
2. Prestige Station.
3. Network Owned and Managed Station.
4. Farm Service Station.
5. Newspaper-Owned Station.
6. Part-Time Station.
7. Foreign Language Station.
8. Sports Station.
9. Social Service Station.
10. Nationally Exploited Station.
11. Community Exploited Station.
12. Canadian Station.

**SURVEY CROSS-CHECKED
THROUGH TIME-BUYERS**

Showmanship is largely a matter of good judgment and presupposes a fair among its practitioners. So does a good motion picture, a good advertising campaign, or a good book. By the same token VARIETY must necessarily undertake a certain arbitrary element of choice in its showmanship surveys and awards. However, VARIETY has not relied upon its own information and judgment alone, but has drawn upon the intimate knowledge of local radio stations possessed by various persons within leading advertising agencies and upon spot broadcasting experts.

These experts cannot, for obvious reasons, be named. Their courtesy to VARIETY can only be acknowledged anonymously, though sincerely.

Additionally it has been the habit of VARIETY to permit stations to submit as evidence a detailed annual statement covering all pertinent aspects of their community showmanship. A majority of the stations do not fail to take advantage of this privilege.

Under this questionnaire stations are asked to define, first, their general policy and objectives; secondly, their local program creation; thirdly, their community program tie-ups; fourthly, their publicity showmanship; fifthly, what is called prestige showmanship; finally, their most characteristic of topical alertness.

Realization of the role played by showmanship in broadcast advertising has perhaps been nicely summed up in the question "What is the circulation of a dull program on a 30,000-watt station?" People listen to programs, not to signals.

Rather Be Than Seem

Radio stations are judged by what they are, rather than what they sometimes profess to be. There's a difference.

Mere financial success is not necessarily conclusive evidence in these surveys.

**UP-TO-DATE
ASPECT VITAL**

Many factors are weighed by VARIETY and reflected in the annual written report as well as these tangible tokens of showmanship recognition. One over-all consideration has been kept in mind, namely, all performance is judged by its pertinence to 1939.

Much activity that might have been considered impressive some years ago must now be regarded as standard or run-of-the-mill tactics. Up-to-dateness is an essential characteristic of showmanship and of VARIETY's evaluations

**PLAQUES REFLECT
SPECIAL PHASES**

They Are Awarded in Connection with Variety's Annual Survey of Subject

AMASS DATA

VARIETY has again awarded a series of plaques of which this is one. The plaques attest special distinction within special classes of radio showmanship activity. They are presented in connection with VARIETY's survey of this field for the year 1939.

In arriving at these awards this publication examines a vast accumulation of its own and contributed data, besides freely consulting qualified and impartial outsiders possessed of the critical point of view.

While originated for, and primarily confined to broadcasting stations, VARIETY holds itself free to make extraordinary awards of these plaques to sponsors, networks, agencies or others when prime examples of showmanship within radio are noted. The annual surveys were first inaugurated in 1933.

**Stunts, Eccentric Exuberance Not
To Be Confused with Showmanship**

Signal Strength

Signal strength or wattage naturally is of importance to both stations and sponsors but is disregarded by VARIETY as a factor in showmanship enterprise in the meaning of the annual analysis.

Every station is separately considered on its activities — not its power

Eccentric exuberance, sheer activity for its own sake, irresponsible publicity-seeking; these are the false, not the true, expressions of showmanship.

Seemingly vague and all-inclusive as a term, showmanship in its finest essence is a compliment. The word should not be misapplied to the occasional "stunt" that has no practical justification. The prank, the hoax, the thoughtless and pointless special event have nothing to do with showmanship.

VARIETY, for its part, repudiates and condemns mere "stunting" as a narrow and unimaginative conception of showmanship, better considered as the means whereby personality is made effective.

Nor is any value attached to brochures, booklets, mailing pieces as such. Save to the extent that such material has usually been very attractive and thus a hint of poor coordination internally it has not been thought pertinent to the surveys.

**MISSING FROM
RATE CARDS**

Standard radio coverage maps and rate cards cannot and do not indicate the important element of a station's standing or special following in its own community. This is the measure of station personality.

The United States Government has also ordered stations to cater to the public interest of which localism is the best concrete evidence.

The VARIETY showmanship surveys have since 1933 sought to illuminate these aspects of radio.

**THE NATIONAL TIE-INS
OF LOCAL SHOWMANSHIP**

Between the great body of local radio stations and the mass of national radio sponsors there exists a bottle-neck of sales representatives and advertising agencies. This being so, any local station's effort to impress its personality upon prospective advertisers must necessarily include practical steps to assure, first, active and creative coordination from its sales representatives; and, second, the respect of agencies.

In evaluating local radio programs and special features the VARIETY survey for 1939 has considered that local programs obviously donated to the "public interest" need no further proof of showmanship follow-through, but programs and local features obviously intended to be part of general station sales promotion strategy need to account for the supplementary measures adopted with regard to the bottle-neck.

As never before, radio advertisers are receptive to any plausible local attraction likely to deliver an audience. And as never before, the part played by sales representatives in the production and talent phases of local showmanship is being analyzed and calculated by the VARIETY survey.

Each individual station faces a problem more or less unique to itself. Yet all radio stations, from the smallest to the largest, tend to follow broad principles which time has verified as sound and useful. Naturally showmanship is judged in radio as elsewhere, in relation to the boundaries implicit in size, social, economic and racial factors. Show business proper functions on a variety of levels. So, too, with the American broadcasting stations.

Special Citation
for

AWARD
to

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 have been presented since 1936 to the stations under the categories listed below (brackets indicate duplicate awards in any given year).

SPECIAL AWARDS

- 1939..... { RCA-NBC (for "television program pioneering").
 Lucky Strike (for "consistent sponsor showmanship").
- 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").

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

PART-TIME STATION

- 1939..... WSUN, St. Petersburg, Fla.
 1938..... No award.
 1937..... No award.
 1936..... WHB, Kansas City, Mo.

FOREIGN-LANGUAGE STATION

- 1939..... No award.
 1938..... WOV, New York City.
 1937..... CKAC, Montreal, Que.
 1936..... WBNX, New York City.

PROGRAM ORIGINATING STATION

- 1939..... KMBC, Kansas City, Mo.
 1938..... WLW, Cincinnati, O.
 1937..... WXYZ, Detroit, Mich.
 1936..... WLW, Cincinnati, O.

PRESTIGE SUBSIDIARY STATION

- 1939..... { WSM, Nashville, Tenn.
 WRVA, Richmond, Va.
 1938..... WTIC, Hartford, Conn.
 { WOW, Omaha, Neb.
 1937..... { KSL, Salt Lake City, Utah.
 WHAM, Rochester, N. Y.
 1936..... { WHAS, Louisville, Ky.

FARM SERVICE STATION

- 1939..... { KMA, Shenandoah, Ia.
 WNAX, Yankton, S. D.
 WBT, Charlotte, N. C.
 1938..... WSM, Nashville, Tenn.
 1937..... { KMMJ, Grand Island, Neb.
 WDAY, Fargo, N. Dak.
 1936..... { WHO, Des Moines, Ia.
 WLS, Chicago, Ill.

NETWORK-OWNED STATION

- 1939..... WRC-WMAL, Washington, D.C.
 1938..... KNX, Los Angeles, Calif.
 1937..... { WBT, Charlotte, N. C.
 KHJ, Los Angeles, Calif.
 1936..... KMOX, St. Louis, Mo.

NEWSPAPER-OWNED STATION

- 1939..... { WMC, Memphis, Tenn.
 KFBK, Sacramento, Calif.

SOCIAL SERVICE STATION

- 1939..... KOIN, Portland, Ore.
 1938..... WHA, Madison, Wis.
 1937..... { KSTP, St. Paul, Minn.
 WSMB, New Orleans, La.
 1936..... WEVD, New York City.

SPORTS STATION

- 1939..... WWSW, Pittsburgh, Pa.
 1938..... No award.
 1937..... No award.
 1936..... WIND, Gary, Ind.

NATIONALLY EXPLOITED STATION

- 1939..... WLW, Cincinnati, O.
 1938..... { WOR, New York City.
 WFBR, Baltimore, Md.
 1937..... No award.
 1936..... WCKY, Cincinnati, O.

COMMUNITY EXPLOITED STATION

- 1939..... KTSA, San Antonio, Tex.
 1938..... KVOR, Colorado Springs, Colo.
 1937..... { KWK, St. Louis, Mo.
 WGN, Chicago, Ill.
 1936..... KFPY, Spokane, Wash.

CANADIAN STATION

- 1939..... CFCF, Montreal, Que.
 1938..... No award.
 1937..... No award.
 1936..... CFRB, Toronto, Ont.

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

| STATE. | Urban* | | Villages† | | Farms | | Total Rural | | Total | |
|----------------------|-------------------|-----------------------------|-------------------|-----------------------------|-------------------|-----------------------------|-------------------|-----------------------------|-------------------|-----------------------------|
| | 1938 Families. | Percent. Owner- ship. |
| Alabama | 154,600 | 75 | 90,400 | 59 | 130,200 | 42 | 220,600 | 48 | 375,200 | 56 |
| Arizona | 33,100 | 89 | 33,100 | 72 | 13,400 | 64 | 46,500 | 69 | 79,600 | 77 |
| Arkansas | 88,100 | 78 | 57,500 | 55 | 109,200 | 39 | 166,700 | 43 | 254,800 | 51 |
| California | 1,287,100 | 94 | 275,600 | 97 | 157,100 | 96 | 432,700 | 96 | 1,719,800 | 95 |
| Colorado | 138,200 | 91 | 53,100 | 81 | 42,200 | 60 | 95,300 | 70 | 233,500 | 81 |
| Connecticut | 281,400 | 92 | 102,700 | 93 | 18,000 | 86 | 120,700 | 92 | 402,100 | 92 |
| Delaware | 30,800 | 90 | 17,700 | 84 | 9,100 | 76 | 26,800 | 81 | 57,600 | 86 |
| District of Columbia | 152,900 | 91 | | | | | | | 152,900 | 91 |
| Florida | 189,500 | 80 | 79,300 | 59 | 29,100 | 42 | 108,400 | 53 | 297,900 | 67 |
| Georgia | 180,500 | 74 | 90,400 | 58 | 99,900 | 32 | 190,300 | 40 | 370,800 | 52 |
| Idaho | 34,200 | 90 | 30,600 | 81 | 33,900 | 71 | 64,500 | 75 | 98,700 | 80 |
| Illinois | 1,426,600 | 93 | 248,000 | 86 | 182,500 | 73 | 430,500 | 80 | 1,857,100 | 90 |
| Indiana | 480,300 | 92 | 173,000 | 90 | 163,500 | 74 | 336,500 | 82 | 816,800 | 87 |
| Iowa | 262,500 | 93 | 139,700 | 86 | 175,600 | 74 | 315,300 | 79 | 577,800 | 85 |
| Kansas | 189,300 | 93 | 97,500 | 78 | 81,000 | 47 | 178,500 | 60 | 367,800 | 73 |
| Kentucky | 208,600 | 86 | 121,600 | 70 | 164,700 | 56 | 286,300 | 61 | 494,900 | 70 |
| Louisiana | 168,100 | 78 | 56,300 | 51 | 73,000 | 40 | 129,300 | 44 | 297,400 | 58 |
| Maine | 79,700 | 91 | 85,300 | 94 | 36,100 | 86 | 121,400 | 91 | 201,100 | 91 |
| Maryland | 225,100 | 90 | 89,000 | 84 | 41,000 | 77 | 130,000 | 82 | 355,100 | 87 |
| Massachusetts | 912,100 | 92 | 88,300 | 96 | 18,800 | 94 | 107,100 | 96 | 1,019,200 | 92 |
| Michigan | 771,100 | 93 | 189,900 | 93 | 161,200 | 85 | 351,100 | 89 | 1,122,200 | 92 |
| Minnesota | 309,300 | 93 | 104,100 | 88 | 143,500 | 71 | 247,600 | 77 | 556,900 | 85 |
| Mississippi | 64,600 | 71 | 42,600 | 51 | 99,800 | 31 | 142,400 | 35 | 207,000 | 42 |
| Missouri | 525,600 | 94 | 154,800 | 76 | 142,400 | 47 | 297,200 | 58 | 822,800 | 77 |
| Montana | 44,400 | 91 | 32,800 | 78 | 37,400 | 73 | 70,200 | 75 | 114,600 | 81 |
| Nebraska | 120,100 | 93 | 72,200 | 82 | 91,800 | 68 | 164,000 | 74 | 284,100 | 81 |
| Nevada | 11,000 | 91 | 13,600 | 97 | 3,900 | 98 | 17,500 | 97 | 28,500 | 95 |
| New Hampshire | 69,700 | 91 | 39,000 | 91 | 15,700 | 98 | 54,700 | 93 | 124,400 | 92 |
| New Jersey | 845,400 | 94 | 149,300 | 92 | 27,800 | 90 | 177,100 | 91 | 1,022,500 | 93 |
| New Mexico | 23,700 | 88 | 23,100 | 59 | 15,500 | 43 | 38,600 | 51 | 62,300 | 61 |
| New York | 2,623,300 | 93 | 353,600 | 93 | 155,400 | 84 | 509,000 | 90 | 3,132,300 | 93 |
| North Carolina | 161,900 | 79 | 101,700 | 54 | 145,000 | 42 | 246,700 | 47 | 408,600 | 55 |
| North Dakota | 26,200 | 94 | 32,800 | 73 | 60,600 | 73 | 93,400 | 73 | 119,600 | 77 |
| Ohio | 1,130,200 | 93 | 297,900 | 96 | 213,400 | 85 | 511,300 | 91 | 1,641,500 | 92 |
| Oklahoma | 202,500 | 87 | 109,800 | 74 | 142,000 | 60 | 251,800 | 65 | 454,300 | 73 |
| Oregon | 147,000 | 94 | 76,400 | 98 | 62,000 | 97 | 138,400 | 97 | 285,400 | 95 |
| Pennsylvania | 1,553,900 | 92 | 495,700 | 88 | 156,800 | 78 | 652,500 | 85 | 2,206,400 | 90 |
| Rhode Island | 142,500 | 92 | 10,300 | 94 | 2,700 | 90 | 13,000 | 93 | 155,500 | 92 |
| South Carolina | 69,500 | 70 | 66,600 | 58 | 71,200 | 37 | 137,800 | 45 | 207,300 | 51 |
| South Dakota | 31,700 | 93 | 38,100 | 83 | 63,100 | 73 | 101,200 | 76 | 132,900 | 80 |
| Tennessee | 211,200 | 82 | 101,300 | 76 | 147,400 | 50 | 248,700 | 58 | 459,900 | 67 |
| Texas | 556,200 | 84 | 199,800 | 67 | 277,500 | 50 | 477,300 | 56 | 1,033,500 | 68 |
| Utah | 61,800 | 91 | 29,500 | 89 | 19,700 | 90 | 49,200 | 89 | 111,000 | 90 |
| Vermont | 30,000 | 91 | 35,600 | 94 | 23,000 | 82 | 58,600 | 89 | 88,600 | 90 |
| Virginia | 178,800 | 82 | 115,200 | 65 | 106,200 | 49 | 221,400 | 56 | 400,200 | 65 |
| Washington | 254,400 | 94 | 107,400 | 95 | 81,500 | 97 | 188,900 | 96 | 443,300 | 94 |
| West Virginia | 111,800 | 86 | 158,200 | 84 | 78,300 | 80 | 236,500 | 82 | 348,300 | 84 |
| Wisconsin | 377,000 | 93 | 110,000 | 80 | 125,700 | 65 | 235,700 | 71 | 612,700 | 83 |
| Wyoming | 18,100 | 90 | 19,700 | 86 | 12,000 | 63 | 31,700 | 75 | 49,800 | 80 |

GEOGRAPHIC DIVISIONS

| | | | | | | | | | | |
|------------------|------------|----|-----------|----|-----------|----|-----------|----|------------|----|
| New England | 1,515,400 | 92 | 361,200 | 94 | 114,300 | 88 | 475,500 | 92 | 1,990,900 | 92 |
| Middle Atlantic | 5,022,600 | 93 | 998,600 | 90 | 340,000 | 82 | 1,338,600 | 88 | 6,361,200 | 92 |
| E. North Central | 4,185,200 | 93 | 1,018,800 | 90 | 846,300 | 77 | 1,865,100 | 83 | 6,050,300 | 90 |
| W. North Central | 1,464,700 | 93 | 639,200 | 81 | 758,000 | 62 | 1,397,200 | 69 | 2,861,900 | 80 |
| South Atlantic | 1,300,800 | 82 | 718,100 | 66 | 579,800 | 45 | 1,197,900 | 54 | 2,598,700 | 65 |
| E. South Central | 639,000 | 80 | 355,900 | 65 | 542,100 | 45 | 898,000 | 51 | 1,537,000 | 60 |
| W. South Central | 1,014,900 | 83 | 423,400 | 64 | 601,700 | 48 | 1,025,100 | 53 | 2,040,000 | 65 |
| Mountain | 364,500 | 90 | 235,500 | 78 | 178,000 | 66 | 413,500 | 72 | 778,000 | 80 |
| Pacific | 1,688,500 | 94 | 459,400 | 97 | 300,600 | 96 | 760,000 | 96 | 2,448,500 | 95 |
| U. S. totals | 17,195,600 | 91 | 5,210,100 | 80 | 4,260,800 | 59 | 9,470,900 | 69 | 26,666,500 | 82 |

* Auto radios and all other extra sets excluded.

† Villages are communities with less than 2,500 population.

ESTIMATED SET OWNERSHIP: JAN. 1, 1940

(These estimates were made by the publication "Radio Today")

| | |
|---------------------------------------|-------------------|
| U. S. homes equipped with radios..... | 28,700,000 |
| Additional sets in above homes..... | 9,200,000 |
| Battery portables..... | 900,000 |
| Auto-radios..... | 6,500,000 |
| Total U. S. set ownership..... | 45,300,000 |

ESTIMATED RADIO RECEIVER SALES: 1939

(These estimates were made by the publication "Radio Today")

| Type of receiver | Number | % of Total | Average Retail Value |
|---------------------------|------------------|------------|----------------------|
| Radio Consoles..... | 1,900,000 | 21.1 | \$61 |
| Radio Compacts..... | 4,550,000 | 50.5 | 16 |
| Table Combinations..... | 250,000 | 2.8 | 30 |
| Console Combinations..... | 200,000 | 2.2 | 100 |
| Portables..... | 900,000 | 10.0 | 24 |
| Auto-radios..... | 1,200,000 | 13.3 | 40 |
| Total Sales..... | 9,000,000 | | |

BASIC DATA ON RADIO OWNERSHIP AND LISTENING: AS OF JANUARY 1, 1938

The information below is from a study issued in 1939 by the Joint Committee on Radio Research, which is composed of equal representation from the Association of National Advertisers, the American Association of Advertising Agencies, and the National Association of Broadcasters.

| | Rural. | Urban. | Combined. |
|---|--------------------|---------------------|---------------------|
| Total U. S. families..... | 13,721,000 (100%) | 18,920,000 (100%) | 32,641,000 (100%) |
| Total radio families..... | 9,470,900 (69%) | 17,195,600 (91%) | 26,666,500 (82%) |
| Radio homes with two or more sets..... | 549,312 (5.8%*) | 3,404,729 (19.8%*) | 3,954,041 (14.8%*) |
| Median number of years radio families have owned sets..... | 7 years | 8.2 years | 7.7 years |
| Radio families owning an automobile..... | 7,775,609 (82.1%*) | 11,675,812 (67.9%*) | 19,451,421 (72.9%*) |
| Radio families owning an auto-radio..... | 1,269,101 (13.4%*) | 3,370,338 (19.6%*) | 4,639,438 (17.4%*) |
| Radio families listening some time daily: | | | |
| Average weekday.... | 8,438,572 (89.1%*) | 13,825,262 (80.4%*) | 22,263,834 (83.5%*) |
| Saturdays..... | 8,315,450 (87.8%*) | 13,189,025 (76.7%*) | 21,504,475 (80.6%*) |
| Sundays..... | 8,163,916 (86.2%*) | 13,189,025 (76.7%*) | 21,352,941 (80.1%*) |
| Average 7 days..... | 8,381,746 (88.5%*) | 13,722,089 (79.8%*) | 22,103,835 (82.9%*) |
| Median hours of daily use of radio: | | | |
| Based on all sets owned..... | 4:47 hours | 4:09 hours | 4:22 hours |
| Based on sets in use some time during the total day..... | 5:18 hours | 5:12 hours | 5:14 hours |

* 100% = all radio homes.

REVENUE &

BROADCASTS

Compiled by the Federal

A. REVENUE FROM THE SALE OF STATION TIME:

(1) Network

Sale of Station Time to Major Networks.....

Sale of Station Time to Regional Networks.....

Sale of Station Time to Other Networks and Stations.....

Total

Deduct Portion of Sales of Network Time Paid to Networks at
Stations

Actual Total Derived from Networks.....

(2) Non-Network

Sale of Station Time to National and Regional Spot Advertisers.....

Sale of Station Time to Local Advertisers.....

B. REVENUE FROM THE SALE OF NETWORK TIME:

Sale of Network Time to Advertisers.....

Sale of Other Network Time.....

Total Sale of Network Time.....

Deduct Payments to Stations.....

Deduct Payments to Canadian and Extra-Territorial Stations.....

Actual Total Retained by Networks.....

GRAND TOTAL SALE OF 1939 TIME.....

Deduct Commission to Agencies, Representatives, Brokers, etc.....

Net Revenue from Sale of Time.....

C. REVENUE FROM INCIDENTAL BROADCAST ACTIVITIES:

Sale of Talent Under Contract.....

Commission, Fees, and Profits from Placing Talent.....

Sundry Broadcast Revenues.....

Total Broadcast Revenue.....

D. TOTAL BROADCAST EXPENSES.....

E. BROADCAST SERVICE INCOME.....

** Stations licensed to major networks, and those licensed to others but managed
major networks as to programs, time, or sales. One station less after Nov. 27, 1939.*

TIME SALES

INCOME: 1939

Communications Commission

| Networks | 23 Managed Operated Stations* | 682 Other Stations | Total 705 Stations | Grand Total 1939 | 1938 |
|------------|-------------------------------------|--------------------------|-----------------------|---------------------------|---------------------------|
| | \$5,791,030 | \$16,709,911 | \$22,500,941 | | |
| | | 1,139,244 | 1,139,244 | | |
| | | 473,943 | 473,943 | | |
| | 5,791,030 | 18,323,098 | 24,114,128 | | |
| | 5,451 | 738,108 | 743,559 | | |
| | 5,785,579 | 17,584,990 | 23,370,569 | \$23,370,569 | \$20,411,963 |
| | 5,667,105 | 24,804,948 | 30,472,053 | 30,472,053 | 28,109,185 |
| | 3,031,217 | †33,784,557 | 36,815,774 | 36,815,774 | 33,402,801 |
| 61,599,851 | | | | | |
| 1,021,838 | | | | | |
| 62,621,689 | | | | | |
| 23,370,569 | | | | | |
| 441,490 | | | | | |
| 38,809,630 | | | | 38,809,630 | 35,455,510 |
| 9,277,959 | 1,228,609 | 6,898,846 | 8,127,455 | 129,468,026 17,405,414 | 117,379,459 16,487,200 |
| 29,531,671 | 13,255,292 | 69,275,649 | 82,530,941 | 112,062,612 | 100,892,259 |
| 1,150,928 | 879,535 | 3,644,684 | 4,524,219 | 5,675,147 | 6,081,344 |
| 1,009,260 | 27,527 | 82,735 | 110,262 | 1,119,522 | |
| 2,199,359 | 459,096 | 1,866,128 | 2,325,224 | 4,524,583 | 4,384,775 |
| 33,891,218 | 14,621,450 | 74,869,196 | 89,490,646 | 123,381,864 | 111,358,378 |
| 28,259,990 | 9,192,526 | 62,337,404 | 71,529,930 | 99,789,920 | 92,503,594 |
| 5,631,228 | 5,428,924 | 12,531,792 | 17,960,716 | 23,591,944 | 18,854,784 |

† Since stations with revenue of less than \$25,000 for the year were not required to report details, this figure may include some amounts for national and regional non-network business and some amounts for network business. However, the greater portion of the revenue for these stations is from time sold to local users.

REVENUE & TIME SALES

BROADCAST

INCOME: 1939

Compiled by the Federal Communications Commission

A. REVENUE FROM THE SALE OF STATION TIME:

(1) Network

Sale of Station Time to Major Networks.....
 Sale of Station Time to Regional Networks.....
 Sale of Station Time to Other Networks and Stations.....

Total
 Deduct Portion of Sales of Network Time Paid to Networks and Stations

Actual Total Derived from Networks.....

(2) Non-Network

Sale of Station Time to National and Regional Spot Advertisers.....
 Sale of Station Time to Local Advertisers.....

B. REVENUE FROM THE SALE OF NETWORK TIME:

Sale of Network Time to Advertisers.....
 Sale of Other Network Time.....

Total Sale of Network Time.....

Deduct Payments to Stations.....
 Deduct Payments to Canadian and Extra-Territorial Stations.....

Actual Total Retained by Networks.....

GRAND TOTAL SALE OF 1939 TIME.....
 Deduct Commission to Agencies, Representatives, Brokers, etc.....

Net Revenue from Sale of Time.....

C. REVENUE FROM INCIDENTAL BROADCAST ACTIVITIES

Sale of Talent Under Contract.....
 Commission, Fees, and Profits from Placing Talent.....
 Sundry Broadcast Revenues.....

Total Broadcast Revenue.....

D. TOTAL BROADCAST EXPENSES.....

E. BROADCAST SERVICE INCOME.....

| Networks | 23 Managed Operated Stations* | 682 Other Stations | Total 705 Stations | Grand Total 1939 | 1938 |
|--------------|-------------------------------|--------------------|--------------------|------------------|--------------|
| | \$5,791,030 | \$16,709,911 | \$22,500,941 | | |
| | | 1,139,244 | 1,139,244 | | |
| | | 473,943 | 473,943 | | |
| | 5,791,030 | 18,323,098 | 24,114,128 | | |
| | 5,451 | 738,108 | 743,559 | | |
| | 5,785,579 | 17,584,990 | 23,370,569 | \$23,370,569 | \$20,411,963 |
| | 5,667,105 | 24,804,948 | 30,472,053 | 30,472,053 | 28,109,185 |
| | 3,031,217 | †33,784,557 | 36,815,774 | 36,815,774 | 33,402,801 |
| \$61,599,851 | | | | | |
| 1,021,838 | | | | | |
| 62,621,689 | | | | | |
| 23,370,569 | | | | | |
| 441,490 | | | | | |
| 38,809,630 | | | | 38,809,630 | 35,455,510 |
| 9,277,959 | 1,228,609 | 6,898,846 | 8,127,455 | 129,468,026 | 117,379,459 |
| | | | | 17,405,414 | 16,487,200 |
| 29,531,671 | 13,255,292 | 69,275,649 | 82,530,941 | 112,062,612 | 100,892,259 |
| 1,150,928 | 879,535 | 3,644,684 | 4,524,219 | 5,675,147 | 6,081,344 |
| 1,009,260 | 27,527 | 82,735 | 110,262 | 1,119,522 | |
| 2,199,359 | 459,096 | 1,866,128 | 2,325,224 | 4,524,583 | 4,384,775 |
| 33,891,218 | 14,621,450 | 74,869,196 | 89,490,646 | 123,381,864 | 111,358,378 |
| 28,259,990 | 9,192,526 | 62,337,404 | 71,529,930 | 99,789,920 | 92,503,594 |
| 5,631,228 | 5,428,924 | 12,531,792 | 17,960,716 | 23,591,944 | 18,854,784 |

* Stations licensed to major networks, and those licensed to others but managed by major networks as to programs, time, or sales. One station less after Nov. 27, 1939.

† Since stations with revenue of less than \$25,000 for the year were not required to report details, this figure may include some amounts for national and regional non-network business and some amounts for network business. However, the greater portion of the revenue for these stations is from time sold to local users.

RADIO TIME SALES: 1939, 1938, 1937

(At One-time Card Rates)

| | 1939 | 1938 | 1937 |
|-------------------------------|----------------------|----------------------|----------------------|
| Network Sales..... | \$83,113,801 | \$71,728,400 | \$69,612,480 |
| National Spot Sales..... | 38,000,000 | 35,100,000 | 28,900,000 |
| Local Sales..... | 46,000,000 | 41,700,000 | 46,000,000 |
| Approximate Total..... | \$167,100,000 | \$148,500,000 | \$144,500,000 |

(Note: The figures for gross national spot and local time sales are projections on Federal Communications Commission reports. The FCC computes sales in these categories as "net"—that is, after frequency discounts have been subtracted [see pages 114-115]. Naturally, some margin of error must be allowed in augmenting a "net" back into "gross," and the above figures therefore are nothing more than estimates. For purposes of this compilation, it was assumed that the FCC figures are about 20% below "gross" figures. The time sales for 1937 and 1938 have been revised upwards, and are therefore somewhat higher than the figures for the same years appearing in prior issues of this publication. This revision was made on the grounds that prior estimates were much too conservative, mainly as regards the volume of local sales. Network "gross" figures are exact totals, computed by the networks themselves.)

Comparison Between Major Media: 1939, 1938, 1937

| | 1939 | 1938 | 1937 |
|-------------------------|---------------|---------------|---------------|
| Radio Broadcasting..... | \$167,100,000 | \$148,500,000 | \$144,500,000 |
| National Magazines..... | 151,484,530 | 148,320,420 | 169,764,913 |
| Newspapers..... | 552,000,000 | 544,000,000 | 630,000,000 |

(Note: Gross space sales for magazines were compiled by the Publishers' Information Bureau, Inc. Magazine revenue includes the revenue of "American Weekly" and "This Week." These two publications accounted for \$12,276,384 in 1937, \$8,993,618 in 1938, and \$9,919,709 in 1939. Gross newspaper advertising revenue is from estimates by the Bureau of Advertising, American Newspaper Publishers Association. This estimate covers national and local [including classified] revenue of U. S. English-language papers. The 1939 figure may be broken down thus: national advertising, \$152,000,000; local advertising, \$400,000,000. The comparable 1938 breakdown would be: national advertising, \$148,000,000; local advertising, \$396,000,000.)

NETWORK GROSS TIME SALES

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

| | NBC | CBS | Mutual |
|-----------|-------------|-------------|--------------|
| 1927..... | \$3,760,010 | | |
| 1928..... | 8,780,333 | \$1,647,364 | |
| 1929..... | 14,310,382 | 4,785,981 | |
| 1930..... | 20,088,887 | 7,605,203 | |
| 1931..... | 25,607,041 | 11,895,039 | |
| 1932..... | 26,504,891 | 12,601,885 | |
| 1933..... | 21,452,732 | 10,063,566 | |
| 1934..... | 27,833,616 | 14,825,845 | |
| 1935..... | 31,148,931 | 17,637,804 | *\$1,293,103 |
| 1936..... | 34,523,950 | 23,168,148 | *1,884,615 |
| 1937..... | 38,651,286 | 28,722,118 | 2,239,076 |
| 1938..... | 41,462,679 | 27,345,397 | 2,920,324 |
| 1939..... | 45,244,354 | 34,539,665 | 3,329,782 |

* Note: In 1935 and 1936 Mutual computed its income as net and not as gross.

EXPENDITURES FOR NETWORK RADIO BY INDUSTRIES: 1930-1939

By Dr. Frank Stanton

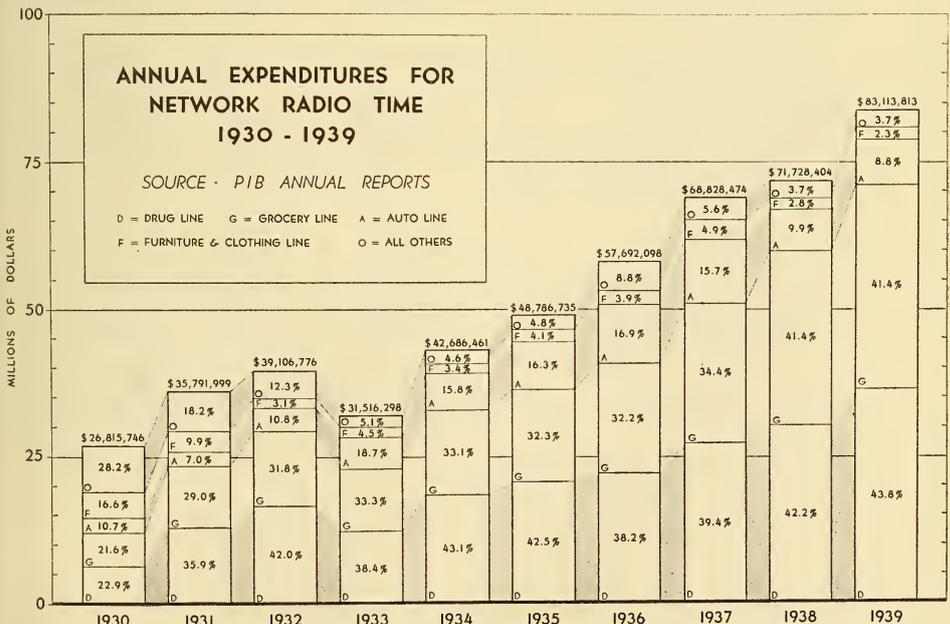
Director of Research, Columbia Broadcasting System

The steady increase in advertising dollars invested in network broadcasting during the past 10 years is most striking. Year by year (with the exception of 1933) total expenditures on nation-wide networks for time alone have increased from \$27,000,000 in 1930 to over \$83,000,000 in 1939—an increase of 210% in 10 years. This overall growth is the more remarkable when one considers that the climb was virtually constant all through the depression years.

Drug-Grocery Preponderance

The composite trend is particularly interesting when one examines the parts played by the various industries in building this swiftly-rising curve. The preponderant factors in the increase have been the items falling within the two broad classifications of **grocery** and **drug** lines (which are the heaviest advertisers in **all** major media). In combination, these two groups are proportionately about twice as important now as they were in 1930. In 1939 grocery and drug lines accounted for more than eight out of every 10 dollars spent for network radio time; back in 1930, four out of 10 dollars went into these same categories. The dollar volume for the grocery and drug line has gone from \$11,948,641 in 1930 to \$70,812,400—a jump of 492%.

(Continued on page 120)



ANNUAL TIME EXPENDITURES* FOR N

(See accompanying i

| | 1930 | 1931 | 1932 | 193 |
|-----------------------------|---------------------|---------------------|---------------------|-----------------|
| GROCERY LINE..... | \$5,797,114 | \$10,376,904 | \$12,416,819 | \$10,490 |
| Foods and Food Bev- | | | | |
| verages | 5,264,116 | 8,957,021 | 11,297,227 | 9,480 |
| Soaps and Household | | | | |
| Supplies | 532,998 | 1,419,883 | 1,119,592 | 1,010 |
| Wines, Beer and Liquors | | | | |
| | | | | |
| DRUG LINE..... | 6,151,527 | 12,837,703 | 16,406,587 | 12,103 |
| Drugs, Toilet Goods... | 3,236,343 | 6,106,667 | 8,526,268 | 7,960 |
| Cigars, Cigarettes, To- | | | | |
| bacco | 2,076,114 | 5,371,117 | 6,245,223 | 2,905 |
| Confectionery, Gum, Ice | | | | |
| Cream | 839,070 | 1,359,919 | 1,635,096 | 1,227 |
| AUTOMOBILE LINE.... | 2,850,752 | 2,497,269 | 4,242,425 | 5,907 |
| Automotive | 1,355,414 | 1,313,923 | 1,939,094 | 2,318 |
| Lubricants, Petrol. Prod. | | | | |
| and Fuel..... | 1,495,338 | 1,183,346 | 2,303,331 | 3,589 |
| FURNITURE AND | | | | |
| CLOTHING LINE.... | 4,447,234 | 3,542,367 | 1,214,724 | 1,408 |
| R a d i o s, Phonographs | | | | |
| and Musical Instrs... | 2,402,508 | 909,957 | 167,757 | 593 |
| House Furniture and | | | | |
| Furnishings | 629,283 | 795,841 | 255,672 | 400 |
| S h o e s and L e a t h e r | | | | |
| Goods | 834,392 | 1,261,430 | 396,151 | 8 |
| Clothing and Dry Goods | 581,051 | 575,139 | 395,144 | 405 |
| ALL OTHERS..... | 7,569,119 | 6,537,756 | 4,826,221 | 1,600 |
| Financial and Insurance | 1,209,644 | 1,493,351 | 1,251,977 | 669 |
| Stationery, Publishers.. | 1,421,922 | 1,359,001 | 750,298 | 198 |
| Travels, Hotels, Amuse- | | | | |
| ments | 1,359,618 | 170,821 | 41,551 | 123 |
| Machinery | 910,151 | 727,041 | 657,615 | 44 |
| Paints and Hardware.. | 198,696 | 727,243 | 435,955 | 150 |
| Jewelry, Silverware.... | 432,049 | 113,770 | 150,638 | 24 |
| Miscellaneous | 2,037,039 | 1,946,529 | 1,538,187 | 388 |
| TOTAL..... | \$26,815,746 | \$35,791,999 | \$39,106,776 | \$31,516 |

Source: Data compiled by CBS Research Division from Publishers' Information Bureau Annual Reports.

* Gross facility costs only; costs for talent not included.

WORK RADIO BY INDUSTRIES: 1930-1939

(Pages 117+120)

| 1934 | 1935 | 1936 | 1937 | 1938 | 1939 |
|-----------|--------------|--------------|--------------|--------------|--------------|
| 4,128,604 | \$15,740,839 | \$18,589,931 | \$23,654,678 | \$29,720,893 | \$34,443,147 |
| 1,661,679 | 13,031,268 | 14,923,017 | 17,811,555 | 21,774,705 | 24,649,778 |
| 2,003,678 | 2,452,523 | 3,513,622 | 5,785,103 | 7,618,951 | 9,783,625 |
| 463,247 | 257,048 | 153,292 | 58,020 | 327,237 | 9,744 |
| 3,393,266 | 20,739,628 | 22,052,068 | 27,100,616 | 30,240,224 | 36,369,253 |
| 4,024,099 | 15,912,898 | 16,060,113 | 18,687,168 | 19,443,574 | 22,425,671 |
| 3,181,988 | 3,481,938 | 4,602,153 | 6,777,042 | 8,780,469 | 11,668,090 |
| 1,187,179 | 1,344,792 | 1,389,802 | 1,636,406 | 2,016,181 | 2,275,492 |
| 6,755,833 | 7,938,125 | 9,730,466 | 10,838,595 | 7,092,432 | 7,354,862 |
| 3,772,486 | 4,227,046 | 5,439,502 | 6,883,685 | 3,904,468 | 3,079,259 |
| 2,983,347 | 3,711,079 | 4,290,964 | 3,954,910 | 3,187,964 | 4,275,603 |
| 1,451,427 | 2,005,055 | 2,241,013 | 3,404,339 | 2,007,357 | 1,908,840 |
| 656,090 | 1,081,460 | 1,360,800 | 2,096,582 | 1,065,515 | 860,724 |
| 417,065 | 506,596 | 561,539 | 1,018,654 | 615,342 | 499,032 |
| 39,660 | 73,229 | 117,329 | 185,142 | 243,884 | 295,165 |
| 338,612 | 343,770 | 201,345 | 103,961 | 82,616 | 253,919 |
| 1,957,331 | 2,363,088 | 5,078,620 | 3,830,246 | 2,667,498 | 3,037,711 |
| 611,822 | 428,933 | 424,927 | 816,472 | 385,770 | 1,019,749 |
| 409,112 | 479,565 | 385,060 | 748,519 | 470,671 | 296,193 |
| 84,417 | 53,944 | 42,490 | 73,002 | 58,630 | 44,886 |
| 61,757 | 53,704 | 82,365 | 235,282 | 266,987 | 327 |
| 214,873 | 198,599 | 469,379 | 354,339 | 274,333 | 340,157 |
| 26,787 | 151,131 | 238,172 | 248,343 | 85,095 | 235,244 |
| 548,563 | 997,212 | 3,436,227 | 1,354,289 | 1,126,012 | 1,101,155 |
| 2,686,461 | \$48,786,735 | \$57,692,098 | \$68,828,474 | \$71,728,404 | \$83,113,813 |

ANNUAL TIME EXPENDITURES* FOR NET

(See accompanying text,

| | 1930 | 1931 | 1932 | 1933 |
|--|---------------------|---------------------|---------------------|---------------------|
| GROCERY LINE..... | \$5,797,114 | \$10,376,904 | \$12,416,819 | \$10,496,641 |
| Foods and Food Beverages | 5,264,116 | 8,957,021 | 11,297,227 | 9,486,025 |
| Soaps and Household Supplies | 532,998 | 1,419,883 | 1,119,592 | 1,010,616 |
| Wines, Beer and Liquors | | | | |
| DRUG LINE..... | 6,151,527 | 12,837,703 | 16,406,587 | 12,103,676 |
| Drugs, Toilet Goods... .. | 3,236,343 | 6,106,667 | 8,526,268 | 7,966,410 |
| Cigars, Cigarettes, Tobacco | 2,076,114 | 5,371,117 | 6,245,223 | 2,909,632 |
| Confectionery, Gum, Ice Cream | 839,070 | 1,359,919 | 1,635,096 | 1,227,634 |
| AUTOMOBILE LINE.... | 2,850,752 | 2,497,269 | 4,242,425 | 5,907,457 |
| Automotive | 1,355,414 | 1,313,923 | 1,939,094 | 2,318,309 |
| Lubricants, Petrol. Prod. and Fuel..... | 1,495,338 | 1,183,346 | 2,303,331 | 3,589,148 |
| FURNITURE AND CLOTHING LINE.... | 4,447,234 | 3,542,367 | 1,214,724 | 1,408,048 |
| Radios, Phonographs and Musical Instrs... .. | 2,402,508 | 909,957 | 167,757 | 593,455 |
| House Furniture and Furnishings | 629,283 | 795,841 | 255,672 | 400,796 |
| Shoes and Leather Goods | 834,392 | 1,261,430 | 396,151 | 8,743 |
| Clothing and Dry Goods | 581,051 | 575,139 | 395,144 | 405,054 |
| ALL OTHERS..... | 7,569,119 | 6,537,756 | 4,826,221 | 1,600,476 |
| Financial and Insurance | 1,209,644 | 1,493,351 | 1,251,977 | 669,495 |
| Stationery, Publishers.. .. | 1,421,922 | 1,359,001 | 750,298 | 198,296 |
| Travels, Hotels, Amusements | 1,359,618 | 170,821 | 41,551 | 123,786 |
| Machinery | 910,151 | 727,041 | 657,615 | 44,721 |
| Paints and Hardware... .. | 198,696 | 727,243 | 435,955 | 150,984 |
| Jewelry, Silverware.... | 432,049 | 113,770 | 150,638 | 24,963 |
| Miscellaneous | 2,037,039 | 1,946,529 | 1,538,187 | 388,231 |
| TOTAL..... | \$26,815,746 | \$35,791,999 | \$39,106,776 | \$31,516,298 |

Source: Data compiled by CBS Research Division from Publishers' Information Bureau Annual Reports.

* Gross facility costs only; costs for talent not included.

WORK RADIO BY INDUSTRIES: 1930-1939

pages 117+120)

| | 1934 | 1935 | 1936 | 1937 | 1938 | 1939 |
|--|--------------|--------------|--------------|--------------|--------------|--------------|
| | \$14,128,604 | \$15,740,839 | \$18,589,931 | \$23,654,678 | \$29,720,893 | \$34,443,147 |
| | 11,661,679 | 13,031,268 | 14,923,017 | 17,811,555 | 21,774,705 | 24,649,778 |
| | 2,003,678 | 2,452,523 | 3,513,622 | 5,785,103 | 7,618,951 | 9,783,625 |
| | 463,247 | 257,048 | 153,292 | 58,020 | 327,237 | 9,744 |
| | 18,393,266 | 20,739,628 | 22,052,068 | 27,100,616 | 30,240,224 | 36,369,253 |
| | 14,024,099 | 15,912,898 | 16,060,113 | 18,687,168 | 19,443,574 | 22,425,671 |
| | 3,181,988 | 3,481,938 | 4,602,153 | 6,777,042 | 8,780,469 | 11,668,090 |
| | 1,187,179 | 1,344,792 | 1,389,802 | 1,636,406 | 2,016,181 | 2,275,492 |
| | 6,755,833 | 7,938,125 | 9,730,466 | 10,838,595 | 7,092,432 | 7,354,862 |
| | 3,772,486 | 4,227,046 | 5,439,502 | 6,883,685 | 3,904,468 | 3,079,259 |
| | 2,983,347 | 3,711,079 | 4,290,964 | 3,954,910 | 3,187,964 | 4,275,603 |
| | 1,451,427 | 2,005,055 | 2,241,013 | 3,404,339 | 2,007,357 | 1,908,840 |
| | 656,090 | 1,081,460 | 1,360,800 | 2,096,582 | 1,065,515 | 860,724 |
| | 417,065 | 506,596 | 561,539 | 1,018,654 | 615,342 | 499,032 |
| | 39,660 | 73,229 | 117,329 | 185,142 | 243,884 | 295,165 |
| | 338,612 | 343,770 | 201,345 | 103,961 | 82,616 | 253,919 |
| | 1,957,331 | 2,363,088 | 5,078,620 | 3,830,246 | 2,667,498 | 3,037,711 |
| | 611,822 | 428,933 | 424,927 | 816,472 | 385,770 | 1,019,749 |
| | 409,112 | 479,565 | 385,060 | 748,519 | 470,671 | 296,193 |
| | 84,417 | 53,944 | 42,490 | 73,002 | 58,630 | 44,886 |
| | 61,757 | 53,704 | 82,365 | 235,282 | 266,987 | 327 |
| | 214,873 | 198,599 | 469,379 | 354,339 | 274,333 | 340,157 |
| | 26,787 | 151,131 | 238,172 | 248,343 | 85,095 | 235,244 |
| | 548,563 | 997,212 | 3,436,227 | 1,354,289 | 1,126,012 | 1,101,155 |
| | \$42,686,461 | \$48,786,735 | \$57,692,098 | \$68,828,474 | \$71,728,404 | \$83,113,813 |

REVENUE BY INDUSTRIES—Continued

Other Industries

Similarly, trends for other classifications are discernible in the 10-year analysis shown in the table on pages 118 and 119. All annual time expenditures for the major nationwide networks over the 10-year period have been listed in tabular form by industrial classifications. A summary of this table is presented on page 117 in graphic form. This chart reveals two relationships simultaneously.

First, the total dollars spent for all network time by years are shown in actual dollar-figures and also by the relative height of each bar.

In addition, the portions of the yearly total spent in each of the five major divisions are indicated by percentages in the various sections of each bar.

While the percentages for the top three divisions of 1939 are slightly under those for 1938, the actual dollar volume is greater in each instance, due to the increased total of all network advertising expenditures in 1939.

NETWORK 1939 REVENUE BY INDUSTRIES

CBS

| Classification | Total Gross Expenditures | % of Total | % Change Over 1938 |
|-----------------------------------|--------------------------|----------------|--------------------|
| Automotive | \$2,201,293 | 6.37% | — 26.04% |
| Building Materials..... | 5,645 | 0.02 | — 3.12 |
| Clothing, Dry Goods..... | 691 | | * |
| Confectionery, Soft Drinks..... | 1,587,019 | 4.60 | — 5.31 |
| Drugs, Toilet Goods..... | 7,651,605 | 22.15 | + 32.53 |
| Financial, Insurance..... | 939,988 | 2.72 | +338.95 |
| Food, Food Beverages..... | 9,688,774 | 28.05 | + 46.87 |
| Jewelry, Silverware..... | 235,244 | 0.68 | +176.45 |
| Lubricants, Fuel..... | 2,390,774 | 6.92 | +140.54 |
| Radios, Phonographs..... | 85,740 | 0.25 | — 63.96 |
| Shoes, Leather Goods..... | 190,255 | 0.55 | + 9.31 |
| Soaps, Housekeeping Supplies..... | 4,032,142 | 11.67 | + 31.04 |
| Cigars, Cigarettes, Tobacco..... | 5,297,181 | 15.34 | + 6.59 |
| Travel, Resorts..... | 11,000 | 0.03 | + 5.26 |
| Political | 5,352 | 0.02 | — 89.86 |
| Miscellaneous | 216,962 | 0.63 | — 18.38 |
| TOTAL | \$34,539,665 | 100.00% | + 26.31% |

* None in 1938.

MUTUAL

| Classification | Total Gross Expenditures | % of Total | % Change Over 1938 |
|--|--------------------------|------------|--------------------|
| Automotive | \$25,356 | 0.76% | +2811.14% |
| Building Materials..... | 101,722 | 3.06 | + 49.12 |
| Cigars, Cigarettes, etc..... | 815,193 | 24.48 | + 55.51 |
| Clothing, Dry Goods..... | 96,135 | 2.88 | +1534.95 |
| Confectionery, Gum, Ice Cream..... | 38,486 | 1.16 | + 326.20 |
| Drugs, Toilet Goods..... | 901,227 | 27.07 | — 5.56 |
| Financial, Insurance..... | 79,761 | 2.40 | * |
| Food, Food Beverages..... | 537,731 | 16.15 | — 14.33 |
| Garden and Field, House Furniture, Furnishings | 2,399 | 0.07 | * |
| Lubricants | 65,417 | 1.96 | + 17.96 |

REVENUE BY INDUSTRIES—Continued

| Classification | Total Gross Expenditures | % of Total | % Change Over 1938 |
|--------------------------------|--------------------------|----------------|--------------------|
| Machinery, Farm Equipment..... | 327 | 0.01 | — 98.64 |
| Radios, Phonographs, etc..... | 139,058 | 4.18 | *.... |
| Shoes, Leather Goods..... | 3,051 | 0.09 | — 89.60 |
| Travel, Hotels..... | 10,456 | 0.31 | + 106.60 |
| Wines, Beer..... | 9,744 | 0.29 | + 5.28 |
| Miscellaneous | 503,719 | 15.13 | + 14.09 |
| TOTAL | \$3,329,782 | 100.00% | + 14.02% |

* None in 1938.

NBC

| Classification | Total Gross Expenditures | % of Total | % Change Over 1938 |
|---|--------------------------|---------------|--------------------|
| Automotive | \$852,610 | 1.9% | — 8.0% |
| Building Materials..... | 68,406 | 0.2 | + 21.8 |
| Cigars, Cigarettes, Tobacco..... | 5,555,716 | 12.3 | + 69.0 |
| Clothing, Dry Goods..... | 157,093 | 0.4 | +104.7 |
| Confectionery, Ice Cream, Soft Drinks..... | 649,987 | 1.4 | + 96.3 |
| Drugs, Toilet Goods..... | 13,872,839 | 30.7 | + 9.4 |
| Food, Food Beverages..... | 14,412,411 | 31.9 | — 1.0 |
| House Furniture and Furnishings..... | 496,633 | 1.1 | — 33.2 |
| Lubricants, Petroleum Products, Fuel..... | 1,819,412 | 4.0 | — 8.3 |
| Paints, Hardwares..... | 340,157 | 0.8 | + 24.0 |
| Radios, Phonographs, Musical Instruments..... | 635,926 | 1.4 | — 33.5 |
| Schools, Correspondence Courses..... | 15,356 | ... | +122.2 |
| Shoes, Leather Goods..... | 101,859 | 0.2 | + 56.8 |
| Laundry Soaps, Housekeeping Supplies..... | 5,751,483 | 12.7 | + 28.1 |
| Stationery, Publishers..... | 296,193 | 0.5 | — 24.5 |
| Travel, Hotels..... | 23,430 | 0.1 | + 21.0 |
| Miscellaneous | 194,843 | 0.4 | — 6.5 |
| { Dog Food..... | \$121,780 | | |
| { Plastic Wood..... | 58,863 | | |
| { Political | 3,340 | | |
| { Poultry and Dairy Feed..... | 10,860 | | |
| TOTAL | \$45,244,354 | 100.0% | + 9.1% |

CBS-MUTUAL-NBC 1939 ADVERTISERS BY RANK OF EXPENDITURE

(Expenditures computed at one-time card rates)

| | | | |
|--|-------------|--|-----------|
| 1. Procter & Gamble Co..... | \$8,769,135 | 13. R. J. Reynolds Tobacco Co.. | 1,723,574 |
| 2. General Foods Corp..... | 5,269,567 | 14. William Wrigley, Jr., Co... | 1,304,391 |
| 3. Sterling Products, Inc..... | 3,755,811 | 15. Miles Laboratories, Inc.... | 1,236,254 |
| 4. Lever Bros. Co..... | 3,392,672 | 16. Philip Morris & Co., Ltd... | 1,217,166 |
| 5. Standard Brands, Inc..... | 2,898,521 | 17. Quaker Oats Co..... | 1,200,947 |
| 6. Colgate-Palmolive-Peet Co.. | 2,749,733 | 18. National Dairy Products Corp. | 1,164,930 |
| 7. Campbell Soup Co..... | 2,704,331 | 19. Bristol-Myers Co..... | 1,141,548 |
| 8. American Home Products Co..... | 1,937,652 | 20. Chrysler Corp..... | 950,146 |
| 9. American Tobacco Co., Inc. | 2,506,141 | 21. Ford Motor Co..... | 949,297 |
| 10. General Mills, Inc..... | 2,411,288 | 22. Lady Esther Co..... | 901,546 |
| 11. Brown & Williamson Tobacco Corp..... | 2,047,536 | 23. Texas Co..... | 875,418 |
| 12. Liggett & Myers Tobacco Co. | 1,937,652 | 24. Kellogg Co..... | 861,474 |
| | | 25. P. Lorillard Co..... | 794,014 |
| | | 26. Andrew Jergens Co..... | 763,940 |

NETWORK ADVERTISERS—Continued

| | | | |
|----------------------------------|-----------|----------------------------------|---------|
| 27. Continental Baking Co..... | 729,543 | 85. Adam Hat Stores, Inc..... | 151,893 |
| 28. Cities Service Co..... | 718,282 | 86. Boweys', Inc..... | 147,665 |
| 29. Pet Milk Sales Corp..... | 699,242 | 87. Household Finance Corp... | 134,763 |
| 30. Cummer Products Co..... | 689,664 | 88. Swift & Co..... | 127,384 |
| 31. Sun Oil Co..... | 656,084 | 89. Vick Chemical Co..... | 121,488 |
| 32. Radio Corp. of America.... | 635,926 | 90. Lehn & Fink Products Co.. | 116,415 |
| 33. Lewis-Howe Co..... | 635,338 | 91. G. Washington Coffee Re- | |
| 34. Pepsodent Co..... | 603,400 | fining Co..... | 108,077 |
| 35. Carnation Co..... | 598,137 | 92. Richardson & Robbins..... | 104,832 |
| 36. S. C. Johnson & Son, Inc... | 589,330 | 93. Emerson Radio & Phono- | |
| 37. Pillsbury Flour Mills Co... | 561,710 | graph Corp..... | 102,576 |
| 38. Firestone Tire & Rubber Co. | 558,746 | 94. McKesson & Robbins, Inc.. | 102,375 |
| 39. Bayuk Cigars, Inc..... | 521,614 | 95. Manhattan Soap Co..... | 101,898 |
| 40. Ethyl Gasoline Co..... | 497,575 | 96. Wheeling Steel Corp..... | 101,722 |
| 41. Hawaiian Pineapple Co., | | 97. Standard Oil Co. of Calif... | 100,794 |
| Ltd. | 489,630 | 98. Lutheran Laymen's League. | 99,565 |
| 42. F. W. Fitch Co..... | 488,265 | 99. John Morrell & Co..... | 98,544 |
| 43. Lambert Co..... | 476,434 | 100. Westinghouse Electric & | |
| 44. Ralston Purina Co..... | 466,011 | Mfg. Co..... | 94,822 |
| 45. U. S. Tobacco Co..... | 450,075 | 101. Mennen Co..... | 93,611 |
| 46. Campana Sales Co..... | 438,850 | 102. Gillette Safety Razor Co... | 93,577 |
| 47. B. T. Babbitt, Inc..... | 436,200 | 103. Lamont, Corliss & Co..... | 87,460 |
| 48. Gulf Refining Co..... | 426,360 | 104. Columbia Recording Corp.. | 85,740 |
| 49. Prudential Insurance Co. of | | 105. Gordon Baking Co..... | 82,080 |
| America | 414,330 | 106. Time, Inc..... | 76,260 |
| 50. Beneficial Management | | 107. Dunn & McCarthy..... | 70,728 |
| Corp. | 390,895 | 108. Metropolitan Life Insur- | |
| 51. Wander Co..... | 389,312 | ance Co..... | 70,240 |
| 52. International Cellucotton | | 109. American Rolling Mills Co.. | 68,406 |
| Products Corp..... | 384,430 | 110. Purity Bakeries Service | |
| 53. General Electric Co..... | 367,629 | Corp. | 63,985 |
| 54. Canada Dry Ginger Ale, | | 111. Penick & Ford, Ltd..... | 63,620 |
| Inc. | 358,307 | 112. D. L. & W. Coal Co..... | 63,047 |
| 55. Cudahy Packing Co..... | 352,425 | 113. Signal Oil Co..... | 62,246 |
| 56. J. B. Williams Co..... | 349,838 | 114. H. Fendrich, Inc..... | 60,984 |
| 57. Pacific Coast Borax Co..... | 348,232 | 115. Ramsdell, Inc..... | 60,076 |
| 58. Sealtest, Inc..... | 325,550 | 116. Charles H. Gulden, Inc..... | 59,296 |
| 59. Fels Co..... | 315,672 | 117. John H. Woodbury Co..... | 56,020 |
| 60. Sherwin-Williams Co..... | 307,965 | 118. California Fruit Growers | |
| 61. Gospel Broadcasting Assn.. | 304,651 | Exchange | 54,041 |
| 62. U. S. Rubber Products Co.. | 301,850 | 119. Richman Bros..... | 51,053 |
| 63. American Oil Co..... | 299,399 | 120. Wheatena Corp..... | 50,670 |
| 64. Welch Grape Juice Co.... | 297,368 | 121. Axton-Fisher Tobacco Co.. | 48,470 |
| 65. Penn Tobacco Co..... | 293,747 | 122. Wesson Oil & Snowdrift | |
| 66. George A. Hormel & Co.... | 283,753 | Sales Corp..... | 47,676 |
| 67. Goodyear Tire & Rubber | | 123. Food & Beverage Broad- | |
| Co. | 273,881 | casters Assn..... | 46,938 |
| 68. Nehi, Inc..... | 261,248 | 124. Cardinet Candy Co..... | 41,384 |
| 69. Mars, Inc..... | 253,816 | 125. Tidewater Associated Oil | |
| 70. International Silver Co.... | 235,244 | Co. | 40,377 |
| 71. Noxzema Chemical Co..... | 235,058 | 126. Princess Pat, Ltd..... | 38,160 |
| 72. Chesebrough Mfg. Co..... | 227,385 | 127. C. F. Mueller & Co..... | 34,816 |
| 73. Lydia Pinkham Medicine | | 128. Palmer Bros..... | 34,182 |
| Co. | 220,073 | 129. Benjamin Moore & Co..... | 32,192 |
| 74. Macfadden Publications, Inc. | 219,933 | 130. Ohio Oil Co..... | 31,461 |
| 75. Pure Oil Co..... | 215,423 | 131. Gallenkamp Stores Co.... | 31,131 |
| 76. General Baking Co..... | 212,733 | 132. Detrola Corp..... | 30,977 |
| 77. Dr. E. S. Sloan, Inc..... | 208,536 | 133. Moody Bible Institute..... | 30,738 |
| 78. Richfield Oil Corp..... | 200,564 | 134. Stephano Bros..... | 30,495 |
| 79. E. I. du Pont de Nemours | | 135. George W. Luft Co.... | 29,227 |
| Co. | 1,937,632 | 136. Rio Grande Oil Co..... | 27,540 |
| 80. Ward Baking Co..... | 194,664 | 137. S & W Fine Foods, Inc.... | 26,410 |
| 81. Griffin Mfg. Co..... | 190,255 | 138. Loose-Wiles Biscuit Co.... | 26,280 |
| 82. Grove Laboratories, Inc.... | 180,007 | 139. Langendorf Bakeries, Inc.. | 24,660 |
| 83. Musterole Co..... | 174,456 | 140. Thomas Cook & Son, Wagon- | |
| 84. Corn Products Refining Co. | 164,983 | Lits, Ltd..... | 23,430 |

NETWORK ADVERTISERS—Continued

| | | | |
|-----------------------------------|--------|-----------------------------------|--------------|
| 141. Modern Food Process Co... | 23,236 | 163. La Rosa and Sons, Inc..... | 8,640 |
| 142. General Cigar Co..... | 22,960 | 164. Aurora Laboratories..... | 8,192 |
| 143. Bell & Co..... | 22,859 | 165. Magazine Repeating Razor | |
| 144. Ballard & Ballard Co..... | 22,084 | Co. | 7,602 |
| 145. General Motors Corp..... | 19,983 | 166. Hartz Mountain Products... | 7,274 |
| 146. Gilmore Oil Co..... | 18,012 | 167. Hecker Products Corp..... | 6,960 |
| 147. Euclid Candy Co. of Calif... | 17,860 | 168. Charles B. Knox Gelatine | |
| 148. Duart Mfg. Co., Ltd..... | 17,690 | Co. | 6,846 |
| 149. Chamberlain Laboratories, | | 169. Hotel Roosevelt..... | 6,825 |
| Inc. | 16,244 | 170. Coty, Inc..... | 6,041 |
| 150. Air Conditioning Training | | 171. Holland Furnace Co..... | 5,645 |
| Corp. | 15,356 | 172. Winter & Co..... | 5,505 |
| 151. Union Oil Co..... | 15,275 | 173. Vanette Hosiery Mills, Inc.. | 5,200 |
| 152. Congress Cigar Co..... | 14,662 | 174. Sofenz Sales Corp..... | 3,658 |
| 153. Wilshire Oil Co..... | 14,196 | 175. Old Trusty Dog Food Co.... | 2,704 |
| 154. American Bird Products Co. | 13,823 | 176. Calavo Growers of Calif... | 2,560 |
| 155. Twentieth Century - Fox | | 177. Vadsc0 Sales Corp..... | 2,043 |
| Film Corp..... | 13,083 | 178. Maine Development Com- | |
| 156. Paramount Pictures, Inc..... | 13,022 | mission | 1,920 |
| 157. Thomas Leeming & Co..... | 12,540 | 179. Colonial Dames, Inc..... | 1,470 |
| 158. Tillamook County Creamery | | 180. Pittsburgh Coal Co..... | 1,087 |
| Assn. | 11,508 | 181. I. J. Fox Co..... | 691 |
| 159. Maltex Co..... | 11,301 | Political Advertisers..... | 8,692 |
| 160. Wilmington Transportation | | Miscellaneous (Cooperative)... | 413,715 |
| Co. | 11,000 | | |
| 161. Atlantic Refining Co..... | 10,093 | | |
| 162. Bathasweet Corp..... | 8,658 | | |
| | | Total | \$83,113,801 |

CBS GROSS CLIENT REVENUE FOR 1939

| | 1939. | —1938— |
|-----------------------------------|-------------|-------------------|
| 1. Lever Bros. Co..... | \$3,392,672 | (1) \$2,790,141 |
| Lifebouy | 390,446 | |
| Lux and Lux Flakes..... | 1,240,107 | |
| Rinso | 1,167,718 | |
| Spry | \$594,401 | |
| 2. General Foods Corp..... | 3,191,167 | (2) 2,720,386 |
| Diamond Salt..... | 84,001 | |
| Grapenuts | 234,506 | |
| Huskies | 101,498 | |
| Jell-O Ice Cream..... | 151,425 | |
| LaFrance & Satina..... | 345,658 | |
| Minute Tapioca..... | 45,003 | |
| Post Toasties..... | 350,330 | |
| Postum | 792,993 | |
| Sanka | 369,365 | |
| Swansdown & Calumet.... | 716,388 | |
| 3. Colgate-Palmolive-Peet Co..... | 2,509,096 | (3) 1,779,439 |
| Cashmere Bouquet & Halo.. | 102,570 | |
| Cue Dentifrice..... | 91,850 | |
| Dental Products..... | 694,235 | |
| Octagon | 57,735 | |
| Palmolive Soap..... | 615,382 | |
| Shaving Cream..... | 331,942 | |
| Super Suds..... | 615,382 | |
| 4. Procter & Gamble Co..... | 2,283,347 | (4) 1,310,707 |
| Chipso | 537,473 | |
| Crisco | 361,055 | |
| Dash | 38,263 | |
| Drene | 285,640 | |
| Ivory | 377,181 | |
| Oxydol | 415,130 | |
| Teel & Drene..... | 268,605 | |

CBS REVENUE—Continued

| | | | | |
|-----|--|-----------|------|-----------|
| 5. | Campbell Soup Co..... | 2,253,083 | (11) | 713,788 |
| | Franco American Spaghetti..... | 98,061 | | |
| | Soups, Juices, Beans..... | 2,155,022 | | |
| 6. | R. J. Reynolds Tobacco Co..... | 1,418,333 | (10) | 1,000,184 |
| 7. | William Wrigley, Jr., Co..... | 1,304,391 | (6) | 1,241,705 |
| 8. | American Tobacco Co..... | 1,286,703 | (5) | 1,283,826 |
| | Half & Half Tobacco..... | 243,075 | | |
| | Lucky Strikes..... | 796,678 | | |
| | Pall Mall Cigarettes..... | 79,310 | | |
| | Roi Tan Cigars..... | 167,640 | | |
| 9. | Chrysler Corp..... | 950,146 | (9) | 1,003,612 |
| 10. | Ford Motor Co..... | 949,297 | (8) | 1,052,895 |
| 11. | Liggett & Myers Tobacco Co..... | 945,620 | (7) | 1,118,355 |
| 12. | Texas Co..... | 875,418 | (18) | 405,265 |
| 13. | American Home Products Corp..... | 804,839 | * | |
| | Anacin..... | 246,676 | | |
| | Edna Wallace Hopper Cos- | | | |
| | metics..... | 230,252 | | |
| | Hill's Nose Drops..... | 126,415 | | |
| | Kolynos..... | 164,330 | | |
| | Louis Philippe..... | 37,166 | | |
| 14. | Continental Baking Co..... | 729,543 | (12) | 650,260 |
| 15. | Pet Milk Sales Corp..... | 699,242 | (14) | 594,013 |
| 16. | Ethyl Gasoline Co..... | 497,575 | | |
| 17. | Hawaiian Pineapple Co., Ltd..... | 489,630 | | |
| 18. | Philip Morris & Co., Ltd..... | 487,470 | (16) | 463,380 |
| 19. | Lambert Co..... | 460,650 | (29) | 242,395 |
| 20. | U. S. Tobacco Co..... | 450,075 | (17) | 435,120 |
| 21. | Lady Esther Co..... | 439,875 | (20) | 372,150 |
| 22. | Campana Sales Co..... | 438,850 | (40) | 156,100 |
| 23. | Gulf Refining Co..... | 426,360 | (19) | 399,960 |
| 24. | Prudential Insurance Co. of America..... | 414,330 | | |
| 25. | Beneficial Management Corp..... | 390,895 | (73) | 5,823 |
| 26. | International Cellucotton Products Corp..... | 384,430 | (39) | 166,665 |
| 27. | Cudahy Packing Co..... | 352,425 | (23) | 340,767 |
| 28. | Sterling Products, Inc..... | 351,765 | † | |
| | Bayer Aspirin..... | 331,763 | | |
| | Ironized Yeast..... | 20,002 | | |
| 29. | Kellogg Co..... | 347,032 | (36) | 192,724 |
| 30. | Brown & Williamson Tobacco Co..... | 340,035 | (67) | 10,834 |
| | Raleigh Cigarettes..... | 275,985 | | |
| | Wings Cigarettes..... | 64,050 | | |
| 31. | Sealtest, Inc..... | 325,550 | | |
| 32. | U. S. Rubber Products Co..... | 301,850 | (24) | 304,155 |
| 33. | American Oil Co..... | 295,048 | | |
| 34. | George A. Hormel & Co..... | 283,753 | | |
| 35. | General Mills, Inc..... | 272,925 | (15) | 557,035 |
| | Corn Kix..... | 63,911 | | |
| | Gold Medal Flour..... | 37,920 | | |
| | Institutional..... | 48,834 | | |
| | Sperry (Wheaties)..... | 16,500 | | |
| | Wheaties..... | 105,760 | | |
| 36. | Nehi, Inc..... | 261,248 | | |
| 37. | International Silver Co..... | 235,244 | (51) | 85,095 |
| 38. | Noxzema Chemical Co..... | 235,058 | (47) | 109,555 |
| 39. | Chesebrough Mfg. Co..... | 227,385 | (32) | 211,050 |
| 40. | P. Lorillard Co..... | 217,695 | (13) | 644,905 |

* American Home Products Corp. was not listed as one unified account in 1938. The following members, however, were listed: Edna Wallace Hopper, \$267,194; Anacin, \$297,697; Kolynos, \$193,433; Old English Flour Wax, \$94,260; and Hill's Nose Drops, \$42,049. This represents a total of \$894,633.

† The only Sterling Products member firm listed in 1938 was the Bayer Co., which spent \$282,254.

CBS REVENUE—Continued

| | | | |
|--|---------|------|---------|
| 41. Pure Oil Co..... | 215,423 | (63) | 13,829 |
| 42. E. I. du Pont de Nemours & Co., Inc..... | 196,620 | (28) | 250,455 |
| 43. Griffin Mfg. Co..... | 190,255 | (38) | 174,049 |
| 44. Corn Products Refining Co..... | 164,983 | | |
| 45. Household Finance Corp..... | 134,763 | (33) | 208,320 |
| 46. Lehn & Fink Products Co..... | 116,415 | (31) | 219,494 |
| 47. Penn Tobacco Co..... | 103,475 | | |
| 48. McKesson & Robbins, Inc..... | 102,375 | (42) | 150,150 |
| 49. Bowey's, Inc..... | 100,167 | | |
| 50. Columbia Recording Corp..... | 85,740 | | |
| 51. Fels & Co..... | 72,970 | | |
| 52. Purity Bakeries Service Corp..... | 63,985 | | |
| 53. Penick & Ford, Ltd..... | 63,620 | (53) | 62,060 |
| 54. John H. Woodbury Co..... | 56,020 | | |
| 55. California Fruit Growers Exchange..... | 54,041 | | |
| 56. Stephano Bros..... | 30,495 | | |
| 57. Rio Grande Oil Co..... | 27,540 | (59) | 27,725 |
| 58. S & W Fine Foods, Inc..... | 26,410 | (70) | 7,950 |
| 59. Tidewater Associated Oil Co..... | 22,102 | (66) | 11,104 |
| 60. Euclid Candy Co. of California..... | 17,860 | (62) | 14,080 |
| 61. Duart Mfg. Co., Ltd..... | 17,690 | | |
| 62. Axton-Fisher Tobacco Co..... | 17,280 | | |
| 63. Mennen Co..... | 16,310 | (71) | 7,320 |
| 64. Chamberlain Laboratories, Inc..... | 16,244 | | |
| 65. Union Oil Co..... | 15,275 | | |
| 66. Wilmington Transportation Co..... | 11,000 | (68) | 10,450 |
| 67. Paramount Pictures, Inc..... | 10,465 | | |
| 68. Atlantic Refining Co..... | 10,093 | (64) | 13,050 |
| 69. Ralston Purina Co..... | 8,235 | (78) | 3,660 |
| 70. Twentieth Century-Fox Film Corp..... | 7,173 | | |
| 71. Coty, Inc..... | 6,041 | | |
| 72. Wilshire Oil Co..... | 5,940 | | |
| 73. Holland Furnace Co..... | 5,645 | (72) | 5,827 |
| 74. Bathasweet Corp..... | 3,960 | | |
| 75. Sofenz Sales Corp..... | 3,658 | | |
| 76. Cardinet Candy Co..... | 3,520 | (69) | 10,170 |
| 77. Charles B. Knox Gelatine Co..... | 3,050 | | |
| 78. Old Trusty Dog Food Co..... | 2,704 | | |
| 79. Calavo Growers of California..... | 2,560 | | |
| 80. Colonial Dames, Inc..... | 1,470 | | |
| 81. I. J. Fox Co..... | 691 | | |
| Political Advertisers (See below)..... | 5,352 | | 52,803 |

| | | |
|-------------|--------------|---------------|
| TOTAL | \$34,539,665 | *\$27,345,397 |
|-------------|--------------|---------------|

| | | |
|--------------------------|--------------------------------------|---------|
| AVERAGE EXPENDITURE..... | 426,350 | 328,826 |
| | <i>(Political accounts excluded)</i> | |

| | | |
|-------------------------|--------------------------------------|---------|
| MEDIAN EXPENDITURE..... | 215,423 | 150,150 |
| | <i>(Political accounts excluded)</i> | |

* 83 Advertisers.

CBS POLITICAL ADVERTISERS, 1939

| | |
|---|---------|
| 1. "Yes" on No. 5 (California)..... | \$2,280 |
| 2. "No" on No. 5 (California)..... | 1,704 |
| 3. California Chiropractic Association..... | 456 |
| 4. Democratic State Central Committee..... | 456 |
| 5. So. California Citizens Against \$30 Thursday..... | 456 |

| | |
|---|---------|
| TOTAL GROSS POLITICAL EXPENDITURES..... | \$5,352 |
|---|---------|

MUTUAL GROSS CLIENT REVENUE FOR 1939

(With same clients' 1938 rank and expenditures)

| | 1939. | 1938 |
|--|--------------------|---------------------|
| 1. Bayuk Cigars, Inc..... | \$521,614 | (1) \$259,436 |
| 2. Sterling Products (Ironized Yeast)..... | 356,969 | (4) 179,724 |
| 3. Gospel Broadcasting Assn..... | 304,651 | (2) 182,842 |
| 4. Lydia Pinkham Medicine Co..... | 220,073 | * |
| 5. General Baking Co..... | †212,733 | |
| 6. Philip Morris & Co., Ltd..... | 139,680 | (10) 78,310 |
| Dunhill | \$37,180 | |
| Philip Morris..... | 82,360 | |
| Revelation | 19,140 | |
| 7. Emerson Radio & Phonograph Corp..... | 102,576 | |
| 8. Wheeling Steel Corp..... | 101,722 | (13) 68,215 |
| 9. Lutheran Laymen's League..... | 99,565 | (8) 94,034 |
| 10. Gillette Safety Razor Co..... | 93,577 | |
| 11. P. Lorillard Co..... | 86,087 | (7) 99,948 |
| 12. Mennen Co..... | 77,301 | (29) 26,926 |
| 13. Metropolitan Life Insurance Co..... | 70,240 | |
| 14. D. L. & W. Coal Co..... | 63,047 | (17) 53,872 |
| 15. Ramsdell, Inc..... | 60,076 | |
| 16. Richman Bros..... | 51,053 | |
| 17. Gordon Baking Co..... | 42,768 | (3) 182,574 |
| 18. Axton-Fisher Tobacco Co..... | 31,190 | |
| 19. Detrola Corp..... | 30,977 | |
| 20. Moody Bible Institute..... | 30,738 | |
| 21. Wheatena Corp..... | 24,228 | (22) 38,257 |
| 22. General Cigar Co..... | 22,960 | |
| 23. Bell & Co..... | 22,859 | |
| 24. Lambert Co..... | 15,784 | (16) 58,108 |
| 25. Congress Cigar Co..... | 14,662 | |
| 26. American Bird Products Co..... | 13,823 | (38) 10,543 |
| 27. Thomas Leeming & Co..... | 12,540 | (37) 11,700 |
| 28. Maltex Co..... | 11,301 | |
| 29. Quaker Oats Co..... | 8,943 | |
| 30. La Rosa and Sons, Inc..... | 8,640 | |
| 31. Aurora Laboratories..... | 8,192 | |
| 32. Hartz Mountain Products..... | 7,274 | |
| 33. Hotel Roosevelt..... | 6,825 | |
| 34. Twentieth Century-Fox Film Corp..... | 5,910 | |
| 35. Winter & Co..... | 5,505 | |
| 36. Bathasweet Corp..... | 4,698 | |
| 37. Paramount Pictures..... | 2,557 | |
| 38. Vadsco Sales Corp..... | 2,043 | (9) 90,973 |
| 39. Maine Development Commission..... | 1,920 | (31) 23,754 |
| 40. General Mills (Corn Kix)..... | 1,410 | (6) 137,492 |
| Miscellaneous (Cooperative)..... | 413,715 | 303,793 |
| TOTAL | \$3,329,782 | ‡\$2,920,324 |
| AVERAGE EXPENDITURE..... | §72,902 | §52,575 |
| MEDIAN EXPENDITURE..... | §27,483 | §31,721 |

* Not listed separately in 1938.

† General Baking spent an additional \$26,264 in cooperative advertising.

‡ 43 advertisers, plus cooperative campaigns, plus five political campaigns.

§ Excluding cooperative and political advertising.

NBC GROSS CLIENT REVENUE FOR 1939

(With same clients' 1938 rank and expenditures)

| | 1939. | 1938 |
|---|-------------|-----------------|
| 1. Procter & Gamble Co..... | \$6,485,788 | (1) \$4,860,155 |
| Camay | \$731,210 | |
| Chipso | 523,533 | |
| Crisco | 858,988 | |
| Dreft | 235,265 | |
| Drene | 116,176 | |
| Ivory Flakes..... | 767,696 | |
| Ivory Soap..... | 819,614 | |
| Lava Soap..... | 269,910 | |
| Oxydol | 1,191,187 | |
| Teel | 372,057 | |
| White Naphtha Soap..... | 600,152 | |
| 2. Sterling Products, Inc..... | 3,047,077 | (4) 2,486,452 |
| Bayer Aspirin..... | \$435,499 | |
| Bayer Lozenges..... | 22,078 | |
| Cal-Aspirin | 122,979 | |
| Haley's M-O..... | 190,355 | |
| Dr. Lyon's Toothpowder..... | 993,557 | |
| Mulsified Oil Shampoo..... | 6,755 | |
| Phillips Milk of Magnesia.... | 388,788 | |
| Phillips Milk of Magnesia | | |
| Toothpaste Tablets..... | 330,103 | |
| Phillips Milk of Magnesia and | | |
| MM Cream..... | 556,963 | |
| 3. Standard Brands, Inc..... | 2,898,521 | (2) 2,670,467 |
| Fleischmann Yeast..... | \$424,508 | |
| Foil Yeast for Health..... | 332,726 | |
| Royal Desserts & Fleisch- | | |
| mann Yeast..... | 672,520 | |
| Chase & Sanborn..... | 946,240 | |
| Tender Leaf Tea..... | 522,527 | |
| 4. General Mills, Inc..... | 2,136,953 | (10) 1,200,886 |
| Bisquick | \$345,441 | |
| Corn Kix..... | 367,942 | |
| Kitchen Tested Cake Flour... | 88,468 | |
| Softasilk Cake Flour..... | 680,227 | |
| Sperry Flour Products..... | 112,284 | |
| Wheaties | 542,588 | |
| 5. General Foods Corp..... | 2,078,400 | (3) 2,519,220 |
| Grape Nuts..... | \$351,996 | |
| Jell-O | 677,366 | |
| Jell-O Pudding..... | 100,008 | |
| Post 40% Bran Flakes..... | 70,040 | |
| Maxwell House Coffee..... | 878,990 | |
| 6. American Home Products Co..... | 1,724,714 | (5) 1,683,340 |
| Aerowax | \$98,907 | |
| Anacin | 582,366 | |
| BiSoDol | 461,176 | |
| Clapps Baby Food..... | 13,647 | |
| Fly-Ded | 33,067 | |
| Freezone | 51,248 | |
| Hills Cold Tablets..... | 62,120 | |
| Kolynos | 205,973 | |
| Old English Floor Wax..... | 157,347 | |
| Plastic Wood..... | 58,863 | |
| 7. Brown & Williamson Tobacco Corp..... | 1,707,501 | (15) 656,306 |
| Avalon Cigarettes..... | \$520,940 | |
| Bugler Tobacco..... | 451,118 | |
| Raleigh Tobacco..... | 346,488 | |
| Raleigh & Kool Cigarettes.... | 371,118 | |
| Tobacco and Cigarettes..... | 17,837 | |

NBC REVENUE—Continued

| | 1939. | 1938 |
|---------------------------------------|-------------|---------------|
| 8. Miles Laboratories, Inc..... | 1,236,254 | (8) 1,387,906 |
| 9. American Tobacco Co., Inc..... | 1,219,438 | (9) 1,331,884 |
| Lucky Strike Cigarettes..... | \$1,041,155 | |
| Pall Mall Cigarettes..... | 178,283 | |
| 10. Quaker Oats Co..... | 1,192,004 | (12) 878,068 |
| Quaker Farina..... | \$10,076 | |
| Aunt Jemima..... | 45,156 | |
| Quaker Oats..... | 728,468 | |
| Puffed Wheat & Rice..... | 408,304 | |
| 11. National Dairy Products Corp..... | 1,164,930 | (7) 1,466,957 |
| Kraft..... | \$982,074 | |
| Sealtest..... | 182,856 | |
| 12. Bristol-Myers Co..... | 1,141,548 | (11) 942,930 |
| Vitalis..... | \$435,078 | |
| Ipana, Sal Hepatica..... | 706,470 | |
| 13. Liggett & Myers Tobacco Co..... | 992,032 | (20) 571,015 |
| 14. Andrew Jergens Co..... | 763,940 | (19) 622,277 |
| Woodbury's Soap & Cosmetics | \$516,666 | |
| Jergens Lotion..... | 247,274 | |
| 15. Cities Service Co..... | 718,282 | (16) 638,205 |
| 16. Cummur Products Co..... | 689,664 | (23) 555,367 |
| Emergine..... | \$220,968 | |
| Molle..... | 468,696 | |
| 17. Sun Oil Co..... | 656,084 | (18) 631,667 |
| 18. Radio Corp. of America..... | 635,926 | (13) 827,640 |
| 19. Lewis-Howe Co..... | 635,338 | (28) 419,840 |
| 20. Pepsodent Co..... | 603,400 | (35) 339,260 |
| Toothpaste..... | \$90,288 | |
| Toothpaste, Toothpowder, | | |
| Antiseptic..... | 513,112 | |
| 21. Carnation Co..... | 598,137 | (22) 560,872 |
| Carnation Milk..... | \$551,676 | |
| Albers Cereal..... | 46,461 | |
| 22. Philip Morris & Co., Ltd..... | 590,016 | (24) 526,664 |
| 23. S. C. Johnson & Son, Inc..... | 589,330 | (14) 675,190 |
| 24. Pillsbury Flour Mills Co..... | 561,710 | (21) 563,400 |
| 25. Firestone Tire & Rubber Co..... | 558,746 | (17) 635,206 |
| 26. Kellogg Co..... | 514,442 | (25) 496,404 |
| Corn Flakes..... | \$409,280 | |
| Krispies..... | 105,162 | |
| 27. P. Lorillard Co..... | 490,232 | |
| 28. F. W. Fitch Co..... | 488,265 | (32) 364,563 |
| 29. Lady Esther Co., Ltd..... | 461,671 | (26) 459,397 |
| 30. Ralston Purina Co..... | 457,776 | (31) 380,246 |
| Wheat Cereal..... | \$191,604 | |
| Cereals..... | 266,172 | |
| 31. Campbell Soup Co..... | 451,248 | (6) 1,565,637 |
| Food Products..... | \$360,144 | |
| Tomato Juice..... | 91,104 | |
| 32. B. T. Babbitt, Inc..... | 436,200 | (27) 437,700 |
| 33. Wander Co..... | 389,312 | (37) 304,952 |
| 34. General Electric Co..... | 367,629 | (29) 391,871 |
| 35. Canada Dry Ginger Ale, Inc..... | 358,307 | (85) 48,276 |
| 36. J. B. Williams Co..... | 349,838 | (46) 167,336 |
| 37. Pacific Coast Borax Co..... | 348,232 | (34) 339,296 |
| 38. Sherwin-Williams Co..... | 307,965 | (41) 231,409 |
| S-W Paints..... | \$192,809 | |
| Acme Paints..... | 115,156 | |
| 39. R. J. Reynolds Tobacco Co..... | 305,241 | |
| 40. Welch Grape Juice Co..... | 297,368 | (39) 267,080 |
| 41. Goodyear Tire & Rubber Co..... | 273,881 | (47) 165,139 |
| 42. Mars, Inc..... | 253,816 | |
| 43. Fels Co..... | 242,702 | (67) 78,493 |

NBC REVENUE—Continued

| | | 1939. | 1938 | |
|-----|---|-----------|-------|---------|
| 44. | Colgate-Palmolive-Peet Co..... | 240,637 | (55) | 118,576 |
| | Shaving Cream..... | \$56,128 | | |
| | Super Suds..... | 184,509 | | |
| 45. | Macfadden Publications, Inc..... | 219,933 | (45) | 172,032 |
| 46. | Dr. E. S. Sloan, Inc..... | 208,536 | (48) | 156,114 |
| | Sloan's Liniment..... | \$195,114 | | |
| | Vince..... | 13,422 | | |
| 47. | Richfield Oil Corp..... | 200,564 | (43) | 202,940 |
| 48. | Ward Baking Co..... | 194,664 | (65) | 80,848 |
| 49. | Penn Tobacco Co..... | 190,272 | (70) | 69,769 |
| 50. | Grove Laboratories, Inc..... | 180,007 | (44) | 182,140 |
| 51. | Musterole Co..... | 174,456 | (71) | 69,216 |
| 52. | Adam Hat Stores, Inc..... | 151,893 | (68) | 76,736 |
| 53. | Swift & Co..... | 127,384 | (62) | 88,487 |
| | Frankfurters..... | \$4,996 | | |
| | Sunbrite Cleanser..... | 122,388 | | |
| 54. | Vick Chemical Co..... | 121,488 | (56) | 116,448 |
| 55. | G. Washington Coffee Refining Co..... | 108,077 | (52) | 129,001 |
| 56. | Richardson & Robbins..... | 104,832 | (66) | 79,823 |
| 57. | Manhattan Soap Co..... | 101,898 | | |
| 58. | Standard Oil Co. of California..... | 100,794 | (61) | 92,785 |
| 59. | John Morrell & Co..... | 98,544 | (76) | 65,651 |
| 60. | Westinghouse Electric & Mfg. Co..... | 94,822 | | |
| 61. | Lamont, Corliss & Co..... | 87,460 | (36) | 305,536 |
| | Danya Hand Lotion..... | \$9,928 | | |
| | Pond's Creams and Powder.. | 77,532 | | |
| 62. | Time, Inc..... | 76,260 | (42) | 220,023 |
| 63. | Dunn & McCarthy..... | 70,728 | | |
| 64. | American Rolling Mills Co..... | 68,406 | (81) | 52,962 |
| 65. | Signal Oil Co..... | 62,246 | (77) | 61,921 |
| 66. | H. Fendrich, Inc..... | 60,984 | (78) | 59,712 |
| 67. | Charles H. Gulden, Inc..... | 59,296 | (93) | 27,736 |
| 68. | Wesson Oil & Snowdrift Sales Corp..... | 47,676 | (86) | 45,552 |
| 69. | Bowey's, Inc..... | 47,498 | (51) | 129,172 |
| 70. | Food & Beverage Broadcasters Assn..... | 46,938 | | |
| 71. | Gordon Baking Co..... | 39,312 | | |
| 72. | Princess Pat, Ltd..... | 38,160 | (54) | 123,580 |
| 73. | Cardinet Candy Co..... | 37,864 | (89) | 35,032 |
| 74. | C. F. Mueller & Co..... | 34,816 | (75) | 67,200 |
| 75. | Palmer Bros..... | 34,182 | | |
| 76. | Benjamin Moore & Co..... | 32,192 | (87) | 42,924 |
| 77. | Ohio Oil Co..... | 31,461 | | |
| 78. | Gallenkamp Stores Co..... | 31,131 | (90) | 30,420 |
| 79. | George W. Luft Co..... | 29,227 | (94) | 24,024 |
| 80. | Wheatena Corp..... | 26,442 | | |
| 81. | Loose-Wiles Biscuit Co..... | 26,280 | | |
| 82. | Langendorf Bakeries, Inc..... | 24,660 | | |
| 83. | Thomas Cook & Son, Wagon-Lits, Ltd..... | 23,430 | (99) | 19,364 |
| 84. | Modern Food Process Co..... | 23,236 | (98) | 21,432 |
| 85. | Ballard & Ballard Co..... | 22,084 | (95) | 23,780 |
| | Flour..... | \$5,432 | | |
| | Oven Ready Biscuits..... | 5,792 | | |
| | Poultry and Dairy Feed..... | 10,860 | | |
| 86. | General Motors Corp (Buick)..... | 19,983 | (101) | 13,158 |
| 87. | Tidewater Associated Oil Co..... | 18,275 | (97) | 21,444 |
| 88. | Gilmore Oil Co..... | 18,012 | (83) | 49,652 |
| 89. | Air Conditioning Training Corp..... | 15,356 | | |
| 90. | Tillamook County Creamery Assn..... | 11,508 | (102) | 10,220 |
| 91. | Wilshire Oil Co..... | 8,256 | | |
| 92. | Magazine Repeating Razor Co..... | 7,602 | | |
| 93. | Hecker Products Corp..... | 6,960 | | |
| 94. | Vanette Hosiery Mills, Inc..... | 5,200 | | |

NBC REVENUE—Continued

| | 1939. | 1938 | |
|---|---------------------|-------|--------------------------------------|
| 95. American Oil Co. | 4,351 | (110) | 3,541 |
| 96. Chas. B. Knox Gelatine Co., Inc. | 3,796 | (109) | 4,088 |
| 97. Pittsburgh Coal Co. | 1,087 | (107) | 5,546 |
| Political Advertisers (See below)..... | 3,340 | | 54,369 |
| TOTAL | \$45,244,354 | | *\$41,462,679 |
| AVERAGE EXPENDITURE | 466,402 | | 356,968 |
| | | | <i>(Political accounts excluded)</i> |
| MEDIAN EXPENDITURE | 190,272 | | 101,555 |
| | | | <i>(Political accounts excluded)</i> |

* 116 Advertisers.

NBC POLITICAL ADVERTISERS, 1939

| | |
|---|----------------|
| 1. "Yes" on No. 5 Committee (California)..... | \$2,212 |
| 2. "No" on No. 5 Committee (California)..... | 704 |
| 3. Democratic State (California) Central Committee..... | 424 |
| TOTAL GROSS POLITICAL EXPENDITURES | \$3,340 |

NBC-CBS DAY vs. EVENING REVENUE, 1931-1939

(The dividing line between day and evening is 6 P.M.)

| | Day | % | Evening | % | Total |
|-----------|-------------|------|--------------|------|--------------|
| 1931..... | \$7,921,671 | 21.1 | \$29,580,409 | 78.9 | \$37,502,080 |
| 1932..... | 8,486,296 | 21.7 | 30,620,480 | 78.3 | 39,106,776 |
| 1933..... | 6,887,904 | 21.9 | 24,628,394 | 78.1 | 31,516,298 |
| 1934..... | 9,589,344 | 22.5 | 33,070,117 | 77.5 | 42,659,461 |
| 1935..... | 11,090,157 | 22.7 | 37,696,578 | 77.3 | 48,786,735 |
| 1936..... | 13,725,976 | 23.8 | 43,966,122 | 76.2 | 57,692,098 |
| 1937..... | 21,281,652 | 31.6 | 46,091,752 | 68.4 | 67,373,404 |
| 1938..... | 23,608,642 | 34.3 | 45,199,434 | 65.7 | 68,808,076 |
| 1939..... | 28,494,049 | 35.7 | 51,289,970 | 64.3 | 79,784,019 |

RANKING 10 SPONSORS' CONTRIBUTION TO NETWORK DOLLAR VOLUME

The table below shows the percentage of total network revenue (dollar volume) derived in 1936, 1937, 1938 and 1939 from the leading 10 advertisers on each chain. Figures in parentheses indicate the number of sponsors whose time purchases amounted to \$1,000,000 or more.

| | | | | | |
|----------------|--------|------|----------------|--------|------|
| NBC, 1936..... | 43.32% | (7) | CBS, 1936..... | 47.17% | (6) |
| NBC, 1937..... | 49.10% | (9) | CBS, 1937..... | 51.47% | (9) |
| NBC, 1938..... | 51.06% | (10) | CBS, 1938..... | 55.95% | (10) |
| NBC, 1939..... | 52.44% | (10) | CBS, 1939..... | 56.57% | (8) |

WHAT READER-LISTENERS PAID FOR RADIO, MAGAZINES, NEWSPAPERS, AND FARM PAPERS DURING 1939

| | | |
|--|---------------|------------------------|
| Total money spent by readers in the purchase of magazine subscriptions and single-copy sales..... | | \$178,210,695* |
| Percent change over 1938..... | | +3.8% |
| 241 Monthlies | \$96,617,024 | |
| 45 Weeklies | 47,762,862 | |
| 21 Group Publications..... | 23,099,208 | |
| 8 Semi-Monthlies | 7,938,532 | |
| 14 Bi-Monthlies | 859,178 | |
| 3 Semi-Annals | 687,223 | |
| 1 Daily | 536,310 | |
| 7 Miscellaneous | 475,879 | |
| 2 Quarterlies | 201,013 | |
| 2 Annals | 33,466 | |
| 20 Free Publications..... | | |
| 115 Publications, Data Missing..... | | |
| Total money spent by readers in the purchase of morning, evening, and Sunday newspapers..... | | \$530,455,949† |
| Percent change over 1938..... | | +1.2% |
| 15,524,717 daily morning circulation at \$9.24..... | \$143,448,385 | |
| 24,145,965 daily evening circulation at \$9.24..... | 223,108,717 | |
| 31,519,009 Sunday circulation at \$5.20..... | 163,898,847 | |
| Total money spent by readers in the purchase of farm papers..... | | \$10,887,556* |
| Percent change over 1938..... | | -0.8% |
| 86 Monthlies | \$6,416,208 | |
| 22 Bi-Weeklies | 1,987,402 | |
| 14 Weeklies | 1,407,415 | |
| 14 Semi-Monthlies | 566,767 | |
| 5 Dailies | 340,439 | |
| 2 Semi-Weeklies | 106,696 | |
| 1 Bi-Monthly | 42,021 | |
| 2 Quarterlies | 17,434 | |
| 1 Annual | 3,174 | |
| 10 Free Publications..... | | |
| 38 Publications, Data Missing..... | | |
| Total money spent by listeners in the purchase, operation, repair and upkeep of radio sets..... | | \$609,000,000** |
| Percent change over 1938..... | | +20.6% |
| New set sales..... | \$289,000,000 | |
| Repair services..... | 60,000,000 | |
| Use of electricity and cost of batteries..... | 165,000,000 | |
| Parts and supplies used in repairs..... | 50,000,000 | |
| Tubes | 45,000,000 | |

* Compiled from the January, 1940, Magazine and Farm Paper Section of *Standard Rate & Data Service*. Circulation figures therein pertain generally to the Spring of 1939.

† Aggregate morning, evening and Sunday newspaper circulation figures supplied through the courtesy of *Editor & Publisher*. They pertain to Dec. 31, 1939.

** Data supplied by Dr. Orestes H. Caldwell, editor of *Radio Today*.

AGENCIES

COMPARATIVE AGENCY SPENDING: 1939

(With CBS, Mutual, and NBC)

Nineteen of the 20 leading agency spenders of 1938 repeated their performances in 1939. The one which did not repeat was Erwin, Wasey & Co., Inc. This agency, No. 17 in 1938, became No. 21 in 1939. It was replaced on the 1939 roster by the Russel M. Seeds Co., Inc.

The 1937 list includes four agencies not shown here. They were: Neisser-Meyerhoff, Inc.; Maxon, Inc.; Roche, Williams & Cunyngham, Inc.; and Erwin, Wasey & Co., Inc.

| Agency | 1939 | 1938 | 1937 |
|---|--------------|-----------------|-----------------|
| 1. Blackett-Sample-Hummert | \$10,714,498 | (1) \$9,093,125 | (1) \$7,293,490 |
| 2. Young & Rubicam, Inc. | 6,481,352 | (3) 5,093,640 | (4) 3,821,010 |
| 3. J. Walter Thompson Co. | 6,342,268 | (2) 5,320,608 | (3) 5,283,134 |
| 4. Benton & Bowles, Inc. | 5,385,301 | (4) 4,800,399 | (5) 3,634,240 |
| 5. Ruthrauff & Ryan, Inc. | 4,991,348 | (6) 4,015,959 | (6) 3,407,886 |
| 6. Lord & Thomas | 3,891,308 | (5) 4,791,586 | (2) 5,549,195 |
| 7. Compton Advertising, Inc. | 3,811,128 | (7) 3,107,788 | (7) 3,001,600 |
| 8. Pedlar & Ryan, Inc. | 2,902,570 | (11) 1,588,185 | * |
| 9. Ward Wheelock Co. | 2,595,270 | (8) 2,258,425 | (16) 1,128,540 |
| 10. Batten, Barton, Durstine & Osborn, Inc. | 2,481,296 | (10) 1,588,554 | (10) 1,801,696 |
| 11. Newell-Emmett Co., Inc. | 1,987,362 | (9) 1,693,314 | (9) 1,951,261 |
| 12. William Esty & Co., Inc. | 1,852,529 | (18) 1,096,359 | (17) 1,033,263 |
| 13. H. W. Kastor & Sons Adv. Co. | 1,732,120 | (15) 1,245,302 | * |
| 14. Lennen & Mitchell, Inc. | 1,613,974 | (12) 1,500,635 | (13) 1,380,063 |
| 15. Russel M. Seeds Co., Inc. | 1,400,433 | * | * |
| 16. Stack-Goble Adv. Agency | 1,294,410 | (20) 1,007,060 | (11) 1,495,307 |
| 17. Wade Advertising Agency | 1,236,254 | (14) 1,383,741 | (12) 1,457,470 |
| 18. Biow Co., Inc. | 1,234,522 | (19) 1,081,115 | * |
| 19. Gardner Advertising Co. | 1,165,253 | (16) 1,109,681 | (19) 928,326 |
| 20. N. W. Ayer & Son, Inc. | 1,144,316 | (13) 1,397,535 | (8) 2,842,215 |
| Total | \$64,257,512 | \$54,278,083 | \$50,267,217 |
| Portion of total network gross revenue | 77.3% | 75.7% | 72.2% |

* Not among 20 first spenders.

COMBINED NETWORK BILLINGS TO ADVERTISING AGENCIES: 1939

(At one-time card rates)

| | | | |
|------------------------------------|--------------|---|-----------|
| 1. Blackett-Sample - Hummert, Inc. | \$10,714,498 | 6. Lord & Thomas | 3,891,308 |
| 2. Young & Rubicam, Inc. | 6,481,352 | 7. Compton Advertising, Inc. | 3,811,128 |
| 3. J. Walter Thompson Co. | 6,342,268 | 8. Pedlar & Ryan, Inc. | 2,902,570 |
| 4. Benton & Bowles, Inc. | 5,385,301 | 9. Ward Wheelock Co. | 2,595,270 |
| 5. Ruthrauff & Ryan, Inc. | 4,991,348 | 10. Batten, Barton, Durstine & Osborn, Inc. | 2,481,296 |

COMBINED AGENCY BILLINGS—Continued

| | | | |
|---|-----------|--|-----------|
| 11. Newell-Emmett Co., Inc.... | 1,987,362 | 62. Kelly, Stuhlman & Zahrndt, Inc. | 99,565 |
| 12. William Esty & Co., Inc.... | 1,852,529 | 63. Foster & Davies, Inc..... | 97,014 |
| 13. H. W. Kastor & Sons Adv. Co., Inc..... | 1,732,120 | 64. Fuller & Smith & Ross, Inc. | 94,822 |
| 14. Lennen & Mitchell, Inc..... | 1,613,974 | 65. Marschalk & Pratt, Inc..... | 85,390 |
| 15. Russel M. Seeds Co., Inc.... | 1,400,433 | 66. Emil Brisacher & Staff..... | 73,348 |
| 16. Stack-Goble Adv. Agency.. | 1,294,410 | 67. Campbell-Mithun, Inc..... | 63,985 |
| 17. Wade Adv. Agency..... | 1,236,254 | 68. William Irving Hamilton, Inc. | 60,076 |
| 18. Biow Co., Inc..... | 1,234,522 | 69. Barton A. Stebbins Adv. Agency | 56,306 |
| 19. Gardner Adv. Co..... | 1,165,253 | 70. Fitzgerald Adv. Agency, Inc. | 47,676 |
| 20. N. W. Ayer & Son, Inc..... | 1,144,316 | 71. Kenyon & Eckhardt, Inc.... | 41,662 |
| 21. Erwin, Wasey & Co., Inc.... | 1,025,508 | 72. Tomaschke-Elliott, Inc..... | 41,384 |
| 22. Roche, Williams & Cunnyng- ham, Inc..... | 1,008,509 | 73. Gale & Pietsch, Inc..... | 38,160 |
| 23. Arthur Kudner, Inc..... | 963,872 | 74. Tucker Wayne & Co..... | 34,182 |
| 24. Buchanan & Co., Inc..... | 888,440 | 75. Byer & Bowman Adv. Agency | 31,461 |
| 25. Neisser-Meyerhoff, Inc..... | 884,625 | 76. Long Adv. Service..... | 31,131 |
| 26. McCann-Erickson, Inc..... | 775,934 | 77. Bass-Luckoff, Inc..... | 30,977 |
| 27. Knox Reeves Adv., Inc..... | 755,461 | 78. Aitkin-Kynett Co..... | 30,495 |
| 28. Sherman K. Ellis & Co., Inc. | 602,968 | 79. Botsford, Constantine & Gardner | 29,520 |
| 29. Needham, Louis & Brorby, Inc. | 589,330 | 80. Leon Livingston Adv. Agency | 24,660 |
| 30. Hutchinson Adv. Co..... | 561,710 | 81. C. M. Rohrabaugh Co..... | 24,228 |
| 31. Sweeney & James Co..... | 558,746 | 82. Clements Co., Inc..... | 23,236 |
| 32. Ivey & Ellington, Inc..... | 521,614 | 83. Anderson, Davis & Platte... | 22,859 |
| 33. McKee & Albright, Inc..... | 508,406 | 84. Walsh Adv. Co., Ltd..... | 18,500 |
| 34. L. W. Ramsey Co..... | 500,189 | 85. Sidney Garfinkel Adv. Agency | 17,860 |
| 35. Lambert & Feasley, Inc..... | 476,434 | 86. Samuel C. Croot Co., Inc.... | 16,806 |
| 36. Aubrey, Moore & Wallace, Inc. | 438,850 | 87. Weill & Wilkins, Inc..... | 15,356 |
| 37. Frances Hooper Adv. Agency | 430,766 | 88. Dan B. Miner Co..... | 14,196 |
| 38. J. M. Mathes, Inc..... | 365,909 | 89. Weston-Barnett, Inc..... | 13,823 |
| 39. Warwick & Legler, Inc..... | 357,162 | 90. Baker Adv. Agency, Ltd.... | 13,200 |
| 40. Maxon, Inc..... | 305,405 | 91. Kayton-Spiero, Inc..... | 13,083 |
| 41. R. H. Alber Co..... | 305,107 | 92. Cockfield, Brown & Co., Ltd. | 11,000 |
| 42. Joseph Katz Co..... | 299,399 | 93. Commercial Radio Service.. | 8,640 |
| 43. Campbell Ewald Co. (N. Y.) | 294,950 | 94. MacLaren Adv. Co., Ltd.... | 6,900 |
| 44. Grant Adv. Co..... | 259,016 | 95. M. H. Hackett, Inc..... | 6,825 |
| 45. Henri, Hurst & McDonald, Inc. | 235,784 | 96. J. D. Tarcher Co., Inc..... | 6,041 |
| 46. Hixson-O'Donnell Adv., Inc. | 228,104 | 97. Logan & Stebbins..... | 5,940 |
| 47. Leo Burnett Co., Inc..... | 215,423 | 98. Ray Davidson..... | 5,372 |
| 48. Birmingham, Castleman & Pierce | 190,255 | 99. John H. Dunham Co..... | 4,320 |
| 49. Cecil & Presbrey, Inc..... | 181,487 | 100. Richard F. Connor..... | 3,658 |
| 50. Hellwig-Miller Co..... | 164,983 | 101. H. B. Humphrey Co..... | 2,704 |
| 51. Charles W. Hoyt Co., Inc.... | 164,128 | 102. Lawrence C. Gumbinner.... | 2,043 |
| 52. Glicksman Adv. Co., Inc.... | 151,893 | 103. Brooke, Smith, French & Dorrance, Inc..... | 1,920 |
| 53. Critchfield & Co..... | 132,460 | 104. Howard G. Hanvey..... | 1,704 |
| 54. Westco Adv. Agency..... | 128,787 | 105. Glasser Adv. Agency..... | 1,470 |
| 55. Morse International, Inc.... | 121,488 | 106. Walker & Downing..... | 1,087 |
| 56. Franklin Bruck Adv. Corp.. | 109,172 | 107. Hanvey & Haas..... | 704 |
| 57. Hays MacFarland & Co..... | 105,162 | 108. David Malkiel Adv. Agency. | 691 |
| 58. Grady & Wagner, Inc..... | 102,576 | 109. Dana Jones Co..... | 456 |
| 59. Bowman & Columbia, Inc.... | 102,375 | Billed Direct (No Agency).. | 1,365,030 |
| 60. H. M. Kiesewetter Adv. Agency, Inc..... | 102,269 | | |
| 61. Sorenson & Co..... | 100,167 | | |

CBS GROSS BILLINGS TO AGENCIES: 1939

| | 1939. | 1938 |
|--|-------------|-------------------|
| 1. Benton & Bowles, Inc..... | \$4,176,615 | (2) \$3,298,840 |
| 2. Young & Rubicam, Inc..... | 4,072,207 | (3) 2,405,105 |
| 3. Ruthrauff & Ryan, Inc..... | 3,546,452 | (1) 3,359,373 |
| 4. Ward Wheelock Co..... | 2,144,022 | (12) 692,788 |
| 5. Blackett-Sample-Hummert, Inc..... | 2,044,458 | (4) 2,057,048 |
| 6. Batten, Barton, Durstine & Osborn, Inc..... | 1,762,398 | (13) 683,701 |
| 7. J. Walter Thompson Co..... | 1,587,139 | (9) 1,040,996 |
| 8. William Esty & Co., Inc..... | 1,534,748 | (7) 1,081,013 |
| 9. Lord & Thomas..... | 1,484,834 | (5) 1,662,262 |
| 10. N. W. Ayer & Son, Inc..... | 1,075,910 | (8) 1,065,945 |
| 11. Newell-Emmett Co., Inc..... | 945,620 | (6) 1,118,355 |
| 12. Buchanan & Co., Inc..... | 885,883 | (18) 405,265 |
| 13. Neisser-Meyerhoff, Inc..... | 884,625 | (10) 920,170 |
| 14. Pedlar & Ryan, Inc..... | 880,522 | (26) 246,732 |
| 15. Compton Advertising, Inc..... | 738,236 | (15) 578,152 |
| 16. Garaner Advertising Co..... | 707,477 | (14) 593,803 |
| 17. H. W. Kastor & Sons Advertising Co., Inc..... | 566,034 | (40) 43,910 |
| 18. Biow Co., Inc..... | 487,470 | (16) 463,380 |
| 19. Lambert & Feasley, Inc..... | 460,650 | (23) 302,385 |
| 20. Arthur Kudner, Inc..... | 450,075 | (17) 435,120 |
| 21. Aubrey, Moore & Wallace, Inc..... | 438,850 | (32) 156,100 |
| 22. Frances Hooper Advertising Agency..... | 430,766 | (22) 331,985 |
| 23. Roche, Williams & Cunyngham, Inc..... | 352,425 | (21) 340,767 |
| 24. McKee & Albright, Inc..... | 325,550 | (49) *12,870 |
| 25. Joseph Katz Co..... | 295,048 | |
| 26. Campbell Ewald Co. (of New York)..... | 294,950 | (24) 299,655 |
| 27. Lennen & Mitchell, Inc..... | 273,715 | (11) 778,410 |
| 28. McCann-Erickson, Inc..... | 244,665 | (28) 211,410 |
| 29. Leo Burnett Co., Inc..... | 215,423 | (48) 13,829 |
| 30. Bermingham, Castleman & Pierce..... | 190,255 | (31) 174,049 |
| 31. Hellwig-Miller Co..... | 164,983 | |
| 32. Knox Reeves Advertising, Inc..... | 105,760 | (25) 247,993 |
| 33. Bowman & Columbia, Inc..... | 102,375 | (38) 87,750 |
| 34. Sorensen & Co..... | 100,167 | |
| 35. Russel M. Seeds Co., Inc..... | 64,050 | |
| 36. Campbell-Mithun, Inc..... | 63,985 | |
| 37. The Aitkin-Kynett Co..... | 30,495 | |
| 38. Hixson-O'Donnell Advertising, Inc..... | 27,540 | (42) 28,261 |
| 39. Emil Brisacher & Staff..... | 26,410 | (51) 7,950 |
| 40. H. M. Kiesewetter Advertising Agency, Inc..... | 20,270 | (53) 7,320 |
| 41. Walsh Advertising Co., Ltd..... | 18,500 | (43) 26,000 |
| 42. Sidney Garfinkel Advertising Agency..... | 17,860 | (47) 14,080 |
| 43. Erwig, Wasey & Co., Inc..... | 17,690 | (36) 106,600 |
| 44. Westco Advertising Agency..... | 16,500 | |
| 45. Baker Advertising Agency, Ltd..... | 13,200 | (46) 14,220 |
| 46. L. W. Ramsey Co..... | 11,924 | |
| 47. Cockfield, Brown & Co., Ltd..... | 11,000 | (44) 21,000 |
| 48. Kayton-Spiro, Inc..... | 7,173 | |
| 49. MacLaren Advertising Co., Ltd..... | 6,900 | (63) 4,500 |
| 50. J. D. Tarcher Co., Inc..... | 6,041 | |
| 51. Dan B. Miner Co., Inc..... | 5,940 | |
| 52. The John H. Dunham Co..... | 4,320 | |
| 53. Richard F. Connor..... | 3,658 | |
| 54. Tomaschke-Elliott, Inc..... | 3,520 | (50) 10,170 |
| 55. Kenyon & Eckhardt, Inc..... | 3,050 | |
| 56. Ray Davidson..... | 2,736 | (76) 360 |
| 57. H. B. Humphrey Co..... | 2,704 | |
| 58. Howard G. Hanvey..... | 1,704 | |
| 59. Glasser Advertising Agency..... | 1,470 | |
| 60. David Malkiel Advertising Agency..... | 691 | |
| 61. Dana Jones Co..... | 456 | |
| 62. R. H. Alber Co..... | 456 | (71) 1,500 |
| No Agency (Billed Direct)..... | 179,115 | 2,675 |

MUTUAL GROSS BILLINGS TO AGENCIES: 1939

| | 1939. | 1938 |
|--|-----------|----------------|
| 1. Ivey & Ellington, Inc..... | \$521,614 | (2) \$259,436 |
| 2. Ruthrauff & Ryan, Inc..... | 420,016 | (3) 244,411 |
| 3. R. H. Alber Co..... | 304,651 | (4) 182,842 |
| 4. Erwin, Wasey & Co., Inc..... | 228,265 | (1) 397,393 |
| 5. Batten, Barton, Durstine & Osborn, Inc..... | 212,733 | (25) 27,221 |
| 6. Biow Co., Inc..... | 157,036 | (11) 91,071 |
| 7. Critchfield & Co..... | 132,460 | (13) 82,473 |
| 8. Young & Rubicam, Inc..... | 113,008 | (5) 182,574 |
| 9. Grady & Wagner Co..... | 102,576 | |
| 10. Kelly, Stuhlman & Zahrdt, Inc..... | 99,565 | (10) 94,034 |
| 11. Maxon, Inc..... | 93,577 | |
| 12. Lennen & Mitchell, Inc..... | 86,087 | (8) 99,948 |
| 13. McCann-Erickson, Inc..... | 82,243 | |
| 14. H. M. Kieseewetter Advertising Agency, Inc..... | 81,999 | (26) 26,926 |
| 15. William Irving Hamilton, Inc..... | 60,076 | |
| 16. Bass-Luckoff, Inc..... | 30,977 | |
| 17. C. M. Rohrabough Co..... | 24,228 | (21) 38,257 |
| 18. J. Walter Thompson Co..... | 22,960 | (12) 87,450 |
| 19. Anderson, Davis & Platte, Inc..... | 22,859 | |
| 20. Samuel C. Croot Co., Inc..... | 16,806 | |
| 21. Lambert & Feasley, Inc..... | 15,784 | (16) 58,108 |
| 22. Marschalk & Pratt, Inc..... | 14,662 | (48) 1,831 |
| 23. Weston-Barnett, Inc..... | 13,823 | (36) 10,543 |
| 24. Wm. Esty & Co., Inc..... | 12,540 | (35) 11,700 |
| 25. Benton & Bowles, Inc..... | 8,943 | |
| 26. Commercial Radio Service Advertising Agency..... | 8,640 | |
| 27. Franklin Bruck Advertising Corp..... | 7,274 | (7) 110,926 |
| 28. M. H. Hackett, Inc..... | 6,825 | |
| 29. Kayton-Spiero, Inc..... | 5,910 | |
| 30. Buchanan & Co..... | 2,557 | (39) 9,840 |
| 31. Lawrence C. Gumbinner..... | 2,043 | (32) 18,954 |
| 32. Brooke, Smith, French & Dorrance, Inc..... | 1,920 | (27) 23,754 |
| 33. Blackett-Sample-Hummert, Inc..... | 1,410 | (6) 137,492 |
| Miscellaneous (cooperative)..... | 413,715 | 1,639 |

NBC GROSS BILLINGS TO AGENCIES: 1939

| | 1939. | 1938 |
|---|-------------|------------------|
| 1. Blackett-Sample-Hummert, Inc..... | \$8,668,630 | (1) \$6,898,585 |
| 2. J. Walter Thompson Co..... | 4,732,169 | (2) 4,192,162 |
| 3. Compton Advertising, Inc..... | 3,072,892 | (4) 2,529,636 |
| 4. Lord & Thomas..... | 2,406,474 | (3) 3,080,107 |
| 5. Young & Rubicam, Inc..... | 2,296,137 | (5) 2,505,961 |
| 6. Pedlar & Ryan, Inc..... | 2,022,048 | (9) 1,341,453 |
| 7. Russel M. Seeds Co., Inc..... | 1,336,383 | (36) 175,482 |
| 8. Stack-Goble Advertising Agency..... | 1,294,410 | (11) 1,001,999 |
| 9. Lennen & Mitchell, Inc..... | 1,254,172 | (18) 622,277 |
| 10. Wade Advertising Agency..... | 1,236,254 | (8) 1,383,741 |
| 11. Benton & Bowles, Inc..... | 1,199,743 | (7) 1,501,559 |
| 12. H. W. Kastor & Sons Advertising Co., Inc..... | 1,166,086 | (10) 1,201,392 |
| 13. Newell-Emmett Co., Inc..... | 1,041,742 | (20) 574,959 |
| 14. Ruthrauff & Ryan, Inc..... | 1,024,880 | (26) 412,175 |
| 15. Erwin, Wasey & Co., Inc..... | 779,553 | (19) 601,079 |
| 16. Roche, Williams & Cunyngnam, Inc..... | 656,084 | (16) 631,667 |
| 17. Knox Reeves Advertising, Inc..... | 649,701 | |
| 18. Sherman K. Ellis & Co., Inc..... | 602,968 | (33) 240,774 |
| 19. Biow Co., Inc..... | 590,016 | (22) 526,664 |
| 20. Needham, Louis & Brorby, Inc..... | 589,330 | (13) 675,190 |

NBC AGENCY BILLINGS—Continued

| | 1939. | 1938 | |
|---|---------|-------|-----------|
| 21. Hutchinson Advertising Co..... | 561,710 | (21) | 563,400 |
| 22. Sweeney & James Co..... | 558,746 | (15) | 635,206 |
| 23. Arthur Kudner, Inc..... | 513,797 | (30) | 350,329 |
| 24. Batten, Barton, Durstine & Osborn, Inc..... | 506,165 | (12) | 877,632 |
| 25. L. W. Ramsey Co..... | 488,265 | (28) | 364,563 |
| 26. Gardner Advertising Co..... | 457,776 | (23) | 505,478 |
| 27. Ward Wheelock Co..... | 451,248 | (6) | 1,565,637 |
| 28. McCann-Erickson, Inc..... | 449,026 | (17) | 625,441 |
| 29. J. M. Mathes, Inc..... | 365,909 | (52) | 48,276 |
| 30. Warwick & Legler, Inc..... | 357,162 | | |
| 31. Wm. Esty & Co., Inc..... | 305,241 | (72) | 3,646 |
| 32. Grant Advertising Co..... | 259,016 | | |
| 33. Henri, Hurst & McDonald, Inc..... | 235,784 | (35) | 189,019 |
| 34. Maxon, Inc..... | 211,828 | (27) | 391,871 |
| 35. Hixson-O'Donnell Advertising, Inc..... | 200,564 | (34) | 202,940 |
| 36. McKee & Albright, Inc..... | 182,856 | (24) | 493,928 |
| 37. Cecil & Presbrey, Inc..... | 181,487 | (25) | 455,936 |
| 38. Charles W. Hoyt Co., Inc..... | 164,128 | (40) | 107,559 |
| 39. Glicksman Advertising Co., Inc..... | 151,893 | (43) | 76,736 |
| 40. Morse International, Inc..... | 121,488 | (58) | 116,448 |
| 41. Westco Advertising Agency..... | 112,287 | (37) | 117,488 |
| 42. Hays, MacFarland & Co..... | 105,162 | (14) | 648,815 |
| 43. Franklin Bruck Advertising Corp..... | 101,898 | | |
| 44. Foster & Davies, Inc..... | 97,014 | | |
| 45. Fuller & Smith & Ross, Inc..... | 94,822 | | |
| 46. Marschalk & Pratt, Inc..... | 70,728 | (64) | 13,112 |
| 47. N. W. Ayer & Son, Inc..... | 68,406 | (31) | 284,746 |
| 48. Barton A. Stebbins Advertising Agency..... | 56,306 | | |
| 49. Fitzgerald Advertising Agency, Inc..... | 47,676 | (53) | 45,552 |
| 50. Emil Brisacher & Staff..... | 46,938 | (59) | 30,168 |
| 51. Kenyon & Eckhardt, Inc..... | 38,612 | (44) | 71,288 |
| 52. Gale & Pietsch, Inc..... | 38,160 | (47) | 65,656 |
| 53. Tomaschke-Elliott, Inc..... | 37,864 | (56) | 37,268 |
| 54. Tucker Wayne & Co..... | 34,182 | | |
| 55. Byer & Bowman Advertising Agency..... | 31,461 | | |
| 56. Long Advertising Service..... | 31,131 | (55) | 40,974 |
| 57. Botsford, Constantine & Gardner..... | 29,520 | (49) | 59,872 |
| 58. Leon Livingston Advertising Agency..... | 24,660 | (69) | 4,212 |
| 59. Clements Co., Inc..... | 23,236 | (62) | 21,432 |
| 60. Weill & Wilkins, Inc..... | 15,356 | | |
| 61. Dan B. Miner Co..... | 8,256 | (65) | 8,576 |
| 62. Logan & Stebbins..... | 5,940 | (48) | 61,921 |
| 63. Joseph Katz Co..... | 4,351 | (73) | 3,541 |
| 64. Ray Davidson..... | 2,636 | | |
| 65. Walker & Downing..... | 1,087 | (68) | 5,546 |
| 66. Howard G. Hanvey..... | 704 | (85) | 680 |
| No Agency (Billed Direct)..... | 772,200 | | 874,843 |



1,000 NETWORK, NATIONAL SPOT AND REGIONAL RADIO ACCOUNTS

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

Note: These sponsors and/or accounts are a cross-index of the agency information presented in the section immediately following this list (pages 177-227). They do not include all network, national spot and regional accounts noted on the books of the industry from June 1, 1939, to June 1, 1940, but only that portion of them placed by the agencies from whom the DIRECTORY was able to obtain information.

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

No local accounts occur in this listing.

| Sponsor | Agency | Time Purchases |
|---|---------------------------|--|
| Absorene Mfg. (Absorene Wallpaper Cleaner, HRH Paint Cleaner, Abso Crystals Watersoftening) | Ross-Gould | 30 A |
| Acme Breweries | Brisacher, Davis & Staff | 1 News; 6 A |
| Acme White Lead & Color Works (Paint Products, Lin-X) | Henri, Hurst & McDonald | 36 NBC |
| Adam Hat Stores | Glicksman Advertising | 81 NBC |
| Advertising Distributors of America | Peck Advertising Agency | 4 A |
| Aero Industries Technical Institute | Critchfield & Co. | 13 P & FM |
| Agash Refining Corp. | H. C. Morris | 3 A |
| Albers Bros. Milling (Cereals) | Erwin, Wasey | 8 NBC; 5 NBC |
| Albers Bros. Milling (Friskies Dog Food) | Erwin, Wasey | 9 CBS Pacific |
| Albert Laboratories (Respirine) | First United Broadcasters | 12 A |
| Albert Laboratories (Respirine) | Newby, Peron & Flitcraft | 9 P |
| Allan's Beverages, Ltd. | Vickers & Benson | 1 A |
| Allied Mills (Livestock Feeds) | Louis E. Wade | 2 A |
| Allis-Chalmers (Tractors, Farm Implements) | Bert S. Gittins | 36 NBC; 3 N. W. Triangle Network; 3 P; 12 P; 2 P; 1 FM; 5 Special Events; 8 News; 1 News; 1 FM News; 1 Transcribed P; 1 PP; 2 PP; 1 Market Reports; 14 A |
| American Bakeries Co. (Merita Bread, Cake, Crackers) | Tucker Wayne | 24 P |
| American Bird Products | Weston-Barnett | 6 Mutual |
| American Brewing | F. A. Hughes | 7 A |
| American Brewing (Regal Beer) | Mitchell-Faust | 1 FM; 1 P |
| American-Chiffon Hosiery | First United Broadcasters | 7 A |
| American Cigarette & Cigar (Pall Mall) | Young & Rubicam | 8 A |
| American Cranberry Exchange | BBD&O | Spot; number of stations not listed |
| American Express Co. | Stack-Goble | A; number of stations not listed |

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

1,000 RADIO ACCOUNTS—Continued

| Sponsor | Agency | Time Purchases |
|--|--|--|
| American Fruit Growers (Blue Goose Fruits and Vegetables)..... | Walker & Downing..... | 19 A & Three and Five Mins. |
| American Life & Accident Insurance Co. | Kelly, Stuhlman & Zahrndt..... | 35 P |
| American Molasses Co..... | Charles W. Hoyt..... | 10 PP |
| American Oil Co..... | Joseph Katz..... | 45 CBS |
| American Safety Razor (Star Blades)... | Federal Advertising Agency..... | 1 A |
| American Tobacco (Half & Half Tobacco) | Young & Rubicam..... | 53 CBS |
| American Tobacco (Lucky Strike)..... | Lord & Thomas..... | 105 NBC; 16 Transcribed P, Mutual, plus 3 New York State stations; 102 CBS; 8 A |
| American Tobacco (Roi Tan Cigars).... | Lord & Thomas..... | 37 A |
| American Unitarian Association..... | BBD&O..... | Spot; number of stations not listed |
| Anacin | Blackett-Sample-Hummert..... | 16 Texas State Network; 15 Western Radio System; 13 P; 1 Station Breaks; 6 A; 1 P |
| Anacin (BiSoDol, co-sponsor)..... | Blackett-Sample-Hummert | 1 P |
| Anacin (Black Flag, co-sponsor)..... | Blackett-Sample-Hummert | 39 CBS |
| Anacin (Fly-Ded, co-sponsor)..... | Blackett-Sample-Hummert | 60 NBC |
| Anaconda Sales (Anaconda Phosphate)... | McCord Co..... | 6 A |
| Anglo-Canadian Publishing (New World Illustrated) | A. McKim, Ltd..... | 2 A |
| Annie Laurie Candy Shops..... | Benison Co..... | 5 A |
| Archer-Daniels-Midland (A-D-M Wheat Germ Oil)..... | Dan B. Miner..... | 4 PP |
| Archer-Daniels-Midland (A-D-M Wheat Germ Oil)..... | Olmsted-Hewitt..... | 4 P, Minnesota Network |
| Armour & Co..... | Lord & Thomas..... | 5 A; 4 PP |
| Armour & Co. (Perk)..... | Lord & Thomas..... | 1 A |
| Armour Fertilizer Works..... | C. P. Clark..... | 10 P |
| Armstrong Cork Co..... | BBD&O..... | Spot; number of stations not listed |
| Arzen Laboratories..... | Rogers & Smith..... | 2 A |
| Associated Denim Producers..... | Donahue & Coe..... | 4 A |
| Associated Serum Producers..... | Fairall & Co..... | 17 A |
| Atlantic Coast Line Railroad..... | Associated Advertising Agency..... | 5 A |
| Atlantic Refining (Gasoline, Oil, Lubrication) | N. W. Ayer..... | 46 Baseball Games, Colonial Network plus independent stations; 81 Football Games, Yankee and CBS New England networks, plus independent stations; 1 Basketball Game; 1 Sports Review |
| Atlantis Sales (French's Mustard)..... | J. Walter Thompson..... | 77PP, Yankee Network |
| Auto-Crafts Training Co..... | First United Broadcasters..... | 10 A |
| Automobile Club of Michigan..... | Brook, Smith & French..... | 9 Baseball Comment after Games, Michigan Radio Network |
| B. F. Avery & Sons..... | Allen, Heaton & McDonald..... | 13 FM |
| Axton-Fisher (Twenty Grand)..... | Weiss & Geller..... | 7 News, CBS Pacific; 11 Sports P; 4 News; 1 P; 1 A; 1 FM |
| Ayer's Pectoral..... | Blackett-Sample-Hummert | 1 A |
| B. T. Babbitt (Bab-O)..... | Blackett-Sample-Hummert.. | 42 NBC; 17 Western Radio System; 2 A |
| Ballard & Ballard (OvenReady Biscuits) | Henri, Hurst & McDonald..... | 4 A |
| Bank of America National Trust & Savings | Charles H. Stuart..... | 3 NBC Pacific, plus independent stations; 17 Transcribed A |
| Banner Packing..... | Walter E. Battenfield..... | 5 News |
| Bar Association..... | Ellis Advertising..... | 4 P |
| Barbara Ann Baking Co..... | Dan B. Miner..... | 2 Time Signals |
| W. H. Barber Co..... | Lee S. Biespel Advertising Agency..... | 5 A |
| W. H. Barber Co..... | McCord Co..... | 1 Football Preview & Review |
| Barbey's, Inc. (Sunshine Beer)..... | Jerome B. Gray..... | 3 A |
| Barney's Clothes..... | Emil Mogul..... | 6 News, A & P |

1,000 RADIO ACCOUNTS—Continued

| Sponsor | Agency | Time Purchases |
|---|-------------------------------|---|
| Barton Mfg. Co. | Anfenger Advertising Agency | 32 A |
| Bathasweet Co. | H. M. Kiesewetter | 7 CBS; 4 News & A; 1 News |
| Battle Creek Drugs | Presba, Fellers & Presba | 4 A |
| Bayer Aspirin | Blackett-Sample-Hummert | 60 NBC; 55 CBS; 36 NBC; 30 CBC; 16 Texas State Network and Spot; 15 Western Radio System; 1 P |
| Bayuk Cigars | Ivey & Ellington | 22 Mutual |
| Beacon Falls Rubber Footwear (Grips) | Campbell-Ewald of New York | 18 A |
| J. W. Beardsley's Sons (Foods) | Neff-Rogow | 3 P |
| Beatrice Creamery (Meadow Gold Products) | Lord & Thomas | 19 P; 4 P |
| L. G. Beaubien, Ltd. (Stock Brokers) | Canadian Advertising Agency | 3 A, Private Network |
| Beaumont Co. (4 Way Vaporizing Rub) | Russel M. Seeds | 2 A |
| Beauty Products Corp. (Lady Harding Cosmetics) | Walker & Downing | 5 P, A & Three Mins. |
| Beaver Products (Shoe Polish) | Canadian Advertising Agency | 25 A, Private Network & CBC |
| Beech-Nut Packing | Newell-Emmett | 23 Chain Breaks |
| Beefare Corp. | BBD&O | Spot; number of stations not listed |
| Bell & Co. | Anderson, Davis & Platte | 7 Mutual |
| Bell Telephone System | N. W. Ayer | 86 NBC |
| Bell Telephone Co. of Canada (Classified Directory) | Lord & Thomas | 8 Transcribed A |
| Beneficial Management (Loans) | Blackett-Sample-Hummert | 28 CBS; 1 A |
| Benrus Watch Co. | Simons-Michelson | 6 A |
| Berd Products (Grandma Green's Ant Killer) | Rogers & Smith | 2 A |
| Beverwyck Breweries | Peck Advertising Agency | 4 News |
| Billings & Cage | Walter E. Battenfield | 2 A |
| BiSoDol | Blackett-Sample-Hummert | 44 NBC |
| BiSoDol (Anacin, co-sponsor) | Blackett-Sample-Hummert | 1 P |
| BiSoDol (Kolynos, co-sponsor) | Blackett-Sample-Hummert | 16 Texas State Network and Spot |
| Black Flag | Blackett-Sample-Hummert | 12 Station Breaks |
| Black Flag (Anacin, co-sponsor) | Blackett-Sample-Hummert | 39 CBS |
| Blackstone Products (Aspirin and others) | Randall Co. | 25 P |
| Blatz Brewing (Old Heidelberg Beer) | Henri, Hurst & McDonald | 14 A |
| Bleach X Chemical Co. | Walter E. Battenfield | 2 News |
| Block Drug Co. (Gold Medal Haarlem Oil) | Redfield-Johnstone | 7 Transcribed A |
| Blue Moon Foods (Cheese Spreads) | C. Wendall Muench | 12 A |
| Blue Plate Foods | Fitzgerald Advertising Agency | 3 PP, Arizona Network; 1 PP |
| Blue Ribbon Books | Northwest Radio Advertising | Approximately 100 P & A |
| Bona Allen, Inc. (Shoes) | Groves-Keen | 4 A |
| Bond Stores, Inc. (Bond Clothes) | Neff-Rogow | 40 P |
| Booth Fisheries | Cecil & Presbrey | 1 P |
| Borden Co. | BBD&O | Spot; number of stations not listed |
| Borden Co. | Young & Rubicam | 5 A |
| Bosco Co. | Kenyon & Eckhardt | 4 News, 2 News, 4 News, 3 A |
| Bost Co. | Erwin, Wasey | 2 A |
| Boston-Edison | BBD&O | Spot; number of stations not listed |
| Bovril of America, Inc. | N. W. Ayer | 1 PP; 1 Chain Breaks |
| Bowey's, Inc. (Dari-Rich) | Sorenson & Co. | 33 CBS |
| Boydell Bros. White Lead & Color Co. | MacManus, John & Adams | 2 A |
| Breyer Ice Cream Co. | McKee & Albright | 5 A |
| Bristol-Myers (Ipana) | Pedlar & Ryan | 5 P |

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1,000 RADIO ACCOUNTS—Continued

| Sponsor | Agency | Time Purchases |
|---|-----------------------------------|---|
| Bristol-Myers (Ipana, Sal Hepatica).... | Young & Rubicam..... | 53 NBC; 63 NBC |
| Bristol-Myers (Minit Rub)..... | Young & Rubicam..... | 29 A; 12 News |
| Bristol-Myers (Sal Hepatica)..... | Young & Rubicam..... | 9 News |
| Bristol-Myers (Vitalis)..... | Pedlar & Ryan..... | 51 NBC |
| Broadway Hollywood Stores..... | BBD&O..... | Spot; number of stations not listed |
| Brooks Clothing..... | Stodel Advertising..... | 2 News |
| Brown & Williamson..... | BBD&O..... | Spot; number of stations not listed |
| Brown & Williamson (Avalon Cigarettes) | Russel M. Seeds..... | 63 NBC; 8 P |
| Brown & Williamson (Big Ben Tobacco) | Russel M. Seeds..... | 1 P; 6 P |
| Brown & Williamson (Bugler Tobacco) | Russel M. Seeds..... | 75 NBC; 10 P |
| Brown & Williamson (Raleigh Cigarettes) | Russel M. Seeds..... | 20 NBC |
| Brown & Williamson (Raleigh & Kool) | BBD&O | 57 CBS |
| Brown & Williamson (Raleigh Tobacco) | Russel M. Seeds..... | 75 NBC |
| Brown Shoe Co..... | Kelly, Stuhlman & Zahrndt..... | 64 P |
| Buick Motors Division of General Motors | Arthur Kudner..... | 109 A |
| Bulova Watch Co..... | Biow Co..... | 176 Time Signals |
| Bulova Watch Co..... | MacLaren Advertising Agency | Time Signals; number of stations not listed |
| Burch Biscuit Co..... | Fairall & Co..... | 3 A |
| Burnham & Morrill..... | Lavin Co..... | 9 A; 1 P; 1 A |
| Cal-Aspirin (Haley's M-O, co-sponsor) | Blackett-Sample-Hummert..... | 45 NBC |
| Dr. W. B. Caldwell (Dr. Caldwell's Laxative) | Sherman & Marquette..... | 65 A |
| California Fruit Growers Exchange (Sunkist Oranges and Lemons)..... | Lord & Thomas..... | 29 CBS |
| California Syrup of Figs..... | Blackett-Sample-Hummert..... | 16 Texas State Network & Spot; 13 A |
| California Syrup of Figs (Danderine, co-sponsor) | Blackett-Sample-Hummert..... | 1 A |
| Calsodent Co..... | J. Walter Thompson..... | 1 P |
| Calwhay Co. (Health Food)..... | Theodore H. Segall..... | 2 Mutual |
| Cambria Development Co..... | Allied Advertising Agencies..... | 6 A & News |
| Cammarano Bros. (Beverages)..... | Condon Co..... | 4 A |
| Campbell Soup Co. (Franco American Spaghetti) | Ruthrauff & Ryan..... | 15 CBS; 55 CBS |
| Campbell Soup Co. (Soup, Pork & Beans) | Ward Wheelock..... | 96 CBS |
| Campbell Soup Co. (Soup, Beans)..... | Ward Wheelock..... | 96 CBS |
| Campbell Soup Co. (Soup, Pork & Beans, Tomato Juice)..... | Ward Wheelock..... | 108 CBS; 96 CBS |
| Campbell Soup Co. (Tomato Juice)..... | Ward Wheelock..... | 48 CBS |
| Campbell-Fairbanks Expositions (Sportsmen's Shows)..... | Harry M. Frost..... | 3 P; 20 A |
| Canada Bread Products..... | James Fisher..... | 1 P |
| Canada Dry Ginger Ale..... | J. M. Mathes..... | 75 NBC |
| Canada Starch Co. (Crown Brand Syrup, Karo Syrup, others)..... | Vickers & Benson..... | 1 Sports Club; 3 P; 1 Hockey School; 7 A; 1 P; 1 P; 2 French A; 3 A |
| Canadian Johns-Manville..... | MacLaren Advertising Agency..... | 1 A |
| Canadian National Railways (Excursions) | A. McKim, Ltd..... | 5 A; 5 A |
| Capitol Bedding Co..... | Hammer Advertising Agency..... | 3 P |
| Capudine Chemical Co..... | Dillard Jacobs..... | 7 A |
| Cardinet Candy Co..... | Tomaschke-Elliott..... | 7 to 11 NBC Pacific |
| Carnation Co. (Carnation Milk)..... | Erwin, Wasey..... | 92 NBC & CBS; 10 Mutual |
| Carolene Products (Milnut)..... | Henri, Hurst & McDonald..... | 5 A |
| Carolina Beverage Corp..... | J. Carson Brantley..... | 5 A |
| Carter Coal Co..... | Ralph H. Jones..... | 4 P |

1,000 RADIO ACCOUNTS—Continued

| Sponsor | Agency | Time Purchases |
|---|--------------------------------|-------------------------------------|
| Cascarets (Mulsified Emulsion, co-sponsor) | Blackett-Sample-Hummert..... | 16 Texas State Network & Spot |
| Cedar Point-on-Lake Erie..... | Nesbitt Service..... | 9 P |
| Centlivre Brewing (Old Crown Ale) .. | Mitchell-Faust..... | 1 P; 1 P; 1 A |
| Central Finance Corp..... | BBD&O..... | Spot; number of stations not listed |
| Challenge Cream & Butter Association. | Brisacher, Davis & Staff..... | 5 A |
| Chamberlain Laboratories (Chamberlain Lotion)..... | L. W. Ramsey..... | 17 CBS; 9 NBC |
| Chanticleer Inn..... | Hammer Advertising Agency..... | 1 P; 2 P |
| Chappel Bros. (Ken-L-Ration)..... | C. Wendel Muench..... | 17 P; 5 A |
| Charm Products..... | BBD&O..... | Spot; number of stations not listed |
| Chattanooga Medicine Co..... | J. Carson Brantley..... | 1 P; 2 A |
| Chattanooga Medicine Co. (Black Draught) | Nelson Chesman..... | 100 A & Station Breaks; 6 P |
| Chesebrough Mfg. (Vaseline Products) .. | McCann-Erickson..... | 62 CBS |
| Chicago National League (Baseball Club) | Neisser-Meyerhoff | 4 P |
| Chilean Nitrate Sales (Chilean Nitrate of Soda)..... | O'Dea, Sheldon & Canaday..... | 17 P |
| Cho-Cho Co..... | Neisser-Meyerhoff | 6 A |
| Chocolate Products Co..... | McCord Co..... | 3 CBS Pacific |
| Chocolate Products Co. (Stillicious Vitamin Chocolate Syrup)..... | McCord Co..... | 1 P; 6 A |
| Chocolate Products Co. (Stillicious Vitamin B Chocolate Drink)..... | McCord Co..... | 4 P; 1 P; 8 A; 2 FM News |
| Christian Science Committee..... | Fairall & Co..... | 5 P |
| Christmas Club..... | Brooke, Smith & French..... | 48 FM |
| Chrysler Corp..... | J. Stirling Getchell..... | 126 A |
| Chrysler Corp..... | Ruthrauff & Ryan..... | 83 CBS; 80 A & News |
| Church & Dwight, Inc..... | Brooke, Smith & French..... | 18 PP, Yankee Network |
| Cities Service..... | See under Petroleum Advisers | |
| Cities Service Oil Co. of Canada..... | Lord & Thomas..... | 5 A |
| City Baking Co..... | J. Walter Thompson..... | 2 A; 3 A |
| Clark Bros. Chewing Gum Co. (Clark's Teaberry Gum)..... | Walker & Downing..... | 34 Transcribed A |
| D. L. Clark Co. (Candy Bars)..... | Albert P. Hill..... | 27 Transcribed A |
| Clay Equipment Co..... | Weston-Barnett | 5 A |
| Clicquot Club Co. (Beverages)..... | N. W. Ayer..... | 1 A |
| Climax Cleaner Mfg. (Wallpaper Cleaner) | Carr Liggett..... | 20 A |
| Cluett-Peabody, Sanforized..... | Young & Rubicam..... | 8 P |
| Coast Fishing Co. (Puss 'n Boots Cat Food) | Dan B. Miner..... | 1 PP; 1 P |
| Coca-Cola Co..... | D'Arcy Advertising..... | 188 P |
| Colgate-Palmolive-Peet (Cashmere Bouquet Toilet Preparations & Halo) .. | Sherman & Marquette..... | 65 CBS |
| Colgate-Palmolive-Peet (Colgate Brushless & Rapid Shave Cream)..... | Sherman & Marquette..... | 47 NBC |
| Colgate-Palmolive-Peet (Colgate Dental Cream) | Benton & Bowles..... | 63 CBS |
| Colgate-Palmolive-Peet (Colgate Toothpowder) | Sherman & Marquette..... | 38 CBS |
| Colgate-Palmolive-Peet (Concentrated Super Suds)..... | Benton & Bowles..... | 43 NBC |
| Colgate-Palmolive-Peet (Cue)..... | Benton & Bowles..... | 56 CBS |
| Colgate-Palmolive-Peet (Octagon Soap) | Benton & Bowles..... | 40 CBS; 5 Transcribed A |
| Colgate-Palmolive-Peet (Palmolive Shave Cream)..... | Benton & Bowles..... | 56 CBS |

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

1,000 RADIO ACCOUNTS—Continued

| Sponsor | Agency | Time Purchases |
|--|-------------------------------------|---|
| Colgate-Palmolive-Peet (Palmolive Soap) | Benton & Bowles | 78 CBS |
| Colgate-Palmolive-Peet (Super Suds) | Benton & Bowles | 78 CBS |
| Colgate-Palmolive-Peet (Vel) | Sherman & Marquette | 13 Transcribed P |
| Colgate-Palmolive-Peet (Canada), Ltd. (Cashmere Bouquet Cosmetics) | Lord & Thomas Province of Quebec | 3 French Network |
| Colonial Bread | Fairall & Co. | 4 P |
| Colonial Dames Cosmetics | Glasser Advertising Agency | 9 CBS Pacific |
| Colonial Poultry Farms | Presba, Fellers & Presba | 2 P & A |
| Colonial Steamship Line | Albert Frank-Guenther Law | 2 A |
| Colt Shoes, Inc. | Broadcast Advertising | 4 News A |
| Columbia Recording Corp. | Ward Wheelock | 31 CBS |
| Commercial Credit Co. (Auto Financing) | O'Dea, Sheldon & Canaday | 69 News, CBS |
| Compagnie Parisienne | Northwest Radio Advertising | 75 FM |
| Comptoir de l'Est | Canadian Advertising Agency | 2 A, Private Network |
| Condon Bros. (Seedsmen) | Cramer-Krasselt | 8 FM |
| Congress Cigar Co. | Marschalk & Pratt | 1 Baseball |
| Congress Cigar Co. (La Palina Cigars) | Marschalk & Pratt | 21 Sport News, Mutual |
| G. E. Conkey Co. (Poultry Feeds) | Rogers & Smith | 11 A |
| Connecticut Ice Manufacturers Assn. | F. W. Prella | 4 P |
| Connecticut Refining Co. | Hammer Advertising Agency | 11 A |
| Consolidated Biscuit (Crackin' Good Crackers) | Mitchell-Faust | 1 A |
| Consolidated Biscuit (Hampton's Fresh-Baked Crackers) | Mitchell-Faust | 7 PP, Yankee Network |
| Conti Products | Birmingham, Castleman & Pierce | 3 A |
| Continental Baking (Wonder Bread, Hostess Cake) | Benton & Bowles | 48 CBS; 47 CBS |
| Corn Products Refining (Karo, Kremel) | Gotham Advertising | 1 P (Foreign Station) |
| Corn Products Refining (Karo, Liberty Corn Starch) | Gotham Advertising | 1 FM |
| Corn Products Refining (Maizena, Argo Oil) | Gotham Advertising | 5 P; 2 A (Foreign Station) |
| Cortland Baking | William T. Lane | 4 A |
| Cranberry Cannerns | Harry M. Frost | 8 A |
| Crowell Publishing Co. | McCann-Erickson | P; number of stations not listed |
| Cudahy Packing (Old Dutch Cleanser) | Roche, Williams & Cunnyham | 19 CBS; 32 Mutual |
| Cummer Products (Energine) | Stack-Goble | 44 NBC |
| Cummer Products (Molle) | Stack-Goble | 54 NBC |
| Curtice Bros. (Food Products) | N. W. Ayer | 7 PP, Yankee Network; 1 PP |
| Curtis Publishing Co. | BBD&O | Spot; number of stations not listed |
| D. L. & W. Coal Co. | Ruthrauff & Ryan | 45 Mutual & Spot |
| D. L. & W. Coal Co. | Vickers & Benson | 3 P; 1 FM |
| Dairy Industry Commission | Coolidge Advertising | 12 A |
| Danderine (California Syrup of Figs, co-sponsor) | Blackett-Sample-Hummert | 1 A |
| John B. Daniel Co. (Cough Syrup) | Groves-Keen | 4 A |
| R. B. Davis Co. (Cocomalt) | J. M. Mathes | 18 A |
| Day & Night Water Heater Co. | Hixson-O'Donnell | 14 Time Signals |
| DeForest Training (Correspondence Courses) | Presba, Fellers & Presba | 9 FM & P |
| Dehydrated Yeast Sales Co. | Benison Co. | 5 A |
| Deisel-Wemmer-Gilbert Corp. (Dun Cigars) | Century Advertising Agency | 1 News; 1 News; 1 News |
| Deisel-Wemmer-Gilbert Corp. (Emerson Cigars) | Century Advertising Agency | 1 Western League Baseball Games |
| Deisel-Wemmer-Gilbert Corp. (San Felice Cigars) | Century Advertising Agency | 7 Michigan Radio Network; 1 Sports Review |

1,000 RADIO ACCOUNTS—Continued

| Sponsor | Agency | Time Purchases |
|---|----------------------------------|--|
| Denalan Co. (Artificial Dental Plate Cleanser) | Rufus Rhoades..... | 3 A & P |
| Detroit Flower Show..... | Evans & Brisebois..... | 6 P & FM |
| Detrola Corp..... | Bass-Luckoff..... | 12 Mutual |
| Diamond Ginger Ale..... | F. W. Prella..... | 8 A |
| Direct Merchandising Companies (Auto Specialties) | Benison Co..... | 8 A |
| Dominion Dept. of Agriculture (Apples, Peaches) | Canadian Advertising Agency..... | 23 A, Private Network & CBC |
| Dominion Stores, Ltd..... | J. Walter Thompson Co., Ltd..... | 2 CBC |
| L. S. Donaldson..... | BBD&O..... | Spot; number of stations not listed |
| Grace Donohue, Inc. (Cosmetics)..... | Redfield-Johnstone | 3 A |
| Doubleday, Doran & Co..... | H. C. Morris..... | 7 A |
| W. L. Douglas Shoe Co..... | N. W. Ayer..... | 2 P; 2 A |
| E. I. du Pont de Nemours..... | BBD&O..... | .95 NBC; Spot, number of stations not listed |
| Duart Mfg. (Creme of Milk Face Cream, Lotion, Lipstick)..... | Erwin, Wasey.... | 7 CBS; CBS Pacific (number of stations not listed) |
| P. Duff & Sons, Inc..... | BBD&O..... | Spot; number of stations not listed |
| Duke Power Co..... | J. Carson Brantley..... | 7 P; 1 News |
| Duncan Coffee Co. (Admiration Coffee) . | Steele Advertising Agency..... | 4 Texas State Network |
| Duncan Coffee Co. (Bright & Early Coffee) | Steele Advertising Agency..... | 3 Texas Quality Network plus KNOW |
| Dunhill Cigars..... | Biow Co..... | 4 Mutual |
| Dunn & McCarthy (Shoes)..... | Marschalk & Pratt..... | 100 NBC |
| Duquesne Brewing Co..... | Walker & Downing..... | 12 Sports P, News & A |
| Durkee Famous Foods (Margarine).... | C. Wendel Muench..... | 15 A |
| Durkee-Mower (Marshmallow Fluff, Sweeco) | Harry M. Frost..... | .6 P, Yankee Network; 19 News PP, Yankee Network; 4 A |
| Eagle-Picher Sales Co..... | Needham, Louis & Brorby..... | 7 A |
| Eastern-Columbia Department Store... | Stodel Advertising Co..... | 2 News |
| Eastern Wine Corp. (Chateau Martin Wines) | H. C. Morris..... | 15 A |
| Electric Appliance Society of Northern California | Jean Scott Frickelton..... | 14 A; 1 A & FM |
| Electrical Development League of Southern California..... | Dan B. Miner..... | 12 Transcribed A |
| Dr. Ellis Sales Co. (Beauty Aids)..... | Smith, Hoffman & Smith..... | 4 PP |
| Emerson Drug (Bromo Seltzer)..... | J. Walter Thompson..... | 1 A |
| Employers Casualty Co..... | Ira E. De Jernett..... | 4 Texas Quality Net- work plus KGNC; 2 A |
| Employers Mutual..... | Fairall & Co..... | 3 P |
| Enasil Chemical Co..... | Tomaschke-Elliott | 1 P |
| T. H. Estabrooks Co., Ltd. (Red Rose Tea) | A. McKim, Ltd..... | 5 French Network; 23 P |
| Estate Stove Co..... | Stockton, West, Burkhardt.... | A; placed by dealers |
| Ethyl Gasoline Corp..... | BBD&O..... | 66 CBS |
| Euclid Candy Co..... | Sidney Garfinkel..... | 9 CBS |
| Excelcis Beauty Salon..... | Gillham Advertising Agency..... | 7 A |
| Ex-Lax | Joseph Katz.... | Spot; number of stations not listed |
| Dr. Peter Fahrney & Sons Co..... | Cramer-Krasselt | 1 P |
| Fairfax Tobacco Co..... | Peck Advertising Agency..... | 8 A |
| Fairyfoot Products Co. (Foot Reme- dies). | First United Broadcasters..... | 6 A |

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1,000 RADIO ACCOUNTS—Continued

| Sponsor | Agency | Time Purchases |
|---|------------------------------------|--|
| Falls City Brewing Co..... | Albert Frank-Guenther Law..... | 6 A |
| Falstaff Brewing Corp..... | Sherman K. Ellis..... | 1 News; 1 Baseball; 2 P; 1 Sports Review; 2 Baseball (FM plus games); 4 Baseball Scores; 1 Sports Commentator; 1 Market Reports (P plus 3 A); 1 Sports; 1 A |
| Familex (Familex Products)..... | Canadian Advertising Agency..... | 1 P |
| Familex (Zymophos Tonic)..... | Canadian Advertising Agency..... | 1 A |
| Familex (Ozogermo)..... | A. McKim, Ltd..... | 1 P; 2 A |
| Fanfoto, Inc..... | First United Broadcasters..... | 7 A |
| Farmers & Manufacturers Beet Sugar Assn. (Michigan Beet Sugar)..... | Zimmer-Keller..... | 7 A, Michigan Radio Network; 3 FM |
| Fellows Medical Co. (Fellows Syrup of Hypophosphites)..... | Ted Nelson Associates..... | 10 A |
| Fels & Co. (Fels Soap & Chips)..... | Young & Rubicam..... | 20 P; 1 A |
| Fels & Co. (Fels Naptha Soap Chips)..... | Young & Rubicam..... | 57 CBS |
| Fenn Bros..... | BBD&O..... | Spot; number of stations not listed |
| Field Packing Co..... | Allen, Heaton & McDonald..... | 2 FM |
| Fifth St. Store..... | Mayers Co..... | 9 A |
| Firestone Tire & Rubber Co..... | Sweeney & James..... | 53 NBC |
| First National Stores..... | Calkins & Holden..... | Yankee Network; varying number of stations |
| F. W. Fitch Co. (Fitch Shampoo)..... | L. W. Ramsey..... | 79 NBC |
| Fitger Brewing (Fitger's Nordlager Beer)..... | Sherman & Marquette..... | 5 P |
| Fitzpatrick Bros. (Kitchen Klenzer)..... | Neisser-Meyerhoff..... | 1 A |
| Flex-O-Glass Mfg. Co..... | Presba, Fellers & Presba..... | 21 FM & P |
| Florence-Mayo Co..... | Southern Advertising Corp..... | 2 FM |
| Florida Citrus Exchange..... | Erwin, Wasey..... | 1 P |
| Florida Citrus Fruit Commission..... | Arthur Kudner..... | 7 PP, New England Net- work; 1 PP; 1 P; 14 A |
| Florida East Coast Railway..... | Associated Advertising Agency..... | 10 A |
| Flower Foods, Inc..... | Rogers & Smith..... | 3 A |
| Fly-Ded..... | Blackett-Sample-Hummert..... | 12 Station Breaks |
| Fly-Ded (Anacin, co-sponsor)..... | Blackett-Sample-Hummert..... | 60 NBC |
| Fly-Ded (Edna Wallace Hopper, co- sponsor)..... | Blackett-Sample-Hummert..... | 38 CBS |
| J. A. Folger & Co. (Folger's Coffee)..... | Lord & Thomas..... | 26 Transcribed P |
| J. A. Folger & Co. (Folger's Coffee)..... | Raymond R. Morgan..... | 3 P; 15 FM |
| Fontana Food Products..... | Brewer-Weeks..... | 3 P |
| Food & Beverage Broadcasters Assn..... | Brisacher, Davis & Staff..... | 46 NBC |
| J. B. Ford Co. (Wyandotte Cleanser)..... | N. W. Ayer..... | 7 PP, Yankee Network |
| Ford Authorized Dealers of Pittsburgh..... | N. W. Ayer..... | 3 A; 2 P |
| Ford Dealers (Various Branches)..... | N. W. Ayer..... | Aggregate of 44 A, Sports, Special Events & News |
| Ford Motor Co..... | N. W. Ayer..... | 83 CBS; 83 CBS; 13 Mexican Network; 63 New Car A |
| Ford Motor Co. (Coke)..... | N. W. Ayer..... | Aggregate of 3A; 1 Weather Reports; 1 Horse Racing; 1 News |
| Ford Motor Co. (Dearborn Branch)..... | N. W. Ayer..... | 8 Farm P, Michigan Radio Network |
| Forst Packing (Meats)..... | Frank Best..... | 5 A |
| Fort Pitt Brewing..... | BBD&O..... | Spot; number of stations not listed |
| H. D. Foss Co. (Candy)..... | Albert Frank-Guenther Law..... | A, Yankee Network; number of stations not listed |
| 4-Penny Products (Dandruff Remover)..... | Newby, Peron & Flitcraft..... | 1 Test A |
| Peter Fox Brewing..... | Schwimmer & Scott..... | 15 A & P |
| Freedom Oil Co. (Motor Oil)..... | Albert P. Hill..... | 7 Transcribed A |
| Freezone (Kolynos, co-sponsor)..... | Blackett-Sample-Hummert..... | 60 NBC |
| Freezone (Tiz, co-sponsor)..... | Blackett-Sample-Hummert..... | 1 P |
| Friend Bros. (Friend's Brick Oven Baked Beans)..... | Ingalls-Miniter..... | 7 PP, Yankee Network |
| Fruit Dispatch Co..... | BBD&O..... | Spot; number of stations not listed |
| Fruit Industries, Ltd..... | Brisacher, Davis & Staff..... | 6 Mutual-Don Lee |
| Fruit Wine Co. of America (Lady Lynn Wine, Lord Jean Wine, Goldberg's Kosher Wine)..... | Emil Mogul..... | 3 P & A |

1,000 RADIO ACCOUNTS—Continued

| Sponsor | Agency | Time Purchases |
|--|----------------------------------|--|
| Fruitatives Products, Ltd. (Fruitatives Liver Tablets)..... | Lord & Thomas..... | 14 A |
| G. T. Fulford Co., Ltd..... | James Fisher..... | 9 A |
| Fuller Laboratories (Reducing Candy)..... | Presba, Fellers & Presba..... | 1 P |
| Furst-McNess Co. (Specialty Salesman)..... | Rogers & Smith..... | 6 A |
| Gallenkamp's Stores (Shoes)..... | Long Advertising Service..... | 5 NBC Pacific |
| Galveston-Houston Breweries (Southern Select Beer)..... | Jay H. Skinner..... | 10 Sports, News & Transcribed A |
| Gamble Stores..... | BBD&O..... | Spot; number of stations not listed |
| Garbex (Deodorant)..... | William T. Lane..... | 4 A |
| Gardner Nursery Co..... | Northwest Radio Advertising..... | 305 P & A |
| Gas Appliance Society of California..... | Jean Scott Frickelton..... | 19 A & FM |
| General Baking..... | BBD&O..... | Spot; number of stations not listed |
| General Baking (Bond Bread)..... | BBD&O..... | 16 Mutual |
| General Cigar..... | J. Walter Thompson..... | 71 Commentator, Mutual |
| General Cigar (Van Dyck Cigars)..... | Federal Advertising..... | 11 Mutual |
| General Dry Batteries..... | A. McKim, Ltd..... | 20 A |
| General Electric..... | BBD&O..... | 59 NBC |
| General Foods (Walter Baker's Chocolate)..... | Benton & Bowles..... | 4 A |
| General Foods (Birds Eye Frosted Foods)..... | Young & Rubicam..... | 14 News |
| General Foods (Calumet Baking Powder)..... | Young & Rubicam..... | 1 P |
| General Foods (Calumet, Swans Down Cake Flour)..... | Young & Rubicam..... | 77 CBS; 67 CBS |
| General Foods (Calumet, Swans Down, Diamond Crystal Salt)..... | Young & Rubicam..... | 66 CBS |
| General Foods (Diamond Crystal Salt)..... | Benton & Bowles..... | 18 CBS |
| General Foods (Grape Nuts)..... | Young & Rubicam..... | 58 NBC |
| General Foods (Jell-O)..... | Young & Rubicam..... | 75 NBC plus CBC; 63 NBC |
| General Foods (Jell-O, Chocolate Pudding, Sanka)..... | Young & Rubicam..... | 73 CBS |
| General Foods (La France, Satina, Minute Tapioca)..... | Young & Rubicam..... | 51 CBS; 40 CBS |
| General Foods (Maxwell House Coffee)..... | Benton & Bowles..... | 85 NBC; 29 P |
| General Foods (Post Toasties)..... | Benton & Bowles..... | 39 P |
| General Foods (Post's 40% Bran Flakes)..... | Benton & Bowles..... | 70 CBS |
| General Foods (Postum)..... | Young & Rubicam..... | 56 CBS; 1 P |
| General Foods (Swans Down)..... | Young & Rubicam..... | 1 P |
| General Laboratories..... | Walter E. Battenfield..... | 8 News |
| General Mills (Bisquick)..... | Knox Reeves..... | 27 NBC |
| General Mills (Corn Kix)..... | Blackett-Sample-Hummert..... | 72 NBC and Spot; 14 CBS; 35 NBC; 69 NBC and Spot; 29 NBC |
| General Mills (Gold Medal Kitchen Tested Flour)..... | Blackett-Sample-Hummert..... | 12 CBS; 72 NBC and Spot; 61 NBC and Spot |
| General Mills (Softasilk)..... | Blackett-Sample-Hummert..... | 28 NBC; 28 NBC |
| General Mills (Wheaties)..... | Knox Reeves..... | 16 NBC plus 67 Spot; 30 CBS; 97 Baseball Games |
| General Mills (Wheaties)..... | Westco Advertising Agency..... | 10 Baseball Games |
| General Motors..... | Arthur Kudner..... | 11 A |
| General Motors (Frigidaire Division)..... | Lord & Thomas..... | 55 A |
| General Motors (Pontiac Division)..... | MacManus, John & Adams..... | A; placed by dealers |
| General Transformer Corp. (Porta-Power)..... | Newby, Peron & Flitcraft..... | 1 Test A |

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

1,000 RADIO ACCOUNTS—Continued

| Sponsor | Agency | Time Purchases |
|---|--------------------------------------|---|
| Geppert Studios..... | Coolidge Advertising..... | 15 P & A |
| D. Ghiradelli & Co..... | Erwin, Wasey..... | CBS Pacific; number of stations not listed |
| Gill Brothers Seed Co..... | W. S. Kirkpatrick..... | 8 Transcribed P |
| Gillette Rubber Co..... | Cramer-Krasselt..... | 11 P |
| Gilmore Oil..... | Botsford, Constantine & Gardner..... | 16 A |
| Glad Rag Products Co..... | Donahue & Coe..... | 1 A |
| Globe & Mail (Newspaper)..... | MacLaren Advertising Agency..... | 12 Provincial Network; 4 A |
| Glostora (Mulsified Emulsion, co-sponsor)..... | Blackett-Sample-Hummert..... | 1 A |
| Glyco Thymoline..... | Peck Advertising Agency..... | 2 A & News |
| Golden Taste Products (Sims Cereal)..... | McCord Co..... | 4 A, Minnesota Network |
| Good Luck Foods Co..... | F. A. Hughes..... | 14 A |
| B. F. Goodrich Co..... | Ruthrauff & Ryan..... | 25 Sports News |
| B. F. Goodrich Co. (Tires)..... | Westco Advertising Agency..... | 7 Baseball Games |
| Goodyear Tire & Rubber Co..... | Arthur Kudner..... | 32 Farm News, NBC 20 P; 1 News; 1 A |
| Gordon Baking Co..... | Young & Rubicam..... | 3 NBC |
| S. Grover Graham Co..... | Peck Advertising Agency..... | 3 A |
| Graham-Paige Motors..... | Stack-Goble..... | Dramatized A; number of stations not listed |
| Great A & P Tea Co. (A & P Retail Grocery Stores)..... | Paris & Peart..... | 3 CBS New England Network |
| Griesedieck Brothers Brewing Co..... | BBD&O..... | Spot; number of stations not listed |
| Griffin Mfg. Co..... | Birmingham, Castleman & Pierce..... | 45 CBS 4 Mutual; 47 P, News & A |
| Grocery Store Products (Fould's Macaroni)..... | Sherman K. Ellis..... | 1 News; 1 PP |
| Grocery Store Products (Cream of Rice)..... | Huber Hoge & Sons..... | 3 A & PP |
| L. O. Grothe, Ltd..... | Vickers & Benson..... | 4 Canadian Network |
| L. O. Grothe, Ltd. (Grads Cigarettes)..... | Canadian Advertising Agency..... | 3 English Private Network; 4 CBC French Network |
| L. O. Grothe, Ltd. (St. Regis Fine Cut)..... | Canadian Advertising Agency..... | 3 French Private Network; 10 A, Private Network & CBC French Network |
| Grove Laboratories (Bromo Quinine)..... | Stack-Goble..... | 39 NBC; A, number of stations not listed |
| Gruen Watch Co..... | McCann-Erickson..... | 1 Commentator; 1 Time Signals, 1 A, 1 P, 1 A, 1 A, 1 News, 1 A, 1 A, dealers P; number of stations not listed |
| Guaranty Union Life Insurance..... | Stodel Advertising Co..... | 25 to 50 P |
| Gude Bros.-Kieffer Co. (Royal Brand Butter)..... | Huber Hoge & Sons..... | 2 PP & A |
| Charles Gulden (Mustard)..... | Charles W. Hoyt..... | 6 NBC |
| Gulf Oil Corp..... | Young & Rubicam..... | 66 CBS; 63 CBS; 66 CBS |
| Gulf Oil Corp. (Gulfspray)..... | Young & Rubicam..... | 26 Transcribed P |
| Gulf Recovery Corp. (Refiners)..... | Peck Advertising Agency..... | 3 A |
| Gum, Inc..... | Austin & Spector..... | 12 A |
| Gunther Brewing..... | Ruthrauff & Ryan..... | 2 P |
| Haberle Brewing..... | William T. Lane..... | 3 A |
| Haley's M-O (Cal-Aspirin, co-sponsor)..... | Blackett-Sample-Hummert..... | 45 NBC |
| Hall & Ruckel, Inc. (X-Bazin)..... | Redfield-Johnstone..... | 1 P |
| Theo. Hamm Brewing..... | McCord Co..... | 1 FM Sports Review |
| Hammondspport Wineries..... | Peck Advertising Agency..... | 5 A |
| Peter Hand Brewery (Meister Brau Beer)..... | Mitchell-Faust..... | 4 A; 1 FM; 1 P; 1 P; 1 P; 1 P |
| Chr. Hansen's Laboratory..... | A. McKim, Ltd..... | 22 A |
| Chr. Hansen's Laboratory..... | Mitchell-Faust..... | 2 A; 1 PP |
| Chr. Hansen's Laboratory (Junket Freezing Mix)..... | Mitchell-Faust..... | 19 A; 1 PP |
| Chr. Hansen's Laboratory (Junket Renet Powder-Tablets)..... | Mitchell-Faust..... | 10 PP; Yankee Network; 2 A; 2 PP |

1,000 RADIO ACCOUNTS—Continued

| Sponsor | Agency | Time Purchases |
|--|-------------------------------------|---|
| Chr. Hansen's Laboratory (Junket Danish Dessert) | Mitchell-Faust | 2 A; 1 PP |
| Chr. Hansen's Laboratory (Junket Quick Fudge Mix) | Mitchell-Faust | 19 A, Yankee Network; 28 A; 3 PP |
| Chr. Hansen's Laboratory (Dairy Chemicals) | B. J. Paulson Associates | 3 Cheese Reports |
| D. P. Harris Co. | H. M. Kiesewetter | A; number of stations not listed |
| George Harris & Son | Mackay & Savary | 6 A |
| Hartz Mountain Products | George H. Hartman | 5 Mutual |
| Haskins Bros. & Co. (Soap) | Presba, Fellers & Presba | 7 P & FM |
| Hawaiian Pineapple Co. (Dole Pineapple) | N. W. Ayer | 68 CBS |
| Hawaiian Pineapple Co. (Dole Pineapple Jems & Juice) | Young & Rubicam | 62 CBS |
| Hecker Products Corp. | Erwin, Wasey | 11 Transcribed P, Mutual |
| Hecker Products Corp. (Shinola) | Benton & Bowles | 47 NBC |
| Hecker Products Corp. (Presto Cake Flour, H-O Oats) | Erwin, Wasey | 9 NBC Pacific |
| James Heddon's Sons (Fishing Tackle) .. | Rogers & Smith | 13 A |
| Helbros Watch Co. | Frank Best | 10 Time Signals |
| Hemphill Diesel Schools | R. H. Alber | 20 P |
| Hemphill Diesel Schools | Critchfield & Co. | 23 FM |
| W. M. Henry Co. (Distributors of Van Camp Pork & Beans & Stokely Products) | Mayers Co. | 5 A |
| Dr. Hess & Clark, Inc. (Farm Remedies) | N. W. Ayer | 23 Farmers Forum; 16 A; 5 A (Canada) |
| Hiland Egg Noodles | Walter E. Battenfield | 2 P |
| Hiland Pop Corn | Walter E. Battenfield | 2 P |
| Hiland Potato Chips | Walter E. Battenfield | 3 P |
| Hi-Lex Co. | McCord Co. | 2 A, Iowa Network |
| Hills Bros. (Gingerbread Mix) | Sherman K. Ellis | 2 A |
| Charles E. Hires (Hires Root Beer) | O'Dea, Sheldon & Canaday | 55 P |
| Hoffman Beverage Co. | BBD&O | Spot; number of stations not listed |
| Hollingshead Corp. (All-Nu Flour Wax) .. | Ted Nelson Associates | 2 A |
| Edna Wallace Hopper (Fly-Ded, co-sponsor) | Blackett-Sample-Hummert | 38 CBS |
| Horlick's Malted Milk Corp. | Roche, Williams & Cunyningham | 2 P |
| Geo. A. Hormel & Co. | BBD&O | Spot; number of stations not listed |
| Geo. A. Hormel & Co. (Spam) | BBD&O | 38 CBS |
| Horn & Hardart Baking Co. (Restaurants, Retail Stores) | Clements Co. | 4 A |
| Horton Mfg. Co. (Home Laundry Equipment) | Louis E. Wade | 5 A |
| Household Finance | BBD&O | Spot; number of stations not listed |
| Household Magazine | Presba, Fellers & Presba | 35 FM & P |
| Hudson Motor Car Co. | Brooke, Smith & French | A; number of stations not listed |
| E. Griffith Hughes | Erwin, Wasey | 1 A |
| Hygrade Sylvania Corp. | Warwick & Legler | 1 P |
| I.T.S. Co. (Rubber Heels) | Carr Liggett | 1 Cut-In A |
| Ice Cream Products | BBD&O | Spot; number of stations not listed |
| Illinois Bell Telephone Co. | N. W. Ayer | 25 A; 1 A; 1 A |
| Illinois Meat Co. | Neisser-Meyerhoff | 5 Mutual |
| Imperial Oil, Ltd. | MacLaren Advertising Agency | 39 Hockey, CBC; 7 Hockey, French Network and Special Hookup |

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

1,000 RADIO ACCOUNTS—Continued

| Sponsor | Agency | Time Purchases |
|--|------------------------------------|--|
| Imperial Sugar Co..... | Tracy-Locke-Dawson..... | 4 Texas Quality Network; 4 Texas Quality Network |
| International Cellucotton (Kleenex).... | Lord & Thomas..... | 41 CBS |
| International Harvester Co..... | Aubrey, Moore & Wallace..... | .83 A; 7 News |
| International Milling (Robin Hood Flour) | Olmsted-Hewitt..... | 1 News |
| International Milling (Seal of Minnesota Flour)..... | Olmsted-Hewitt..... | 1 P; 1 News; 1 P |
| International Silver (1847 Rogers Bros. and Wm. Rogers & Son Silverware).. | Young & Rubicam.. | .53 CBS plus 30 CBC; 26 CBS |
| Iodine Educational Bureau..... | A. McKim, Ltd..... | 4 A |
| Iowa Dairy Industry Commission..... | Coolidge Advertising..... | 12 A |
| Iowa Soap Co..... | Weston-Barnett..... | 1 Transcribed P; 1 A |
| Iowa State Fair..... | Fairall & Co..... | 4 A |
| Ironized Yeast..... | Ruthrauff & Ryan..... | .45 NBC and Inter-City; 68 CBS |
| Iroquois (Herb Tea)..... | Ted Nelson Associates..... | 4 A |
| Irresistible, Inc. (Cosmetics)..... | Redfield-Johnstone..... | 2 PP, Mutual |
| Italian & French Wine Co. (Roma Wines) | Ellis Advertising..... | 2 News |
| Jackson Brewing..... | Anfenger Advertising Agency..... | 10 Sports; 3 News; 6 P; 8 A |
| Hotel Jefferson..... | Anfenger Advertising Agency..... | 40 A |
| Jeffersonian Democrats of California.. | William A. Ingoldsby..... | 2 P |
| Andrew Jergens Co. (Jergens Lotion).. | Lennen & Mitchell..... | .69 NBC |
| Andrew Jergens Co. (Woodbury Cream and Powder)..... | Lennen & Mitchell..... | .69 NBC |
| Andrew Jergens Co. (Woodbury Soap).. | Lennen & Mitchell..... | .69 NBC |
| Jests | Joseph Katz..... | Spot; number of stations not listed |
| Johns-Manville | J. Walter Thompson..... | 1 FM PP |
| S. C. Johnson & Son (Wax, Glo-Coat, Auto Wax)..... | Needham, Louis & Brorby..... | 10 NBC |
| S. C. Johnson & Son (Wax, Glo-Coat).. | Needham, Louis & Brorby..... | 6 P; 26 A |
| Johnson, Carvell & Murphy (Kellogg's Ant Paste)..... | William A. Ingoldsby..... | 2 A |
| Johnston Chemical Co..... | Southern Advertising Corp..... | 4 FM |
| Journal of Living..... | Austin & Spector..... | 16 P |
| Julep Co. (Howel's Root Beer)..... | C. Wendel Muench..... | .30 One Min. Dramas; 19 A |
| Kamm & Schellinger Co..... | Carter, Jones & Taylor..... | 2 News |
| Kay Jewelry Stores..... | Hammer Advertising Agency..... | 3 P |
| Keeley Institute..... | Southern Advertising Corp..... | 1 FM; 5 Transcribed A |
| Kellogg Co. (All Bran)..... | Kenyon & Eckhardt..... | 15 PP |
| Kellogg Co. (Corn Flakes)..... | J. Walter Thompson..... | 52 NBC; 40 CBS |
| Kellogg Co., Ltd..... | J. Walter Thompson Co., Ltd.. | 2 French Network |
| H. Kellogg & Sons (Hartley's Marmalade) | Clements Co..... | 1 A |
| Kemp & Lane..... | F. A. Hughes..... | 12 A |
| KenRad Tube & Lamp Corp..... | Allen, Heaton & McDonald..... | 1 P |
| Kenton Pharmacal Co. (Brownatone).. | Roche, Williams & Cunnyingham..... | 8 A |
| Keystone Steel & Wire Co..... | Russel M. Seeds..... | 2 P |
| Kilpatrick's Bakery..... | Emil Reinhardt..... | 4 Mutual |
| King Candy Co..... | Albert Evans & LeMay..... | 3 A |
| Kingbury Breweries..... | Cramer-Krasselt..... | 1 A |
| Kip Corp..... | Philip J. Meany..... | 10 Dramatized A |
| Kirkman & Son, Inc..... | N. W. Ayer..... | .3 A; 1 PP; 1 Polish P; 1 Jewish P; 1 A; 1 Italian P; 1 PP |
| Kirkwood Laboratories (Har-Ex)..... | Redfield-Johnstone..... | 1 P |
| Kitchen Bouquet..... | Ruthrauff & Ryan..... | 1 PP; 1 News Comment |
| Knapp-Monarch Co..... | Cramer-Krasselt..... | 15 A |
| Chas. B. Knox Gelatine Co..... | Kenyon & Eckhardt..... | 7 Yankee & CBS New England Affiliates; 6 News, CBS Pacific |
| Knoxville Tourist Bureau..... | Griffith Advertising Agency..... | 2 FM |

1,000 RADIO ACCOUNTS—Continued

| Sponsor | Agency | Time Purchases |
|--|----------------------------------|---|
| Kolynos (BiSoDol, co-sponsor)..... | Blackett-Sample-Hummert..... | 16 Texas State Network and Spot |
| Kolynos (Freezone, co-sponsor)..... | Blackett-Sample-Hummert..... | .60 NBC |
| Kolynos (Old English, co-sponsor)..... | Blackett-Sample-Hummert..... | .1 P |
| Kolynos (Snarol, co-sponsor)..... | Blackett-Sample-Hummert..... | 15 Western Radio System |
| Kraft Cheese Co..... | J. Walter Thompson..... | .77 NBC; 1 PP |
| Kraft Cheese Co. (Parkay)..... | Needham, Louis & Brorby..... | .36 A; 26 Cut-In A on Kraft Music Hall |
| Krasne Bros. (Grocery Jobbers)..... | Peck Advertising Agency..... | .2 A |
| Kroger Grocery & Baking Co..... | Ralph H. Jones Co..... | .21 P |
| Krueger Brewing Co..... | Warwick & Legler..... | .6 A |
| La Rosa & Sons (Macaroni Products)..... | Commercial Radio Service..... | .4 Mutual |
| Lady Esther, Ltd. (Cosmetics)..... | Pedlar & Ryan..... | .63 CBS |
| Lake of the Woods Milling..... | Vickers & Benson..... | .1 News; 6 A |
| Lakeside Biscuit Co. (Crackers)..... | Neisser-Meyerhoff..... | .1 P |
| Lakeside Milling Co., Ltd..... | James Fisher..... | .4 P |
| Lambert Pharmacal Co. (Listerine Products, Pro-phy-lac-tic Brushes)..... | Lambert & Feasley..... | .55 CBS |
| Lamont, Corliss & Co..... | Cecil & Presbrey..... | .7 P, Yankee Network; 1 P; 1 News Commentator; aggregate of 4 P |
| Lamont, Corliss & Co. (Danya)..... | J. Walter Thompson..... | .3 PP |
| Land-O-Nod Co. (Bedding Products)..... | MacKenzie, Inc..... | .5 A; 4 P; 1 P |
| Langendorf United Bakeries (Home-stead, Holsum & Langendorf Bread)..... | Leon Livingston..... | .P; varying number of stations |
| Larus & Bro. (Domino Cigarettes, Edgeworth & Chelsea Tobacco)..... | Warwick & Legler..... | .12 A |
| Larus & Bro. (Domino, Edgeworth)..... | Warwick & Legler..... | .7 Hockey, Colonial Network; 1 Baseball |
| Lea & Perrins, Inc. (Worcestershire Sauce)..... | Schwimmer & Scott..... | .30 A |
| Wm. W. Lee & Co. (Cold Remedy)..... | Leighton & Nelson..... | .7 P |
| Lee & Cady (Wholesale Grocers)..... | Grace & Bement..... | .44 PP, NBC, plus transcriptions on 1 station |
| Thomas Leeming & Co. (Baume Bengue)..... | William Esty..... | .110 A |
| Dr. L. D. LeGear Medicine Co..... | Cramer-Krasselt..... | .3 A |
| Lehn & Fink (Hinds Honey & Almond Cream)..... | William Esty..... | .50 CBS |
| Leisy Brewing Co..... | BBD&O..... | Spot; number of stations not listed |
| Lever Bros. (Lux Flakes & Toilet Soap)..... | J. Walter Thompson..... | .94 CBS; 86 CBS |
| Lever Bros. (Rinso)..... | Ruthrauff & Ryan..... | .70 CBS; 65 CBS |
| Lever Bros. (Spry)..... | Ruthrauff & Ryan..... | .65 CBS |
| Lever Bros., Ltd..... | J. Walter Thompson Co., Ltd..... | .28 CBC; 34 CBC; 11 CBC |
| Lewis Hotel Training Schools (Correspondence Course)..... | Rose-Martin..... | .6 News |
| Lewis-Howe Medicine Co. (Tums)..... | H. W. Kastor..... | Successively 29 NBC and 55 NBC |
| Lewis-Howe Medicine Co. (Tums)..... | Stack-Goble..... | .81 NBC |
| Liebmann Breweries (Rheingold Beer & Ale)..... | Lord & Thomas..... | .12 P |
| Liggett & Myers (Chesterfields)..... | Newell-Emmett..... | .90 NBC; 9 A |
| Liggett & Myers (Chesterfields, Granger Rough Cut)..... | Newell-Emmett..... | .95 CBS, plus transcriptions on WOR |
| Liggett Drug Co..... | Broadcast Advertising..... | .2 A |
| Louis K. Liggett Co..... | Ronalds Advertising Agency..... | .11 A |
| Thos. J. Lipton, Ltd. (Lipton's Tea)..... | Vickers & Benson..... | .6 Canadian Network; 26 P; 32 A |

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

1,000 RADIO ACCOUNTS—Continued

| Sponsor | Agency | Time Purchases |
|---|---|---|
| Thos. J. Lipton, Ltd. (Lipton's Tea) . . . | Young & Rubicam | 79 A; 4 News |
| Liquid Veneer Corp. (Furniture Polish) . | Ellis Advertising | 2 A; 1 FM |
| Little Crow Milling (Coco-Wheats) . . . | Rogers & Smith | 15 P; 4 A |
| Look Magazine | Allen, Heaton & McDonald | 1 P |
| Look Magazine | Austin & Spector | 2 News |
| Look Magazine | Fairall & Co. | 2 News |
| Look Magazine | H. C. Morris | 8 A |
| Loose-Wiles Biscuit Co. | Newell-Emmett | 24 Yankee Network and Spot; 6 PP, NBC Pacific; 4 A; 1 Transcribed P; 3 Transcribed P; 1 P; 3 Transcribed P |
| P. Lorillard Co. (Old Gold Cigarettes) . . | Lennen & Mitchell | 62 NBC; 2 Baseball |
| P. Lorillard Co. (Sensation Cigarettes) . | Lennen & Mitchell | 67 NBC |
| P. Lorillard Co. (Union Leader & Friends Tobacco) | Lennen & Mitchell | 14 Transcribed P |
| Los Angeles Baseball Club | Neisser-Meyerhoff | 1 A |
| Los Angeles Soap Co. (Scotch Soap) . . . | Raymond R. Morgan | 3 News; 1 PP |
| Los Angeles Soap Co. (Sierra Pine Toilet Soap) | Raymond R. Morgan | 7 CBS Pacific; 1 A |
| Los Angeles Soap Co. (White King Granulated) | Raymond R. Morgan | 7 CBS Pacific |
| Lowe Bros. (Paint) | MacLaren Advertising Agency | 3 A |
| Joe Lowe Corp. (Popsicles) | Biow Co. | 95 P |
| Luden's Cough Drops | J. M. Mathes | 31 Chain Breaks, News and Weather Reports |
| Lutheran Laymen's League | Kelly, Stuhlman & Zahrdt | 95 Mutual; 67 P |
| Luxor, Ltd. (Luxor Cosmetics) | Lord & Thomas | 3 P |
| Dr. Lyon's Toothpowder | Blackett-Sample-Hummert | 37 NBC; 38 NBC; 45 NBC; 16 Texas State Network & Spot; 16 Texas State Network & Spot; 15 Western Radio System; 1 A; 11 P; 14 A |
| Dr. Lyon's Toothpowder (Phillips' Milk of Magnesia Toothpaste, co-sponsor) . . | Blackett-Sample-Hummert | 4 P |
| M.J.B. Co. (Coffee) | Lord & Thomas | 1 PP |
| M. & N. Cigar Manufacturers | Ohio Advertising Agency | 3 Time Signals; 1 News |
| Macfadden Publications, Inc. | Arthur Kudner | 43 NBC plus WLW; 10 A |
| MacFarland Candy Co. | Botsford, Constantine & Gardner | 7 A & FM Transcriptions |
| Macleves' Personalized Perfume | Norman Weill | 6 A |
| Maltex Co. | Samuel C. Croot | 5 Mutual |
| Man O' War Publishing Co. | Metropolitan Advertising | 6 Sports Results |
| Man O' War Sports & Turf Weekly | Emil Mogul | FM Scratches, Flashes, Resumes |
| Manchester Biscuit Co. (Crackers) | Neisser-Meyerhoff | 1 P; 1 A |
| Manhattan Soap Co. (Sweetheart Soap) . | Franklin Bruck | 50 NBC; 11 NBC; 69 P, A & News |
| Mantle Lamp Co. (Kerosene Lamps) . . . | Presba, Fellers & Presba | 60 FM & P |
| Marine Trust Co. | BBD&O | Spot; number of stations not listed |
| Mars, Inc. (Chocolate Bars) | Grant Advertising | 56 NBC |
| Marshall Canning Co. | Coolidge Advertising | 22 FM |
| Marshall-Wells Paint Co. | A. McKim, Ltd. | 6 A |
| Maryland Baking Co. (Ice Cream Cones) | Austin & Spector | 121 A |
| Maryland Pharmaceutical Co. | Joseph Katz | Spot; number of stations not listed |
| Master Lock Co. | Scott-Telander | 100 A |
| Maxwell Petroleum Corp. | Condon Co. | 3 A |
| McClintock Stern Co. | Brisacher, Davis & Staff | 2 A |
| McCull-Frontenac Oil Co., Ltd. | Mackay & Savary | 1 News |
| McCull-Frontenac Oil Co., Ltd. | A. McKim, Ltd. | 8 News |
| McConnon & Co. (McConnon Products & Recruiting for Dealers) | McCord Co. | 1 P; 5 P; 1 FM |
| W. F. McLaughlin & Co. (Manor House Coffee) | Sherman K. Ellis | 1 PP; 1 P |
| Melo-Paya | Kelly, Stuhlman & Zahrdt | 2 P |
| Melville Shoe Corp. (Thom McAn Shoes) | Neff-Rogow | 8 P |

1,000 RADIO ACCOUNTS—Continued

| Sponsor | Agency | Time Purchases |
|--|------------------------------------|--|
| Mennen Co. (Mennen Shave Products)..... | H. M. Kiesewetter..... | 7 CBS; 10 Mutual; 1 News; A, number of stations not listed |
| Mentholatum Co..... | Dillard Jacobs..... | 5 A |
| Merck & Co., Inc. (Di-chloricide)..... | Charles W. Hoyt..... | 3 A |
| M-G-M (Motion Pictures)..... | Donahue & Coe..... | 15 to 26 A |
| Metropolitan Life Insurance..... | Young & Rubicam..... | 2 Mutual |
| E. Meyers Lye Co..... | Anfenger Advertising Agency..... | 8 A |
| Michigan Bell Telephone Co..... | N. W. Ayer..... | 7 P, Michigan Radio Network |
| Jos. Middleby, Jr. (Midco Ice Cream Freeze)..... | Ingalls-Miniter..... | 7 PP, Yankee Network |
| Miles Laboratories (Alka-Seltzer)..... | Wade Advertising Agency..... | 64 NBC; 30 NBC; 44 NBC; 45 FM |
| Miller Hatchery..... | Cramer-Krasselt..... | 1 A |
| The Milwaukee Road..... | Roche, Williams & Cunyningham..... | 12 A |
| Minneapolis Trust Co..... | BBD&O..... | Spot; number of stations not listed |
| Minnesota Macaroni Co. (Jenny Lee & Minnesota Brand Macaroni)..... | McCord Co..... | 3 A, Arrowhead Network; 2 A, Iowa Network |
| Missouri Apple Institute..... | Westheimer & Co..... | 5 to 10 A |
| Modern Food Process (Thrive Dog Food)..... | Clements Co..... | 13 NBC; 6 A |
| Mohawk Bedding Co (Mattresses)..... | Schwimmer & Scott..... | 5 A & P |
| Monopad..... | Hancock Payne..... | Details not set at press time |
| Montag Stove & Furnace Works..... | MacWilkins & Cole..... | 3 A |
| Montana Horse Products (Vitamont Dog Food)..... | Condon Co..... | 2 A |
| Moody Bible Institute..... | Critchfield & Co..... | 10 Mutual |
| John Morrell & Co. (E-Z-Cut Ham)..... | Henri, Hurst & McDonald..... | 33 A |
| John Morrell & Co. (Red Heart Dog Food)..... | Henri, Hurst & McDonald..... | 52 NBC |
| John Morrell & Co. (Snack)..... | Henri, Hurst & McDonald..... | 2 A |
| Philip Morris & Co., Ltd..... | Biow Co..... | 78 NBC; 75 CBS; 44, successively NBC & CBS |
| Philip Morris & Co., Ltd. (Bond Street Pipe Tobacco)..... | Biow Co..... | 44 FM, NBC |
| Philip Morris & Co., Ltd. (Revelation Pipe Tobacco)..... | Biow Co..... | 5 Mutual |
| Mrs. Morrison's Puddings..... | Clements Co..... | 1 A |
| C. F. Mueller (Macaroni Products)..... | Kenyon & Eckhardt..... | 5 NBC |
| Mulsified Emulsion (Cascarets, co-sponsor)..... | Blackett-Sample-Hummert..... | 16 Texas State Network & Spot |
| Mulsified Emulsion (Glostora, co-sponsor)..... | Blackett-Sample-Hummert..... | 1 A |
| Dorothy Muriel's, Inc..... | Harry M. Frost..... | 7 A |
| Musterole Co. (Musterole, Zemo)..... | Erwin, Wasey..... | 55 NBC |
| Mutual Benefit Health & Accident Assn. (Hospitalization)..... | Huber Hoge & Sons..... | 2 P & A |
| Mysol Laboratories..... | Hammer Advertising Agency..... | 4 A |
| N.I.A. (Ice & Refrigeration)..... | Donahue & Coe..... | 65 P |
| Narragansett Brewing..... | Arthur Braitsch..... | 16 News, Yankee Network |
| Nash-Kelvinator Corp. (Nash Motors Division)..... | Geyer, Cornell & Newell..... | 66 CBS; 25 A & Chain Breaks |
| Nash-Kelvinator Corp..... | A. McKim, Ltd..... | 9 A |
| National Biscuit Co..... | McCann-Erickson..... | 19 P |
| National Drug Co. (Gin Pills)..... | A. McKim, Ltd..... | 16 A; 3 FM; 1 French Newscast |
| National Lead Co. (Dutch Boy Paints)..... | Erwin, Wasey..... | CBS Pacific; number of stations not listed |
| National Motor Boat Show..... | Cowan & Dengler..... | 7 FM & A |
| National Refund Co..... | First United Broadcasters..... | 50 A |

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

1,000 RADIO ACCOUNTS—Continued

| Sponsor | Agency | Time Purchases |
|--|--|--|
| National Schools of Los Angeles (Training Course)..... | Huber Hoge & Sons..... | 7 FM |
| National Seed & Bulb Co..... | Norman Weill..... | 6 A |
| National Toilet Co. (Nadinola)..... | Roche, Williams & Cunnyingham..... | 6 Chain Breaks |
| Nebraska Consolidated Mills (Flour).... | Allen & Reynolds..... | 7 P |
| Nehi, Inc. (Royal Crown Cola)..... | BBD&O.... | .88 CBS; Spot, number of stations not listed |
| Neighbors of Woodcraft (Life Insurance) | Mac Wilkins & Cole..... | 31 Don Lee |
| Nestle's Milk Products (Nescafe)..... | Leon Livingston.... | A & PP, varying number of stations |
| New York Harbor Steamship Co..... | Redfield-Johnstone..... | 6 A |
| New York State Fair..... | J. M. Mathes..... | 4 A |
| New York State Milk..... | J. M. Mathes..... | 19 A |
| New York Telephone Co..... | BBD&O.... | Spot; number of stations not listed |
| Dick Niles Packing Co. (Grapefruit)... | Presba, Fellers & Presba..... | 7 A |
| Nissen Baking Co..... | Ray Mills..... | 4 A |
| North American Accident Insurance.... | Franklin Bruck..... | 42 P |
| Northrup, King & Co. (Feeds, Seeds)... | Olmsted-Hewitt..... | 1 P; 4 A |
| Northwestern Yeast Co..... | Hays MacFarland..... | 22 PP & A |
| Nova-Kelp, Ltd..... | Benison Co..... | 6 A |
| Noxzema Chemical Co..... | Ruthrauff & Ryan.... | .45 CBS; 40 News, CBS; 4 P |
| Nutrena Mills, Inc. (Poultry Feeds)... | Simmonds & Simmonds..... | 3 News; 10 A |
| O. M. Tablet Co..... | Lou Sterling & Associates..... | 4 P |
| Oakite Products (Oakite Cleaning Compound) | Calkins & Holden...P, Yankee Network, varying number of stations; approximately 50 A | |
| O'Cedar of Canada, Ltd. (Waxes, Polishes) | Benison Co..... | .2 FM; 4 A |
| Oelwein Chemical Co..... | Coolidge Advertising..... | 4 Farm News |
| Ohio Seed Improvement Association (Hybrid Corn)..... | Byer & Bowman..... | 6 A |
| O'Keefe's Beverages, Ltd..... | A. McKim, Ltd..... | 2 A; 1 P |
| Old English Floor Wax..... | Blackett-Sample-Hummert..... | 10 A |
| Old English (Kolynos, co-sponsor).... | Blackett-Sample-Hummert..... | 1 P |
| Olde Dutch Mills Coffee..... | Peck Advertising Agency..... | 3 A |
| Oldsmobile Division of General Motors.. | D. P. Brother..... | 25 A |
| Oliver Farm Equipment Co..... | Buchen Co.... | 1 P; 1 News; 1 Farm Markets; 1 P |
| Olney & Carpenter..... | Harry M. Frost..... | 7 PP; 7 PP |
| Olson Rug Co..... | Presba, Fellers & Presba..... | 60 FM & P |
| Omar, Inc. (House to House Bakery)... | Lyle T. Johnston..... | 4 P |
| Omar, Inc. (Omar Flour)..... | Lyle T. Johnston..... | 9 P; 1 A |
| Oxo, Ltd..... | Platt-Forbes..... | 16 A |
| Oxo (Canada), Ltd..... | A. McKim, Ltd..... | 14 A |
| Pacific Brewing & Malting Co..... | Brewer-Weeks..... | 7 A |
| Pacific Coast Borax..... | McCann-Erickson..... | 29 NBC |
| Pacific Guano Co..... | Tomaschke-Elliott..... | 3 A |
| Pacific International Livestock Exposition | W. S. Kirkpatrick..... | 7 A |
| Pacquin, Inc. (Pacquin's Hand Cream)... | William Esty..... | 90 A |
| Page Milk Co. (Evaporated Milk)..... | Bert S. Gittins..... | 1 A |
| Palmer Bros. Co. (Mattresses, Bedding)... | Tucker Wayne..... | 41 News P, NBC |
| Pancrust Plato Co. (Crustene)..... | Tracy-Locke-Dawson.... | 5 Texas Quality Network |
| Par Soap Co..... | Tomaschke-Elliott..... | 7 A |
| Paramount Pictures..... | Buchanan & Co.... | 1 P; 4 A; approximately 53 P |
| Parker Bros., Inc. (Games)..... | Schwimmer & Scott..... | 8 A |
| Pate Oil Co..... | John Barnes..... | A; various campaigns |
| Paton Corp. (Yuban Coffee)..... | Campbell-Ewald of New York..... | 1 FM News |
| W. G. Patrick & Co., Ltd..... | James Fisher..... | 5 A |
| Peter Paul, Inc. (Candy)..... | Brisacher, Davis & Staff..... | 4 A |
| Peter Paul, Inc. (Mounds, Ten Crown Gum) | Platt-Forbes..... | 75 P, FM & A |
| Penick & Ford (Brer Rabbit Molasses)... | J. Walter Thompson..... | 7 PP, Yankee Network; 1 PP |

1,000 RADIO ACCOUNTS—Continued

| Sponsor | Agency | Time Purchases |
|---|------------------------------|--|
| Penick & Ford, Ltd. | BBD&O | Spot; number of stations not listed |
| Penn Tobacco Co. | Ruthrauff & Ryan | 58 CBS |
| J. C. Penney | Pedlar & Ryan | 6 P |
| Pennzoil Co. | Meyers Co. | 20 A |
| Pensacola Chamber of Commerce | Griffith Advertising Agency | 5 A |
| Peoples Credit Jewellers, Ltd. | MacLaren Advertising Agency | 3 Provincial Network |
| Dr. Pepper Co. | Tracy-Locke-Dawson | 26 Special Network; 31 Transcribed P |
| Pepsi-Cola Co. | Newell-Emmett | 112 News, CBS; 26 A & Jingle Contests |
| Pepsodent Co. (Toothpaste, Antiseptic, Liquid Dentifrice) | Lord & Thomas | 41 NBC; 61 NBC |
| Pet Milk Co. (Irradiated Pet Milk) | Gardner Advertising | 53 CBS; 67 CBS; 22 Transcribed P |
| Peters Shoe Co. (Division of International Shoe Co.) | Westheimer & Co. | 1 Transcribed P |
| P. F. Petersen Baking (Bread, Pastries) | Allen & Reynolds | 6 P |
| Petroleum Advisers (Cities Service) | Lord & Thomas | 57 NBC |
| Philadelphia & Reading Coal & Iron Co. (Coal) | McKee & Albright | 17 A |
| Philadelphia Dairy Products Co., Inc. | Scheck Advertising Agency | 7 News |
| Philco Radio & Television Corp. (Philco Radios, Philco Refrigerators, Philco-York Air Conditioners) | Hutchins Advertising Co. | Approximately 100 A & Chain Breaks; 2 News, Mutual |
| Louis Philippe Cosmetics | Blackett-Sample-Hummert | 1 A |
| Phillips' Milk of Magnesia | Blackett-Sample-Hummert | 15 Western Radio System; 13 A; 1 P |
| Phillips' Milk of Magnesia Creams | Blackett-Sample-Hummert | 1 P |
| Phillips' Milk of Magnesia Creams & Toothpaste | Blackett-Sample-Hummert | 1 A |
| Phillips' Milk of Magnesia & Creams | Blackett-Sample-Hummert | 47 NBC |
| Phillips' Milk of Magnesia & Toothpaste | Blackett-Sample-Hummert | 91 NBC & CBC |
| Phillips' Milk of Magnesia Toothpaste (Dr. Lyon's Toothpowder, co-sponsor) | Blackett-Sample-Hummert | 4 P |
| Phillips Petroleum | Lambert & Feasley | 15 News & A |
| Pillsbury Flour Mills (Flour, Cereal Products) | Hutchinson Advertising | At press time, details of campaign were not set |
| Pilot Radio Corp. | Austin & Spector | 2 News |
| Pinex Co. | Russel M. Seeds | 8 P; 43 A; 6 News |
| Lydia E. Pinkham Medicine Co. | Erwin, Wasey | 80 Mutual; 7 Mutual |
| Pioneer Life Insurance Co. | Presba, Fellers & Presba | 1 FM |
| Pittsburgh Auto Show | BBD&O | Spot; number of stations not listed |
| Pittsburgh Coal Co. (Champion Coal) | Walker & Downing | 5 Chain Breaks & Weather Reports |
| Plankinton Packing Co. | Cramer-Krasselt | 15 A |
| Planters Nut & Chocolate Co. | Raymond R. Morgan | 1 P |
| Planters Nut & Chocolate Co. (Peanuts) | J. Walter Thompson | 12 Transcribed A |
| Plastic Wood (Aeromist, co-sponsor) | Blackett-Sample-Hummert | 1 P |
| Pokon Plantfood Corp. | Simons-Michelson | 3 P |
| Pond's Extract Co., Ltd. | J. Walter Thompson Co., Ltd. | 2 French Network |
| Postal Telegraph Co. | Biow Co. | 31 A |
| Posto-Photo, Inc. (Photo Finishers) | Redfield-Johnstone | 2 P; 2 P |

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

1,000 RADIO ACCOUNTS—Continued

| Sponsor | Agency | Time Purchases |
|--|-------------------------------|---|
| Prime Mfg. Co..... | Hoffman & York..... | 9 A |
| Procter & Gamble (Barsalou Soap).... | Compton Advertising.... | 3 CBC French Network |
| Procter & Gamble (Camay Soap)..... | Pedlar & Ryan..... | 50 NBC; 17 NBC; 29 CBC French & English Networks; 5 California Radio System; 11 P |
| Procter & Gamble (Chipso)..... | Pedlar & Ryan..... | 23 NBC; 24 CBS; 7 NBC; 30 CBC French & English Networks; 4 P |
| Procter & Gamble (Crisco)..... | Compton Advertising..... | 52, successively CBS & NBC; 52 CBS & CBC; 19 NBC, with re- broadcast on 71 NBC & CBC; 1 P (foreign station) |
| Procter & Gamble (Dash)..... | Pedlar & Ryan.... | 4 California Radio System; 6 P |
| Procter & Gamble (Dreft)..... | Blackett-Sample-Hummert..... | 51 NBC & Spot |
| Procter & Gamble (Drene)..... | H. W. Kastor..... | 30 & 54 NBC |
| Procter & Gamble (Ivory Snow)..... | Compton Advertising..... | 21 NBC, with rebroadcast on 89 NBC & CBC |
| Procter & Gamble (Ivory Soap)..... | Compton Advertising.... | 29 NBC, with rebroad- cast on 6 NBC; 84 NBC & CBC; 33 CBS, with rebroadcast on 17 NBC; 4 CBS; 3 CBC French Network; 2 Baseball Games (co-sponsored with General Mills for Wheaties); 1 P (foreign sta- tion); 2 P (foreign stations) |
| Procter & Gamble (Ivory Soap, Flakes & Snow, Crisco, Fluffo, P & G Soap and Dux, interchangeably)..... | Compton Advertising..... | Aggregate of 87 Transcribed P |
| Procter & Gamble (Lava)..... | Blackett-Sample-Hummert..... | 37 NBC & Spot; 4 P; 10 P |
| Procter & Gamble (Oxydol)..... | Blackett-Sample-Hummert..... | 72 NBC; 164 NBC & Spot; 32 CBS; 8 NBC, 53 NBC; 7 P; 2 P; 5 P; 17 News; 2 P |
| Procter & Gamble (P & G Soap)..... | Compton Advertising.... | 85 NBC & CBC; 1 P; 1 P |
| Procter & Gamble (Teel)..... | H. W. Kastor..... | 44 NBC; 51 CBS |
| Procter & Gamble (Teel & Drene)..... | H. W. Kastor..... | 59 CBS; 59 CBS |
| Prudence Foods, Inc..... | Lavin Co..... | 7 PP, Yankee Network |
| Prudential Life Insurance Co. of America..... | Benton & Bowles..... | 51 CBS |
| Prune Proration Zone No. 1 (California Prunes)..... | Lord & Thomas..... | 10 P |
| John Puhl Products Co..... | Cecil & Presbrey..... | 1 PP; 1 A; 1 A; 1 P |
| Pure Milk Association..... | Presba, Fellers & Presba..... | 1 P |
| Pure Oil Co..... | Leo Burnett..... | 41 News Commentator, CBS |
| Purepac Corp..... | Klinger Advertising..... | 6 A |
| Purex Corp. (Purex Liquid Bleach & Pipe-Drain Cleaner)..... | Lord & Thomas..... | 3 A |
| Quaker Oats Co..... | Ruthrauff & Ryan..... | 60 NBC; 60 NBC; 60 NBC |
| Quaker Oats Co. (Farina)..... | Sherman & Marquette..... | 4 NBC |
| Quaker Oats Co. (Ful-O-Pep Feeds).... | Sherman & Marquette..... | 15 Transcribe P |
| Quaker Oats Co. (Muffets)..... | Mitchell-Faust..... | 5 A |
| Quaker Oats Co. (Puffed Wheat & Rice)..... | Sherman K. Ellis..... | 60 NBC |
| Quaker Oats Co. (Quaker Macaroni & Spaghetti)..... | Mitchell-Faust..... | 18 A |
| Quaker Oats Co. of Canada..... | Lord & Thomas..... | 30 NBC |
| Quaker State Oil Refining..... | Kenyon & Eckhardt..... | 14 A |
| Radio-Television Institute (Training Course)..... | Huber Hoge & Sons..... | 7 P, A & FM |
| Railway Express Agency, Inc..... | Caples Co..... | 46 A |
| Ralston Purina Co. (Purina Feeds).... | Gardner Advertising..... | 94 Transcribed P |
| Ralston Purina Co. (Ralston Hot Cereal)..... | Gardner Advertising..... | 50 NBC |
| Ralston Purina (Shredded Ralston).... | Gardner Advertising..... | 61 NBC |
| Ralston Purina, Ltd..... | James Fisher..... | 6 P |
| Ramsdell, Inc..... | Wm. Irving Hamilton..... | 2 Mutual |
| Rapinwax Paper Co. (Rap-in-Wax).... | Mitchell-Faust..... | 2 PP |
| Raylite Trading Co..... | Cramer-Krasselt..... | 11 A |

1,000 RADIO ACCOUNTS—Continued

| Sponsor | Agency | Time Purchases |
|---|-------------------------------------|---|
| Reardon Co. | Anfenger Advertising Agency..... | 50 A |
| Reeds Home Made Ice Cream..... | Walter E. Battenfeld..... | 3 A |
| Regal Shoe Co..... | Cecil & Presbrey..... | 1 News Commentator; 2 P |
| Reid, Murdoch & Co. (Monarch Finer Foods) | Rogers & Smith..... | 65 A |
| Remington Rand, Inc..... | Leeford Advertising Agency..... | 2 P |
| Remington Rand, Inc. (Portable Typewriters) | Franklin Bruck..... | 4 News |
| Republican State Central Committee of Conn. | F. W. Prella..... | 9 P; 7 P; 9 A; 9 Talks |
| Reynolds Health Offices..... | Allied Advertising Agencies..... | 4 P |
| R. J. Reynolds (Camel Cigarettes)..... | William Esty..... | 99 CBS; 94 NBC; 85 NBC; 101 CBS; 25 CBS; 46 NBC; 94 NBC; 1 Play-by-Play Baseball; 1 P; A (Puerto Rico, Philippines, Alaska) |
| R. J. Reynolds (Prince Albert Tobacco) .. | William Esty..... | 2 News A, CBS; 26 NBC; 4 Transcribed P; A (Alaska) |
| R. J. Reynolds (George Washington Tobacco) | William Esty..... | 12 A |
| Richards Glass Co. (Rolls Razor)..... | A. McKim, Ltd..... | 16 A |
| Thomas D. Richardson Co. (Mints)..... | N. W. Ayer..... | 7 PP, Yankee Network |
| Richardson & Robbins (Boned Chicken) .. | Charles W. Hoyt..... | 5 NBC |
| Richfield Oil Co. of California..... | Hixson-O'Donnell..... | 10 News, NBC Pacific & CBS Arizona |
| Richfield Oil Corp of New York..... | Sherman K. Ellis..... | 27 News, Mutual |
| Rigo Mfg. Co. (Kill-Ko Insecticide)..... | Casey Advertising..... | 10 P |
| Rit Products (Rit Curtain Dye)..... | Young & Rubicam..... | 3 A |
| P. J. Ritter Co. (Tomato Products)..... | Clements Co..... | 2 A |
| Robin Hood Flour Mills..... | James Fisher..... | 37 CBC; 2 P |
| Robin Hood Flour Mills (Flour & Oat Meals) | Canadian Advertising Agency..... | 5 CBC |
| Rockwood & Co. (Chocolate Bits)..... | Federal Advertising Agency..... | 5 A |
| Rockwood & Co. (Pecan Feast)..... | Federal Advertising Agency..... | 14 A |
| Roller Derby..... | Malcolm-Howard..... | 34 Trackside Broadcasts & A |
| Roma Wine Co..... | Birmingham, Castleman & Pierce..... | 5 P & A |
| Roma Wine Co..... | Cesana & Associates..... | 23 Mutual |
| Dr. W. J. Ross Co..... | Howard Ray..... | 32 FM, Don Lee; 1 FM; 1 A |
| Roundy, Peckham & Dexter Co..... | Hoffman & York..... | 4 A |
| Roxy Clothes..... | Peck Advertising Agency..... | 5 News |
| Royal Crown Bottling Co..... | BBD&O..... | Spot; number of stations not listed |
| Ruppert Brewery..... | Ruthrauff & Ryan..... | 1 Sports Comment; 12 Singing A |
| Ruid Mfg. Co. (Water Heaters)..... | Marschalk & Pratt..... | Over 50 A |
| S. P. & S. Railway..... | W. S. Kirkpatrick..... | 2 A |
| S & W Fine Foods..... | Brischacher, Davis & Staff..... | 8 CBS |
| Safeway Stores, Inc..... | Lord & Thomas..... | 10 Frost Warnings & Time Signals |
| St. Petersburg Chamber of Commerce.. | Griffith Advertising Agency..... | 6 A |
| Sal-Ro-Cin..... | Lou Sterling & Associates..... | 2 P |
| Salerno-Megowen Biscuit Co. (Cookies, Crackers) | Schwimmer & Scott..... | 2 A |
| Sally's Fur Studios..... | Hammer Advertising Agency..... | 4 P |
| Salvation Army (War Service Appeal) .. | A. McKim, Ltd..... | 20 A |
| Saratoga Race Track..... | Leighton & Nelson..... | 6 P & A |
| Sargent & Co..... | Fairall & Co..... | 8 FM |
| Sawyer Biscuit Co. (Crackers, Butter Cookies) | Neisser-Meyerhoff..... | 2 A |
| F. & M. Schaefer Brewing Co..... | BBD&O..... | Spot; number of stations not listed |

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

1,000 RADIO ACCOUNTS—Continued

| Sponsor | Agency | Time Purchases |
|--|----------------------------------|--|
| Schick Injector Razor..... | J. M. Mathes..... | .66 Louis-Galento Fight |
| Jos. Schlitz Brewing Co..... | Geyer, Cornell & Newell.... | .28 A & Chain Breaks |
| Scholl Mfg. Co..... | Donahue & Coe..... | .12 A; 2 A |
| Dr. Scholl's Foot Comfort (Foot Appli- ances, Shoes)..... | Presba, Fellers & Presba..... | .3 FM & P |
| Scott Paper Co..... | J. Walter Thompson..... | .34 PP |
| Wm. S. Scull (Boscul Coffee)..... | Compton Advertising..... | .1 News |
| Sealtest, Inc..... | McKee & Albright..... | .60 NBC; 37 CBS plus Transcriptions on 23 Stations |
| Sears, Roebuck & Co..... | Blackett-Sample-Hummert..... | .42 P |
| Sears, Roebuck & Co..... | Mayers Co..... | .10 A |
| Seeck & Kade (Pertussin)..... | J. Walter Thompson..... | .1 A |
| Sego Milk Products..... | Gillham Advertising Agency..... | .2 P |
| Seiberling Rubber Co..... | Meldrum & Fewsmith..... | A; number of stations not listed |
| Serutan..... | Austin & Spector..... | .17 News; 2 P; 9 Commentator |
| Servel, Inc..... | BBD&O..... | Spot; number of stations not listed |
| Servel (Canada), Ltd..... | Benison Co..... | .4 A |
| Seven-Up Bottling Co..... | Allied Advertising Agencies..... | .5 A |
| Shell Oil, Eastern Division..... | J. Walter Thompson..... | .21 Station Breaks |
| Shell Oil, Mid Continent..... | J. Walter Thompson..... | .49 Station Breaks |
| Sherwin-Williams Co. (Paint)..... | Warwick & Legler..... | .90 NBC |
| Sherwood Bros..... | Van Sant, Dugdale..... | .3 Mutual |
| Shubert Theatre..... | Harry M. Frost..... | .6 A |
| Sidles Co..... | Fairall & Co..... | .2 A |
| Signal Oil Co. (Gas, Oil, Tires, Ac- cessories)..... | Barton A. Stebbins..... | .13 NBC Pacific |
| Silver Springs..... | Griffith Advertising Agency..... | .5 A |
| Simmons Hardware Co..... | Anfenger Advertising Agency..... | .15 A |
| Sinclair Refining Co..... | Federal Advertising Agency..... | .72 CBS |
| Sitroux Co. (Facial Tissues)..... | Franklin Bruck..... | .3 P |
| Skelly Oil Co..... | Blackett-Sample-Hummert..... | .33 P |
| Skrudland Photo Service..... | Newby, Peron & Flitcraft..... | .15 P |
| Slater Shoes..... | A. McKim, Ltd..... | .8 P |
| J. Allen Smith & Co. (White Lily Flour)..... | Tucker Wayne..... | .3 A |
| Snarol (Kolynos, co-sponsor)..... | Blackett-Sample-Hummert..... | .15 Western Radio System |
| Socony-Vacuum Oil Co..... | J. Stirling Getchell..... | .6 Yankee Network; 2 Sports; 1 News & Sports; 5 News; 35 Play-by- Play Baseball |
| Sofenz Beauty Cream..... | Richard F. Connor..... | .6 Southern California Network; 10 CBS Pacific; 3 A, NBC Pacific; 25 A, Mutual Pacific |
| Soil-Off (Household Cleanser)..... | Hillman-Shane..... | .12 PP |
| Solar Water Heater Co..... | Carlton-Porterfield..... | .3 Transcribed P; 2 FM News |
| Southern New England Telephone Co.. | BBD&O..... | Spot; number of stations not listed |
| Southern Pacific Railroad..... | Lord & Thomas..... | .1 Time Signals |
| Southland Coffee Co. (Bailey's Supreme Coffee)..... | Tucker Wayne..... | .3 A |
| Sperry Flour Co..... | Westco Advertising Agency..... | .6 NBC Pacific; 32 P & A, Don Lee, plus 6 independent stations |
| Sperry Flour Co. (Cereals, Flour).... | Westco Advertising Agency..... | .7 NBC Pacific |
| Sperry Flour Co. (Sperry Pancake & Waffle Flour)..... | Westco Advertising Agency..... | .6 NBC Pacific; 6 PP, NBC Pacific |
| Sperry Flour Co. (Wheat Hearts)..... | Westco Advertising Agency..... | .8 CBS Pacific |
| Spic and Span..... | John Barnes..... | A; various campaigns |
| Sprague, Warner & Co. (Food Prod- ucts)..... | Lord & Thomas..... | .1 P |
| Sprague, Warner & Co. (Food Prod- ucts)..... | Weiss & Geller..... | .1 PP; 1 A |

1,000 RADIO ACCOUNTS—Continued

| Sponsor | Agency | Time Purchases |
|---|------------------------------------|--|
| E. R. Squibb & Sons..... | Geyer, Cornell & Newell... | 2 A & Chain Breaks |
| Stainless Steel Products (Cooking Utensils) | Rogers & Smith..... | 1 P; 1 A |
| Stanback Co. (Headache Powders)..... | J. Carson Brantley..... | .40 P; 20 News; 70 A |
| Stanco, Inc. (Nujol, Mistol, Flit, Daggett & Ramsdell)..... | McCann-Erickson..... | 10 P; 33 P; 1 P |
| Standard Air Conditioning, Inc..... | BBD&O..... | Spot; number of stations not listed |
| Standard Brands (Chase & Sanborn)..... | J. Walter Thompson..... | .69 NBC |
| Standard Brands (Fleischmann's Foil Yeast) | J. Walter Thompson..... | .46 NBC, 31 NBC |
| Standard Brands (Royal Desserts)..... | Sherman K. Ellis..... | .3 P |
| Standard Brands (Royal Desserts)..... | J. Walter Thompson..... | .46 NBC |
| Standard Brands (Royal Desserts, Fleischmann's Foil Yeast)..... | J. Walter Thompson..... | .51 NBC |
| Standard Brands (Tender Leaf Tea)..... | J. Walter Thompson..... | .61 NBC and CBC |
| Standard Candy Co. (Belle Camp Chocolates) | C. P. Clark..... | .5 P |
| State Drug Association..... | Hammer Advertising Agency..... | .3 P |
| State of Maine (Maine Development Commission) | Brooke, Smith & French..... | 18 PP, Yankee Network |
| State Restaurant Liquor Dealers Assn. of New York..... | Donahue & Coe..... | .2 Talks |
| Stephano Bros..... | Aitkin-Kynett..... | CBS Pacific; number of stations not listed |
| Stephano Bros. (Marvels Cigarettes)..... | Aitkin-Kynett..... | CBS Pacific; numbers of stations not listed |
| Stewart & Ross Corp..... | Ralph H. Jones..... | .21 A |
| Stokely Bros. (Staley's Syrup)..... | Gardner Advertising..... | 1 Transcribed P; 1 A |
| W. F. Straub & Co. (Lake Shore Honey) | Mitchell-Faust..... | 10 PP, Yankee Network |
| W. F. Straub & Co. (Straub's Vitamin Capsules) | Mitchell-Faust..... | .1 A |
| Strietmann Biscuit Co..... | Harry M. Miller..... | .5 North Carolina Network plus 6 independent stations |
| Stroh Brewery..... | Zimmer-Keller..... | .7 A, Michigan Radio Network; 2 A |
| Studebaker Corp..... | Roche, Williams & Cunnyingham..... | .94 P |
| F. C. Sturtevant Co..... | Hammer Advertising Agency..... | .6 A |
| Suffolk Downs..... | Harry M. Frost..... | .6 A |
| R. G. Sullivan, Inc..... | Broadcast Advertising..... | .10 A |
| Sun Oil Co..... | Roche, Williams & Cunnyingham..... | .22 NBC |
| Sunsoy Products, Ltd..... | James Fisher..... | .1 A |
| Supreme Wine Co..... | Harry M. Frost..... | .6 A |
| Sweet Candy Co..... | Gillham Advertising Agency..... | .4 P |
| Sweets Co. of America (Tootsie Rolls)..... | Biow Co..... | .5 A |
| Swift & Co. (Ice Cream)..... | Stack-Goble..... | A; number of stations not listed |
| Swift & Co. (Sunbrite Cleanser)..... | Stack-Goble..... | .55 NBC |
| Tastyeast, Inc..... | Peck Advertising Agency..... | .16 A |
| Taugney McGinn Hotels..... | Fairall & Co..... | .4 A |
| Tege-Jackman Cigar Co..... | MacManus, John & Adams..... | .5 A |
| Tennessee Coal, Iron & Railroad Co..... | BBD&O..... | Spot; number of stations not listed |
| Tennessee Enamel Mfg. (Temco, Curay Gas Heaters)..... | Casey Advertising..... | .48 A |
| Texas Co. (Texaco Petroleum Products) | Buchanan & Co..... | .88 CBS; 1 Fishing Reporter; 16 News; 1 A; 1 News; 3 News; 1 Cubs & White Sox Baseball Games; 3 News |

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

1,000 RADIO ACCOUNTS—Continued

| Sponsor | Agency | Time Purchases |
|--|--------------------------------------|---|
| Texas Pacific Coal & Oil (Gasoline, Oils) | Albert Evans & LeMay..... | 3 Special Sports Events |
| Theatre Guild..... | Harry M. Frost..... | 4 A |
| Thermo Air-Conditioning Institute..... | R. H. Alber..... | 25 P |
| Tidewater Associated Oil..... | Lennen & Mitchell..... | 17 News, Yankee Network; 2 News; 3 Sports |
| Tidewater Associated Oil..... | Lord & Thomas..... | Football CBS, NBC Pacific, & Mutual-Don Lee; varying number of stations |
| Tillamook County Creamery Assn. (Cheese) | Botsford, Constantine & Gardner..... | .5 NBC Pacific |
| Tiz (Freezone, co-sponsor)..... | Blackett-Sample-Hummert..... | .1 P |
| La Touraine Coffee..... | Ingalls-Miniter..... | 7 PP, Yankee Network; 6 A; 1 PP |
| Tourneau Watches..... | Peck Advertising Agency..... | 2 A |
| Trems, Inc..... | Kelly, Stuhlman & Zahrndt..... | 2 A |
| Trommers Beer..... | Federal Advertising Agency..... | 2 A |
| Tuckett, Ltd. (Cigars, Cigarettes)..... | MacLaren Advertising Agency..... | 41 A |
| Tuckett, Ltd. (Wings Cigarettes)..... | MacLaren Advertising Agency..... | 36 CBC |
| Tydol Gasoline & Veedol Motor Oil..... | McCord Co..... | 6 A; 12 Weather Forecasts; 1 Sports Review |
| William Underwood..... | BBD&O..... | Spot; number of stations not listed |
| Union Biscuit Co. (Princess Crackers) .. | Gardner Advertising..... | 6 Transcribed P |
| Union Oil Co. (76 Gasoline, Triton Motor Oil)..... | Lord & Thomas..... | 12 CBS |
| Union Pacific Railroad..... | Caples Co..... | 16 P; 70 P |
| Union Pacific Railroad..... | W. S. Kirkpatrick..... | 2 A |
| Union Pharmaceutical Co. (Saraka)..... | Sherman K. Ellis..... | 4 P |
| Unitarian Fellowship for Social Justice | U. S. Advertising..... | 11 Talks |
| United Drug Co. (Bisma-Rex)..... | Ronalds Advertising Agency..... | 39 A |
| United Fruit Co..... | Wendell P. Colton..... | 2 News |
| United Profit Sharing Corp. (Premium Coupons) | Huber Hoge & Sons..... | 2 P |
| U. S. Bedding Co. (King Koil Mattresses) | Firestone Advertising Agency..... | 8 A |
| United States National Bank of Portland (Branches Throughout State)..... | W. S. Kirkpatrick..... | 10 A |
| U. S. Rubber Co..... | Campbell-Ewald of New York..... | 82 CBS |
| United States Shoe Corp..... | Stockton, West, Burkhardt..... | 160 FM Transcriptions; placed by dealers |
| U. S. Steel Corp..... | BBD&O..... | Spot; number of stations not listed |
| United States Tobacco (Dill's Best, Model) | Arthur Kudner..... | 54 CBS |
| United States Tobacco (Snuff)..... | Arthur Kudner..... | 15 Transcribed P; 1 P |
| Unity School of Christianity..... | R. H. Alber..... | 2 P |
| Universal Credit Co..... | N. W. Ayer..... | 8 Michigan Radio Network |
| Universal Mills (Flour, Feeds)..... | Albert Evans & LeMay..... | 5 P, Lone Star Chain |
| Universal Pictures..... | J. Walter Thompson..... | 1 A |
| Utah Oil Refining (Vico Motor Oil, Pep 88 Gas)..... | Gillham Advertising Agency..... | 2 A |
| Utilities Engineering Institute..... | First United Broadcasters..... | 60 P |
| Utilities Engineering Institute..... | Klinger Advertising..... | A; 20 New York State Network plus 7 individual stations |
| N. G. Valiquette (Furniture)..... | Canadian Advertising Agency..... | 5 CBC French Network |
| Vanti Pa-Pi-A Corp..... | Erwin, Wasey..... | 1 P; 3 P |
| Venzamer Rotenone Corp..... | Redfield-Johnstone..... | 1 A |
| Vick Chemical Co. (Cough Drops)..... | Morse International..... | 42 A |
| Vick Chemical Co. (VapoRub, Va-trol) | Morse International..... | 11 P; 134 A, News, P, etc.; 14 A (Canada) |
| Vita-Seltzer Sparkling Water..... | Cesana & Associates..... | 1 P; 1 P; 3 A |
| Vocational Service..... | Critchfield & Co..... | 3 P & FM |
| F. G. Vogt & Sons (Canned Scrapple) .. | Clements Co..... | 6 A |

1,000 RADIO ACCOUNTS—Continued

| Sponsor | Agency | Time Purchases |
|--|-------------------------------|--|
| F. G. Vogt & Sons (Meats) | Clements Co. | 6 A |
| Wabasha Roller Mills (Big Jo Flour) | MacKenzie, Inc. | 6 A; 1 News; 1 P; 1 News |
| Wadhams Oil | Scott-Telander | 2 Sports P; Sports Events (1 or more stations, depending on event) |
| Wahl Co. (Eversharp Pens & Pencils) | Biow Co. | 50 CBS |
| Waitt & Bond, Inc. | BBD&O | Spot; number of stations not listed |
| Walgreen Co. (Drugs) | Schwimmer & Scott | 8 A & P |
| Walker Remedy Co. | Weston-Barnett | 17 A |
| Wander Co. (Ovaltine) | Blackett-Sample-Hummert | 38 NBC & Spot; 85 Mutual; 10 NBC & Spot; 85 Mutual; 59 A |
| Waples Platter Co. (Coffee, Food Products) | Albert Evans & LeMay | 3 A |
| Ward Baking Co. | Sherman K. Ellis | 15 NBC plus Transcriptions; 2 A |
| Warner Bros. Theatres | Stodel Advertising | 8 A |
| Wm. R. Warner (Sloan's Liniment) | James Fisher | 13 A |
| Wm. R. Warner (Sloan's Liniment) | Warwick & Legler | 104 NBC; 33 NBC |
| Northam Warren (Cutex) | J. Walter Thompson | 4 Station Breaks, Pacific Coast |
| G. Washington Coffee | Cecil & Presbrey | 6 NBC; 7 P, Yankee Network; 1 P; 1 P |
| Webster-Eisenlohr, Inc. | N. W. Ayer | 1 PP; 3 A; 1 A; 1 A; 1 News; 3 News, Texas Quality Network |
| Welch Grape Juice Co. | H. W. Kastor | 54 NBC |
| Wembley Tie Co. | Anfenger Advertising Agency | 6 A |
| Wesson Oil & Snowdrift (Scoco Shortening) | Fitzgerald Advertising Agency | 9 Time Signals; 5 PP |
| Wesson Oil & Snowdrift (Snowdrift) | Fitzgerald Advertising Agency | 10 Times Signals |
| Wesson Oil & Snowdrift (Wesson Salad Oil) | Calkins & Holden | 7 NBC Pacific; 1 P |
| Wesson Oil & Snowdrift (Wesson Salad Oil) | Fitzgerald Advertising Agency | 7 NBC Pacific; 2 PP |
| West Coast Grocery Co. (Amocat Foods) | Condon Co. | 2 A; 1 News (Alaska station); 1 FM News |
| Western Canada Flour Mills (Purity Flour) | A. McKim, Ltd. | 36 P; 3 A; 4 P; 5 P |
| Western Grocery Co. | Coolidge Advertising | 4 News |
| Westgate Sea Products Co. | Barnes-Chase | 8 P |
| Westinghouse Electric & Mfg. (Institutional) | Harry M. Frost | 101 NBC |
| Dr. West's Toothpaste | Austin & Spector | 4 P |
| Wheatena Corp. | Compton Advertising | 17 NBC; 1 News; 2 P (foreign stations) |
| Wheeling Steel Corp. | Critchfield & Co. | 46 Mutual |
| Whitcomb Sulphur Springs Hotel | First United Broadcasters | 10 A |
| White-for-Governor Committee | Byer & Bowman | 5 A & FM Talks |
| White Laboratories (Feen-A-Mint) | William Esty | 150 A |
| White Rock Mineral Springs | Newell-Emmett | 1 Transcribed P |
| Whitehead Metal Products (Water Heaters) | Marschalk & Pratt | 2 FM |
| Willard Hat Co. | Grant Advertising | 5 Sports Results, Lone Star Chain |
| Willard Storage Battery Co. | Meldrum & Fewsmith | A; number of stations not listed |
| Willard Tablet Co. | First United Broadcasters | 28 P |
| J. B. Williams (Glider Shaving Cream) | J. Walter Thompson | 1 P |

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

1,000 RADIO ACCOUNTS—Continued

| Sponsor | Agency | Time Purchases |
|--|--------------------------------|---|
| J. B. Williams (Williams Shaving Cream) | J. Walter Thompson..... | 42 NBC; 1 News; 1 Transcribed P; 1 News |
| Wilmington Transportation Co. (Catalina Island) | Neisser-Meyerhoff..... | .5 CBS; 6 A |
| Wilshire Oil (Polly Gas, Economy Gas, Polly Penn Motor Oil)..... | Dan B. Miner..... | P; successively 2 NBC Pacific, 3 CBS Pacific, 15 Mutual-Don Lee |
| Wilson & Co. (Wilson Dog Food)..... | U. S. Advertising..... | 15 A, FM, P & News |
| Wilson & Co. (Wilson Lard)..... | U. S. Advertising..... | 6 A, FM, P & News |
| Wisconsin Hybrid Corn Association.... | Bert S. Gittins..... | 6 A |
| Wonder Heat Pad Co..... | Newby, Peron & Flitcraft..... | 3 P |
| Wonder Lake Syndicate..... | Critchfield & Co..... | 3 P |
| Woodmen Accident Co. (Insurance).... | Presba, Fellers & Presba..... | .5 FM & P |
| Woods Mfg. (Clothing)..... | A. McKim, Ltd..... | 20 A |
| Wm. R. Wrigley, Jr., Co. (P. K. Chewing Gum)..... | Gotham Advertising..... | 16 A (Foreign Stations) |
| Wm. R. Wrigley, Jr., Co. (Chewing Gum) | Frances Hooper..... | .67 CBS |
| Wm. R. Wrigley, Jr., Co. (Chewing Gum)..... | Neisser-Meyerhoff..... | .74 CBS; 19 Yankee Network |
| Wm. Wrigley, Jr., Co. (Chewing Gum).... | J. Walter Thompson..... | .67 CBS |
| Rudolph Wurlitzer Co. (Musical Instruments) | Schwimmer & Scott..... | 8 P |
| Yellow Cab Co..... | Rufus Rhoades..... | 3 A |
| Zonite Products Corp..... | Erwin, Wasey..... | 2 A |
| Zonite Products Corp. (Zonite, Forhan's) | Gotham Advertising Agency..... | 4 P; 3 P; 4 A; 1 P (foreign stations) |
| Zy-Vo | Scheck Advertising Agency..... | .2 A; 1 P |





It's still a fact . . .



THE time they go on CBS air, the length of time they've been on CBS air, what they put on CBS air—these (and other matters) are shown to you on the following pages.

“They” are Columbia’s advertisers—and some of the greatest businesses of America. In the aggregate their annual sales amount not to millions but billions of dollars each year.

The major business decisions of such great companies become great business

patterns for success. The choice of a network is a major business decision.

Thus the sheer, unadorned facts in these time-table pages become more powerful arguments for CBS than all the statistics, charts, sales-arguments or elocution that could be brought together.

Of the hundred largest advertisers in the U. S., more have chosen CBS air than any other network's. That mighty testimonial to CBS became a fact first in 1935. It is still a fact.

| CLIENT AND PROGRAM | TIME | PRODUCT AND AGENCY |
|---|---|--|
| <p>AFFILIATED PRODUCTS, INC. <i>(391st Week on CBS)</i></p> <p>The Romance of Helen Trent <i>Serial drama</i></p> | <p>Mon. thru Fri. 12:30-12:45 p.m. 38 CBS stations ORIGINATES: WBBM</p> | <p>Edna Wallace Hopper Cosmetics Louis Philippe <i>Blackett-Sample-Hummert, Inc.</i></p> |
| <p>AMERICAN OIL COMPANY <i>(106th Week on CBS)</i></p> <p>The Human Side of the News by Edwin C. Hill <i>News</i></p> | <p>Mon. thru Fri. 6:05-6:15 p.m. <i>Rebroadcast</i> 11:05-11:15 p.m. 46 CBS stations ORIGINATES: WABC</p> | <p>Amoco-Gas Orange American Gas <i>The Joseph Katz Company</i></p> |
| <p>AMERICAN TOBACCO COMPANY <i>(222nd Week on CBS)</i></p> <p>Your Hit Parade Mark Warnow's Orchestra, Barry Wood, Bea Wain, Orrin Tucker's Orchestra, Bonnie Baker, Hit Paraders Chorus <i>Popular music and vocalists</i></p> | <p>Saturday 9:00-9:45 p.m. <i>Rebroadcast</i> 12 mid.-12:45 a.m. 104 CBS stations ORIGINATES: WABC</p> | <p>Lucky Strike Cigarettes <i>Lord & Thomas</i></p> |
| <p>ANACIN COMPANY <i>(173rd Week on CBS)</i></p> <p>Our Gal, Sunday <i>Serial drama</i></p> | <p>Mon. thru Fri. 12:45-1:00 p.m. 39 CBS stations ORIGINATES: WABC</p> | <p>Anacin <i>Blackett-Sample-Hummert, Inc.</i></p> |
| <p>BAYER COMPANY <i>(253rd Week on CBS)</i></p> <p>Second Husband with Helen Menken, presented by the Famous Actors' Guild <i>Serial drama</i></p> | <p>Tuesday 7:30-8:00 p.m. 73 CBS stations ORIGINATES: WABC</p> | <p>Bayer Aspirin <i>Blackett-Sample-Hummert, Inc.</i></p> |
| <p>BOWEY'S, INC. <i>(62nd Week on CBS)</i></p> <p>News and Rhythm with Dale Evans, vocalist, and Dave Bacal, instrumentalist <i>Talk and music</i></p> | <p>Sunday 11:05-11:15 a.m. <i>Rebroadcast</i> 2:35-2:45 p.m. 32 CBS stations ORIGINATES: WBBM</p> | <p>Dari-Rich Products <i>Sorensen & Company</i></p> |



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BROWN & WILLIAMSON TOBACCO CORPORATION*(97th Week on CBS)***Paul Sullivan Reviews
the News**

Mon. thru Fri.
6:30-6:45 p.m.
Rebroadcasts
7:15-7:30 p.m.
1:00-1:15 a.m.
57 CBS stations
ORIGINATES: WHAS

Raleigh Cigarettes

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

CALIFORNIA FRUIT GROWERS EXCHANGE*(65th Week on CBS)***Sunkist Presents Hedda
Hopper's Hollywood**

Mon., Wed., Fri.
6:15-6:30 p.m.
29 CBS stations
ORIGINATES: KNX

Sunkist Oranges

Sunkist Lemons

Lord & Thomas

CAMPBELL SOUP COMPANY*(295th Week on CBS)***Campbell's Short Short Story***Short story dramatizations*

Mon., Wed., Fri.
11:00-11:15 a.m.
Rebroadcast
1:45-2:00 p.m.
53 CBS stations
ORIGINATES: WABC

Campbell's Tomato Juice

*Ward Wheelock
Company*

Amos 'n' Andy*Serial comedy-drama*

Mon. thru Fri.
7:00-7:15 p.m.
Rebroadcast
11:00-11:15 p.m.
59 CBS stations
ORIGINATES: KNX

Campbell's Soups

*Ward Wheelock
Company*

Martha Webster

with Bess Flynn

Dramatic serial

Mon. thru Fri.
11:15-11:30 a.m.
Rebroadcast
3:15-3:30 p.m.
57 CBS stations
ORIGINATES: WABC

Fletcher Wiley*Talks*

Mon. thru Fri.
2:30-2:45 p.m.
35 CBS stations
ORIGINATES: KNX

Lanny Ross*Songs*

Wed., Thurs., Fri.
7:15-7:30 p.m.
Rebroadcast
11:15-11:30 p.m.
56 CBS stations
ORIGINATES: WABC

Franco-American

Spaghetti

Ruthrauff & Ryan, Inc.



| CLIENT AND PROGRAM | TIME | PRODUCT AND AGENCY |
|--|--|---|
| <p>CHESEBROUGH MANUFACTURING COMPANY, CONSOLIDATED <i>(91st Week on CBS)</i></p> <p>Dr. Christian with Jean Hersholt <i>Drama</i></p> | <p>Wednesday 8:30-8:55 p.m. <i>Rebroadcast</i> 11:30-11:55 p.m. 61 CBS stations ORIGINATES: KNX</p> | <p>Vaseline Preparations <i>McCann-Erickson, Inc.</i></p> |
| <p>CHRYSLER CORPORATION <i>(230th Week on CBS)</i></p> <p>Major Bowes' Original Amateur Hour <i>Amateurs, with Major Bowes as Master of Ceremonies</i></p> | <p>Thursday 9:00-10:00 p.m. 83 CBS stations ORIGINATES: WABC</p> | <p>Plymouth Dodge DeSoto Chrysler <i>Ruthrauff & Ryan, Inc.</i></p> |
| <p>COLGATE-PALMOLIVE-PEET COMPANY <i>(238th Week on CBS)</i></p> <p>Colgate Ask-It-Basket with Jim McWilliams <i>Variety-quiz program</i></p> <p>Strange As It Seems <i>Dramatizations of unusual facts</i></p> <p>Woman of Courage <i>Serial drama</i></p> <p>Myrt and Marge <i>Serial drama</i></p> <p>Hilltop House starring Bess Johnson <i>Serial drama</i></p> | <p>Thursday 8:00-8:30 p.m. <i>Rebroadcast</i> 11:30-12 mid. 62 CBS stations ORIGINATES: WABC</p> <p>Thursday 8:30-8:55 p.m. <i>Rebroadcast</i> 12:00-12:25 a.m. 54 CBS stations ORIGINATES: WABC</p> <p>Mon. thru Fri. 9:00-9:15 a.m. <i>Rebroadcast</i> 10:45-11:00 a.m. 40 CBS stations ORIGINATES: WABC</p> <p>Mon. thru Fri. 10:15-10:30 a.m. <i>Rebroadcast</i> 4:15-4:30 p.m. 78 CBS stations ORIGINATES: WABC</p> <p>Mon. thru Fri. 10:30-10:45 a.m. <i>Rebroadcast</i> 4:30-4:45 p.m. 78 CBS stations ORIGINATES: WABC</p> | <p>Colgate Dental Cream <i>Benton & Bowles, Inc.</i></p> <p>Palmolive Shave Cream Palmolive Brushless Shave <i>Benton & Bowles, Inc.</i></p> <p>Octagon Products <i>Benton & Bowles, Inc.</i></p> <p>Concentrated Super Suds Super Suds <i>Benton & Bowles, Inc.</i></p> <p>Palmolive Soap <i>Benton & Bowles, Inc.</i></p> |



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**COLGATE-PALMOLIVE-PEET
COMPANY***Continued***Stepmother***Serial drama*

Mon. thru Fri.
10:45-11:00 a.m.
Rebroadcast
4:45-5:00 p.m.
38 CBS stations
ORIGINATES: WBBM

Colgate Tooth Powder
*Sherman & Marquette,
Inc.*

COMMERCIAL CREDIT COMPANY*(19th Week on CBS)***Bob Trout***News*

Mon., Wed., Fri.
6:00-6:05 p.m.
Rebroadcast
Mon. and Wed.
11:55-12 mid.
Saturday
10:30-10:35 p.m.
64 CBS stations
ORIGINATES: WABC

Automobile Finance
Service
*O'Dea, Sheldon &
Canaday, Inc.*

CONTINENTAL BAKING CO., INC.*(291st Week on CBS)***Pretty Kitty Kelly***Serial drama*

Mon. thru Fri.
10:00-10:15 a.m.
Rebroadcast
4:00-4:15 p.m.
46 CBS stations
ORIGINATES: WABC

Wonder Bread
Hostess Cake
Benton & Bowles, Inc.

Sky Blazers

with Col. Roscoe Turner, MC

Dramatizations

Saturday
8:00-8:30 p.m.
Rebroadcast
11:00-11:30 p.m.
47 CBS stations
ORIGINATES: WABC

Wonder Bread
Benton & Bowles, Inc.

CORN PRODUCTS SALES COMPANY*(290th Week on CBS)***Society Girl**

starring Charlotte Manson

Dramatic serial

Mon. thru Fri.
3:00-3:15 p.m.
48 CBS stations
ORIGINATES: WABC

Kre-Mel Dessert
Linit
Mazola Salad & Cooking
Oil
Karo Table Syrup
Argo Corn Starch for
Puddings
C. L. Miller Company

THE CUDAHY PACKING COMPANY*(292nd Week on CBS)***Bachelor's Children***Serial drama*

Mon. thru Fri.
9:45-10:00 a.m.
18 CBS stations
ORIGINATES: WBBM

Old Dutch Cleanser
*Roche, Williams &
Cunnyngham, Inc.*



| CLIENT AND PROGRAM | TIME | PRODUCT AND AGENCY |
|---|---|---|
| <p>DOUBLEMINT GUM (424th Week on CBS)</p> <p>Melody Ranch with Gene Autry <i>Western dramatic series</i></p> | <p>Sunday 6:30–7:00 p.m. 67 CBS stations ORIGINATES: KNX</p> | <p>Doublemint Gum <i>J. Walter Thompson Company</i></p> |
| <p>EVERSHARP, INC. (44th Week on CBS)</p> <p>Take It or Leave It with Bob Hawk, MC, Ray Bloch's Orchestra, David Ross <i>Quiz</i></p> | <p>Sunday 10:00–10:30 p.m. 3 CBS stations ORIGINATES: WABC</p> | <p>Eversharp Pens and Pencils <i>The Biow Company</i></p> |
| <p>FORD MOTOR COMPANY (329th Week on CBS)</p> <p>Ford Summer Hour with Jessica Dragonette, James Newill, baritone, Linton Wells as "Rouge Reporter," Budd Hulick, Leith Stevens and His Orchestra <i>Music and variety</i></p> | <p>Sunday 9:00–10:00 p.m. 83 CBS stations ORIGINATES: WJR</p> | <p>Ford Lincoln Lincoln Zephyr Mercury <i>N. W. Ayer & Son, Inc.</i></p> |
| <p>GENERAL FOODS CORPORATION (271st Week on CBS)</p> <p>We, the People with Gabriel Heatter, Harry von Zell and guests <i>Real-life experiences</i></p> <p>Elmer Davis <i>News</i></p> <p>Kate Smith Speaks; News <i>Talks and news</i></p> <p>My Son and I with Betty Garde and Kingsley Colton <i>Serial drama</i></p> | <p>Tuesday 9:00–9:30 p.m. <i>Rebroadcast</i> 12:00–12:30 a.m. 80 CBS stations ORIGINATES: WABC</p> <p>Mon., Wed., Thurs. 8:55–9:00 p.m. 87 CBS stations ORIGINATES: WABC</p> <p>Mon. thru Fri. 12:00–12:15 p.m. 67 CBS stations ORIGINATES: LAKE PLACID</p> <p>Mon. thru Fri. 2:45–3:00 p.m. 68 CBS stations ORIGINATES: WABC</p> | <p>Grape Nuts Flakes <i>Young & Rubicam, Inc.</i></p> <p>Post Toasties <i>Benton & Bowles, Inc.</i></p> <p>Grape Nuts <i>Young & Rubicam, Inc.</i></p> <p>Calumet Baking Powder Swansdown Cake Flour <i>Young & Rubicam, Inc.</i></p> |



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| | | |
|---|---|--|
| <p>GENERAL FOODS CORPORATION <i>Continued</i></p> <p>Joyce Jordan, Girl Interne <i>Serial drama</i></p> <p>Young Dr. Malone <i>Serial drama</i></p> | <p>Mon. thru Fri. 2:15-2:30 p.m. <i>Rebroadcast</i> 6:30-6:45 p.m. 51 CBS stations ORIGINATES: WABC</p> <p>Mon. thru Fri. 2:00-2:15 p.m. <i>Rebroadcast</i> 6:00-6:15 p.m. 69 CBS stations ORIGINATES: WABC</p> | <p>La France Satina Minute Tapioca <i>Young & Rubicam, Inc.</i></p> <p>Post's 40% Bran Flakes <i>Benton & Bowles, Inc.</i></p> |
| <p>GENERAL MILLS, INC. <i>(503rd Week on CBS)</i></p> <p>By Kathleen Norris <i>Dramatization of her novels</i></p> | <p>Mon. thru Fri. 5:00-5:15 p.m. 24 CBS stations ORIGINATES: WABC</p> | <p>Wheaties <i>Knox Reeves Advertising, Inc.</i></p> |
| <p>GILLETTE SAFETY RAZOR CO. <i>(63rd Week on CBS)</i></p> <p>Elmer Davis <i>News</i></p> | <p>Tues., Fri. 8:55-9:00 p.m. 49 CBS stations ORIGINATES: WABC</p> | <p>Gillette Shaving Cream, Safety Razors and Blades <i>Maxon, Inc.</i></p> |
| <p>GULF OIL CORPORATION <i>(338th Week on CBS)</i></p> <p>Adventures of Ellery Queen <i>Detective dramatizations</i></p> | <p>Sunday 7:30-8:00 p.m. 70 CBS stations ORIGINATES: WABC</p> | <p>Motor Oil and Gas <i>Young & Rubicam, Inc.</i></p> |
| <p>INTERNATIONAL SILVER CO. <i>(125th Week on CBS)</i></p> <p>Fun in Print Supervised by the Literary Guild, with Sigmund Spaeth, MC <i>Literary quiz</i></p> | <p>Sunday 6:00-6:30 p.m. 26 CBS stations ORIGINATES: WABC</p> | <p>International Sterling and 1847 Rogers Bros. Silverplate <i>Young & Rubicam, Inc.</i></p> |
| <p>IRONIZED YEAST CO., INC. <i>(45th Week on CBS)</i></p> <p>Court of Missing Heirs <i>Drama</i></p> | <p>Tuesday 8:00-8:30 p.m. 73 CBS stations ORIGINATES: WABC</p> | <p>Ironized Yeast <i>Ruthrauff & Ryan, Inc.</i></p> |



| CLIENT AND PROGRAM | TIME | PRODUCT AND AGENCY |
|---|--|---|
| <p>LADY ESTHER, LTD. <i>(347th Week on CBS)</i></p> <p>Guy Lombardo and His Orchestra <i>Popular music</i></p> | <p>Monday 10:00-10:30 p.m. 64 CBS stations ORIGINATES: WABC</p> | <p>Face Powder, Face Cream, Rouge, Lipstick and Nail Polish <i>Pedlar & Ryan, Inc.</i></p> |
| <p>THE LAMBERT COMPANY <i>(161st Week on CBS)</i></p> <p>Grand Central Station <i>Dramatic programs</i></p> | <p>Friday 9:30-10:00 p.m. 56 CBS stations ORIGINATES: WABC</p> | <p>Listerine Products Prophylactic Brushes <i>Lambert & Feasley, Inc.</i></p> |
| <p>LEVER BROTHERS COMPANY <i>(261st Week on CBS)</i></p> <p>Uncle Jim's Question Bee <i>Quiz</i></p> <p>Meet Mr. Meek <i>Drama</i></p> <p>Big Sister with Alice Frost, Martin Gabel <i>Serial drama</i></p> <p>Aunt Jenny's Real Life Stories <i>Dramatic sketches</i></p> | <p>Wednesday 8:00-8:30 p.m. <i>Rebroadcast</i> 12:30-1:00 a.m. 67 CBS stations 31 CBC stations ORIGINATES: KNX</p> <p>Wednesday 7:30-8:00 p.m. <i>Rebroadcast</i> 12:00-12:30 a.m. 63 CBS stations ORIGINATES: WABC</p> <p>Mon. thru Fri. 11:30-11:45 a.m. <i>Rebroadcast</i> 2:00-2:15 p.m. 72 CBS stations 26 CBC stations ORIGINATES: WABC</p> <p>Mon. thru Fri. 11:45-12 noon <i>Rebroadcast</i> 2:15-2:30 p.m. 65 CBS stations ORIGINATES: WABC</p> | <p>Rinso <i>Ruthrauff & Ryan, Inc.</i></p> <p>Lifebuoy <i>William Esty & Company, Inc.</i></p> <p>Rinso <i>Ruthrauff & Ryan, Inc.</i></p> <p>Spry <i>Ruthrauff & Ryan, Inc.</i></p> |
| <p>LIGGETT & MYERS TOBACCO COMPANY <i>(394th Week on CBS)</i></p> <p>Glenn Miller and His Orchestra with Marion Hutton, Ray Eberle <i>Popular music</i></p> | <p>Tues., Wed., Thurs. 10:00-10:15 p.m. 95 CBS stations ORIGINATES: ON TOUR</p> | <p>Chesterfield Cigarettes <i>Newell-Emmett Co., Inc.</i></p> |



CLIENT AND PROGRAM

TIME

PRODUCT AND AGENCY

PENN TOBACCO COMPANY*(44th Week on CBS)***Vox Pop**

Parks and Wally

Interviews

Thursday

7:30-8:00 p.m.

50 CBS stations

ORIGINATES: WABC

Kentucky Club Pipe

Tobacco

*Ruthrauff & Ryan, Inc.***PET MILK SALES CORPORATION***(350th Week on CBS)***Saturday Night Serenade**

Mary Eastman, soprano; Bill Perry, tenor; Bob Trout, Musical Host, and Gustave Haenschen's Orchestra and Chorus

*Musical***Mary Lee Taylor**

home economist

Household advice

Saturday

9:45-10:15 p.m.

54 CBS stations

ORIGINATES: WABC

Pet Evaporated Milk

*Gardner Advertising**Company*

Tues. and Thurs.

11:00-11:15 a.m.

*Rebroadcast**1:45-2:00 p.m.*

65 CBS stations

ORIGINATES: KMOX

PHILIP MORRIS & COMPANY, LTD.*(208th Week on CBS)***Johnny Presents**

Johnny Green's Orchestra

Dramatized "Perfect Crime," Floyd Sherman, Roger Kinney, Audrey Marsh, "Beverly," Glenn Cross, Ray Bloch's Swing 14

*Musical variety and dramatic interlude***The Crime Doctor***Dramatic programs*

Friday

9:00-9:30 p.m.

*Rebroadcast**11:30-12:00 p.m.*

78 CBS stations

ORIGINATES: WABC

Philip Morris Cigarettes

The Biow Company, Inc.

Sunday

8:30-8:55 p.m.

*Rebroadcast**11:00-11:25 p.m.*

62 CBS stations

ORIGINATES: WABC

THE PROCTER & GAMBLE CO.*(301st Week on CBS)***Professor Quiz**

with Bob Trout

Questions and answers

Tuesday

9:30-10:00 p.m.

*Rebroadcast**12:30-1:00 a.m.*

48 CBS stations

ORIGINATES: WABC

Teel

Drene

H. W. Kastor & Sons

THE PROCTER & GAMBLE CO.*Continued***The Goldbergs***Serial drama***Life Can Be Beautiful***Serial drama***Right to Happiness***Serial drama***Road of Life***Serial drama*

Mon. thru Fri.

1:00-1:15 p.m.

24 CBS stations

ORIGINATES: WABC

Mon. thru Fri.

1:15-1:30 p.m.

33 CBS stations

ORIGINATES: WABC

Mon. thru Fri.

1:30-1:45 p.m.

36 CBS stations

31 CBC stations

ORIGINATES: WBBM

Mon. thru Fri.

1:45-2:00 p.m.

25 CBS stations

ORIGINATES: WBBM

Oxydol

*Blackett-Sample-
Hummert, Inc.*

Ivory Soap

*Compton Advertising,
Inc.*

Crisco

*Compton Advertising,
Inc.*

Chipso

*Pedlar & Ryan, Inc.***PRUDENTIAL INSURANCE
COMPANY OF AMERICA***(62nd Week on CBS)***When a Girl Marries***Serial drama*

Mon. thru Fri.

12:15-12:30 p.m.

51 CBS stations

ORIGINATES: WABC

Insurance Services

*Benton & Bowles, Inc.***R. J. REYNOLDS TOBACCO
COMPANY***(378th Week on CBS)***Blondie**with Penny Singleton and
Arthur Lake*Domestic comedy***The Al Pearce Show**with Blanche Stewart, Artie
Auerbach, Arthur Q. Bryan,
Marie Greene and Her Merry Men,
and Carl Hoff and His Orchestra*Variety*

Monday

7:30-8:00 p.m.

Rebroadcast

10:30-11:00 p.m.

59 CBS stations

ORIGINATES: KNX

Friday

7:30-8:00 p.m.

Rebroadcast

10:30-11:00 p.m.

84 CBS stations

ORIGINATES: WABC

Camel Cigarettes

Prince Albert Smoking
Tobacco*William Esty &
Company, Inc.*

| CLIENT AND PROGRAM | TIME | PRODUCT AND AGENCY |
|--|---|---|
| <p>SPEARMINT GUM <i>(424th Week on CBS)</i></p> <p>Scattergood Baines <i>Serial drama</i></p> | <p>Mon. thru Fri. 5:45-6:00 p.m. 74 CBS stations ORIGINATES: WBMM</p> | <p>Spearmint Gum <i>Neisser Meyerhoff, Inc.</i></p> |
| <p>TEXAS COMPANY <i>(166th Week on CBS)</i></p> <p>Texaco Star Theatre with James Wallington, MC, Frances Langford, Kenny Baker, and David Broekman's Orchestra <i>Variety</i></p> | <p>Wednesday 9:00-9:30 p.m. 87 CBS stations ORIGINATES: KNX</p> | <p>Texaco products <i>Buchanan & Co.</i></p> |
| <p>U. S. TOBACCO COMPANY <i>(270th Week on CBS)</i></p> <p>Pipe Smoking Time with Tom Howard and George Shelton, Ray Bloch's Orchestra <i>Comedy and music</i></p> | <p>Monday 8:30-8:55 p.m. <i>Rebroadcast</i> 11:30-11:55 p.m. 55 CBS stations ORIGINATES: WABC</p> | <p>Dill's Best Model Smoking Tobacco <i>Arthur Kudner, Inc.</i></p> |
| <p>GREAT ATLANTIC & PACIFIC TEA COMPANY <i>(107th Week on CBS)</i></p> <p>Musico <i>Musical series</i></p> | <p>Wednesday 9:30-10:00 p.m. ORIGINATES: WEEI</p> | <p>A & P Stores <i>Paris & Peart</i></p> |
| <p>GENERAL MILLS, INC. <i>(503rd Week on CBS)</i></p> <p>Beyond These Valleys <i>Dramatic serial</i></p> | <p>Mon. Thru. Fri. 3:15-3:30 p.m. CST ORIGINATES: WABC</p> | <p>Gold Medal Flour <i>Blackett-Sample- Hummert, Inc.</i></p> |
| <p>AXTON-FISHER TOBACCO CO. <i>(46th Week on CBS)</i></p> <p>Bob Garred Reporting <i>News</i></p> | <p>Mon., Wed., Fri. 9:45-9:55 p.m. PST ORIGINATES: KNX</p> | <p>Twenty Grand Cigarettes <i>Weiss & Geller, Inc.</i></p> |



| CLIENT AND PROGRAM | TIME | PRODUCT AND AGENCY |
|---|--|--|
| <p>BATHASWEET CORPORATION <i>(43rd Week on CBS)</i></p> <p>Bob Garred Reporting <i>News</i></p> | <p>Tues., Thurs. 7:30-7:45 a.m. PST ORIGINATES: KNX</p> | <p>Bathasweet Products <i>H. M. Kiesewetter Advertising Agency</i></p> |
| <p>COLONIAL DAMES, INC. <i>(34th Week on CBS)</i></p> <p>Beauty Explorer <i>Beauty commentary</i></p> | <p>Friday 8:55-9:00 p.m. PST ORIGINATES: KNX</p> | <p>Cosmetics <i>Glasser Advertising Agency</i></p> |
| <p>GENERAL MILLS, INC. (Sperry Flour Co.) <i>(503rd Week on CBS)</i></p> <p>Beyond These Valleys <i>Dramatic serial</i></p> | <p>Mon. thru Fri. 1:15-1:30 p.m. PST ORIGINATES: WABC</p> | <p>Wheathearts <i>Westco Advertising Agency, Inc.</i></p> |
| <p>LANGENDORF UNITED BAKERIES</p> <p>News by Hughes <i>News</i></p> | <p>Mon. thru Fri. 1:30-1:45 p.m. PST ORIGINATES: KSFO</p> | <p>Bread <i>Leon Livingston Advertising Agency</i></p> |
| <p>LOS ANGELES SOAP COMPANY <i>(44th Week on CBS)</i></p> <p>Knox Manning <i>News</i></p> | <p>Mon. thru Fri. 11:45-12:00 noon PST ORIGINATES: KNX</p> | <p>White King Soap Sierra Pine Soap <i>Raymond R. Morgan Co.</i></p> |
| <p>MENNEN COMPANY <i>(72nd Week on CBS)</i></p> <p>Bob Garred Reporting <i>News</i></p> | <p>Mon., Wed., Fri. 7:30-7:45 a.m. PST ORIGINATES: KNX</p> | <p>Mennen Shave Cream <i>H. M. Kiesewetter Advertising Agency</i></p> |



| CLIENT AND PROGRAM | TIME | PRODUCT AND AGENCY |
|---|---|---|
| <p>NATIONAL LEAD COMPANY <i>(25th Week on CBS)</i></p> <p>Answer Auction Quiz</p> | <p>Thursday 8:30-9:00 p.m. PST ORIGINATES: KNX</p> | <p>Dutch Boy Paints <i>Erwin, Wasey & Company</i></p> |
| <p>STEPHANO BROTHERS <i>(54th Week on CBS)</i></p> <p>Sports Huddle with Tom Breneman and Braven Dyer <i>Sports news</i></p> | <p>Tues., Thurs., Sat. 6:45-6:55 p.m. PST ORIGINATES: KNX</p> | <p>Marvels Cigarettes <i>The Aitkin-Kynett Co.</i></p> |
| <p>PETER PAUL, INC. <i>(3rd Week on CBS)</i></p> <p>Bob Garred Reporting News</p> | <p>Mon., Wed., Fri. 4:45-4:55 p.m. PST ORIGINATES: KNX</p> | <p>Mounds Candy Ten Crown Gum <i>Brisacher, Davis & Staff</i></p> |
| <p>WILMINGTON TRANSPORTATION CO. <i>(34th Week on CBS)</i></p> <p>Santa Catalina Fun Quiz with Gary Breckner <i>Ad-lib quiz</i></p> | <p>Mon. thru Fri. 11:15-11:30 a.m. PST ORIGINATES: KNX</p> | <p>Santa Catalina Island <i>Neisser-Meyerhoff, Inc.</i></p> |
| <p>YORTY FOR SENATOR COMMITTEE</p> <p>Talks <i>Political talks</i></p> | <p>Tuesday 7:45-8:00 p.m. PST ORIGINATES: KNX</p> | <p>Senatorial Campaign <i>Ray Davidson</i></p> |



PACE SETTER FOR THE NETWORKS

CBS

ADVERTISING AGENCIES

All major agencies on whose activities and accounts information was available, are included in the following list. The period covered is from June 1, 1939, to June 1, 1940.

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

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

AARON & BROWN ADVERTISING AGENCY (formerly Barnes & Aaron), 1411 Walnut St., Philadelphia, Pa.; Locust 2282, Race 2660. **Partners:** Maurice W. Aaron, Elinor L. Brown. **Radio Director:** Charles Hoban. **Spot Time Buyer:** E. L. Brown. **Local:** Yellow Cab Co. of Philadelphia (pgm-1); Southern California Fish Corp. (pgm-1); Philadelphia Transportation Co. (ann-5); Hershel California Fruit Products (ann-1).

THE AD-CRAFTSMEN, 524 McIntyre Bldg., Salt Lake City, Utah; Wasatch 1936. **Manager:** Louis W. Larsen. **Secretary:** Kay Naisbitt. **Art Director:** Paul Clowes. **Director of All Radio Activities:** Louis W. Larsen. **Local:** Beneficial Life Insurance Co. (pgm-1); Covey Garage, Inc. (ann-1); Intermountain Title Guaranty Co. (5 mins-1); Allen Oil Co. (dramatized ann-1). **Writers:** Louis W. Larsen, Elaine Braby.

ADVERTISING ARTS AGENCY, Security Bldg., 510 S. Spring St., Los Angeles, Calif.; MI 3884. **Manager:** Paul R. Winans. **Space Buyer:** Arthur C. Richards. **Writer:** Stella M. Lauch. **Radio Director:** Arthur C. Richards. **Local:** Coast Ice Cream Co. (ann-1); Cubbison Cracker Co. (pgm, ann-1); Farmers Market (pgm-1); Forrest Stove Works (pgm, ann-2); Great Northern Life Insurance Co. (pgm-2); City of Inglewood (ann-1); Inglewood Park Cemetery Assn. (pgm-1); Nu-Enamel Paint Co. (pgm, ann-3); Pasadena Playhouse (ann-6); Slavick Jewelry Co. (pgm, ann-3); Spring Arch Exer-

cisers (pgm, ann-2); Technocracy, Inc. (pgm-1).

ADVERTISING ASSOCIATES, 613 Chattanooga Bank Bldg., Chattanooga, Tenn.; 6-0241. **President:** John D. Stanard. **Vice-President:** Charles West, Jr. **Treasurer:** Mrs. John D. Stanard. **Secretary:** Louise Holdam. **Radio and Publicity Director, Spot Time Buyer:** John D. Stanard. **Talent Buyer:** Mrs. John D. Stanard. **Continuity and Script Buyer:** Louise Holdam.

AITKIN-KYNETT Co., 1400 South Penn Square, Philadelphia, Pa.; Rittenhouse 7810. **Partners:** A. King Aitkin, H. H. Kynett, M. E. Goldman. **Radio Director:** H. H. Kynett. **Network:** Stephano Bros. (CBS Pacific; number of stations not listed).

R. H. ALBER CO., 458 Chamber of Commerce, Bldg., Los Angeles, Calif.; Prospect 3331. **Owner:** R. H. Alber. **Radio Director, Talent Buyer:** R. H. Alber. **Spot Time Buyer:** Pauline Hagen. **Network and National Spot:** Gospel Broadcasting Association (Mutual and spot pgm-80). **Spot:** Hemphill Diesel Schools (pgm-20); Thermo Air-Conditioning Institute (pgm-25); Unity School of Christianity (pgm-2). **Local:** Gaffers & Sattler for Gas Ranges (5 mins-1); Schaefer Hat Works (ann-6); Washington Furniture Co. (ann-2).

EARL ALLEN CO. See Allen & Reynolds, Inc.

ALLEN, HEATON & McDONALD, INC., (formerly Douglass Allen & Leland

ADVERTISING AGENCIES—Continued

- Davis), 1001 Enquirer Bldg., Cincinnati, O.; Cherry 3414-15. **President:** Douglass M. Allen. **Vice-Presidents:** Donald McDonald, Ralph Heaton. **Secretary:** Josephine Quigley. **Treasurer:** Templeton Briggs. **Radio Director:** Douglass M. Allen. **Spot:** KenRad Tube & Lamp Corp. (pgm-1); Look Magazine (pgm-1); B. F. Avery & Sons Co. (5 mins-13); Field Packing Co., (5 mins-2).
- ALLEN & REYNOLDS, INC.** (formerly Earl Allen Co.), 638-45 Insurance Bldg., Omaha, Nebr. **President, Treasurer:** Earl H. Allen. **Executive Vice-President, Secretary:** Milton H. Reynolds. **Vice-Presidents:** Richard Cole, Robert Savage. **Account Executives:** Milton Reynolds, Richard Cole, Robert Savage, Earl Allen. **Spot:** Nebraska Consolidated Mills for Flour (pgms-7); P. F. Petersen Baking Co. for Bread and Pastries (pgm-6). **Local:** Kimball Laundry & Dry Cleaning (ann-3, pgm-1); Pioneer Paint & Glass Co. (5 mins, ann-1); Quaker Petroleum Co. (pgm-4); Reed Ice Cream Co. (ann-1); Sioux Honey Assn. (ann-1); Henry Field Seed & Nursery Co. (ann-2); E. M. Peet Manufacturing Co. for Livestock (pgm-1); Zonolite, Insulation (ann-1); Boyer Lumber & Coal Co. for Lumber, Coal, Paint (ann-1); Byron Reed Co. for Real Estate, Loans (dramatized ann-3); Evans Emerson Saratoga, Laundry and Dry Cleaning (pgm-1); Fremont Mills for Flour (5 mins-1).
- ALLIED ADVERTISING AGENCIES, 4354** W. Third St., Los Angeles, Calif.; Drexel 7331. **Owner:** W. F. Gardner. **Manager:** Walter McCreery. **Production Director:** Mel Roach. **Branch Office:** 525 Market St., San Francisco (Douglass 7018); Robert O. Davis, manager. **Spot:** Reynolds Health Offices (pgm-4); Cambria Development Co. (news, ann-6); Seven-Up Bottling Co. (ann-5). **Local:** Star Outfitting Co. (pgm-2); Pridham Davis, Optometrist (time signals-1); Zinsmaster Baking Co. (pgm-1).
- ANFENGER ADVERTISING AGENCY, INC., 1706 Olive St., St. Louis, Mo.,** Chestnut 6380. **President:** E. D. Winius. **Vice-Presidents:** G. G. Hertslet, J. D. McEwen. **Secretary, Treasurer:** H. C. Schmidt. **Publicity Director:** Harry R. Elliot. **Radio Director, Continuity, Script and Talent Buyer:** Richard Earl Sharp. **Spot Time Buyer:** M. O. Launch. **Branch Office:** 1014 Canal Bank Bldg., New Orleans (Magnolia 4920); Richard L. Scheidker, manager. **Spot:** Hotel Jefferson (ann-40); Reardon Co. (ann-50); Jackson Brewing (sports-10, news-3, pgm-6, ann-8); Simmons Hardware Co. (ann-15); E. Meyers Lye Co. (ann-8); Barton Mfg. Co. (ann-32); Wembley Tie Co. (ann-6). **Local:** Christian Peper Tobacco (pgm-1); Milton Oil Co. (pgm-1); Evans Coffee Co. (pgm-2); Seven-Up Bottling Co. (ann, pgm-2); American Packing Co. (ann-1).
- ARBEE AGENCY, INC., Advertising Arts** Bldg., Terre Haute, Ind.; C 5017-18. **President:** W. Rex Bell. **Vice-President:** W. W. Bell. **Secretary:** W. L. Smith. **Art Director:** P. E. Mead. **Spot Time Buyer:** W. L. Smith.
- ASSOCIATED ADVERTISING AGENCY, INC., 301 Florida National Bank Bldg.,** Jacksonville, Fla.; 3-1253-4, 3-1398. **President, Treasurer:** M. T. Newman. **Executive Vice-President:** Hunter Lynde. **Vice-President:** G. E. Weeks. **Secretary:** K. M. Zink. **Assistant Treasurer:** H. H. Porter. **Directors of All Radio Activities:** Hunter Lynde, George E. Weeks. **Branch Office:** None, as such, but affiliated with First Advertising Agency Group in all principal cities. **Spot:** Florida East Coast Railway (ann-10); Atlantic Coast Line Railroad (ann-5). **Local:** Pepsi-Cola Bottling Co. (ann-1); Jax Brewing Co. (pgm-1, news-1); Purcells, Women's Wear (pgm-1); R. C. Cola Bottling Co. (pgm-1); Foremost Dairies (news-1). **Writers, Producers:** Agency staff.
- ATHERTON & CURRIER, INC., 420 Lexington** Ave., New York City; Mohawk 4-8795. **President:** J. W. Atherton. **Vice-President:** G. M. Spencer. **Secretary:** W. T. Tieman. **Treasurer:** Harry P. Francis. **Radio Director, Talent Buyer:** Felix Meyer. **Spot Time Buyer:** William T. Tieman. **Continuity and Script Buyer, Publicity Director:** John M. Lyden. **Branch Office:** 100 Adelaide St., W., Toronto, Ont. (Adelaide 3-7803).
- AUBREY, MOORE & WALLACE, INC., 230 N. Michigan Ave., Chicago;** Randolph 0830. **President:** James T. Aubrey. **Vice-President, Treasurer:** John C. Moore. **Vice-President:** L. T. Wallace. **Radio Directors, Talent Buyers:** J. T. Ainley, J. H. North. **Spot Time Buyer:** J. H. North. **Network:** Campana Sales Co. (CBS-53, CBS-32). **Spot:** International Harvester Co. (ann-83, news-7). **Local:** Chicago Motor Club (pgm-1, pgm-1, news-1, news-1); Chicago Solvay Coke (football games-1, sports review-1, football scores-1).
- AUSTIN & SPECTOR CO., INC., 32 East** 57th St., New York City; EL 5-1270. **President:** Raymond Spector. **Treasurer:**

ADVERTISING AGENCIES—Continued

Florence Bowen. **Secretary:** Horace Schwerin. **Radio Program Director:** Leonard M. Leonard. **Time Buyer:** Ann Director. **Radio Research:** Horace Schwerin, Robert Ewart, James Lehman, Stanley Mann. **Spot:** Serutan (news-17, pgm-2, commentator-9); Journal of Living (pgm-16); Dr. West's Toothpaste (pgm-4); Maryland Baking Co. for Ice Cream Cones (ann-12); Gum, Inc. (ann-12); Pilot Radio Corp. (news-2); Look Magazine (news-2). **Writers:** Raymond Spector, Leonard M. Leonard, Sidney Rubin, Phillip Conway.

N. W. AYER & SON, INC., W. Washington Square, Philadelphia, Pa.; Lombard 0100. **President:** Harry A. Batten. **Directors:** William M. Armistead, H. A. Batten, Clarence L. Jordan, Gerold M. Lauck, Adam Kessler, Jr., Frank L. Scott, Jr., Thurman L. Barnard, George W. Cecil, John Hansel, Paul L. Lewis. **Executive Vice-Presidents:** Clarence L. Jordan, Gerold M. Lauck. **Vice-President, Treasurer:** H. Eugene Wheeler. **Secretary:** Alice P. Kimberline. **Vice-Presidents:** George W. Cecil, Charles T. Coiner, Frederick W. Kurtz, Carl L. Rieker, John Hansel, Wesley A. Gilman, Paul L. Lewis, John B. Hunter, Frank J. Zink, Thomas H. Gillman, Jr., James M. Wallace, Harris D. Bottman. **Vice-Presidents in Charge of Radio:** H. L. McClinton, C. H. Cottingham. **Branch Offices:** RCA Bldg., New York City (CI 6-0200); Edward R. Dunning and Warner S. Shelly, resident vice-presidents. Stalter Office Bldg., Boston (Hubbard 4970); E. Craig Greiner, manager. Field Bldg., 135 S. LaSalle St., Chicago (Randolph 3456); Sterling E. Peacock, resident vice-president; Douglas Meldrum, William B. Clark, vice-presidents. Russ Bldg., 235 Montgomery St., San Francisco (Sutter 2534); Carl J. Eastman, resident vice-president. Penobscot Bldg., Detroit (Randolph 3800); Frank L. Scott, Jr., and Thurman L. Barnard, resident vice-presidents. 80 Richmond St., W., Toronto, Ont. (Adelaide 6156); John F. Graydon, resident vice-president. Sun Life Bldg., Montreal, Que. (Plateau 6886); Arthur G. White, manager. Bush House, London, England (Temple Bar 6611); Justin R. Weddell, managing director. Dillingham Bldg., Honolulu, Hawaii; John E. Coonley, manager. Avenida Rogue Saenz 788, Buenos Aires, Argentine; Thomas L. Barratt, manager. Edificio Soa Francisco, Paulo Egydio 15, Sao Paulo, Brazil; William J. Williamson, Jr., resident manager. Edificio D'A Noite, Sala 614, Praca Maua 7, Rio De Janeiro, Brazil; Carlos Machado Bitencourt, manager. **Network:**

Bell Telephone System (NBC Red-86); Ford Motor Co. (CBS-83, CBS-83, Mexican Network-13); Hawaiian Pineapple Co., Ltd., for Dole Pineapple (CBS-68). **Regional:** Atlantic Refining Co. for Gasoline, Oil and Lubrication (baseball games, Colonial Network plus independent stations-aggregate of 46, football games on Yankee and CBS New England networks plus independent stations-aggregate of 81); Curtice Bros. Co., for Food Products (participating pgm, Yankee Network-7); J. B. Ford Co. for Wyandotte Cleanser (participating pgm, Yankee Network-7); Ford Motor Co., Dearborn Branch (farm pgm, Michigan Radio Network-8); Michigan Bell Telephone Co. (Michigan Radio Network-7); Thomas D. Richardson Co. for Mints (participating pgm, Yankee Network-7); Universal Credit Co. (Michigan Radio Network-8); Webster-Eisenlohr, Inc. (news, Texas Quality Network-3). **Spot:** Atlantic Refining Co. (basketball-1, sports review-1); Bovril of America, Inc. (participating pgm-1, chain breaks-1); Clicquot Club Co. for Beverages (ann-1); Curtice Bros. Co. (participating pgm-1); W. L. Douglas Shoe Co. (ann-2, pgm-2); Ford Motor Co. (new car ann-63); Ford Dealers, various branches (ann, sports, special events, news-aggregate of 44); Authorized Dealers, Inc., Pittsburgh (ann-3, pgm-2); Ford Motor Co. for Coke (ann-aggregate of 3, weather reports-1, horse racing broadcasts-1, news-1); Dr. Hess & Clark, Inc., for Farm Remedies (farmers forum-23, ann-16, ann-5 Canadian); Illinois Bell Telephone Co. (ann-25, ann-1, ann-1); Kirkman & Son, Inc. (ann-3, participating pgm-1, Polish pgm-1, Jewish pgm-1, ann-1, Italian pgm-1, participating pgm-1); Webster-Eisenlohr, Inc. (participating pgm-1, ann-3, ann-1, ann-1, news-1). **Local:** Brown Preparatory School (ann-1); Frank E. Campbell Co., Funeral Service (transcribed pgm-1); Fisher School (participating pgm-1); Frank H. Fleer Corp. for Dubble Bubble Gum (pgm-1); Gordon Baking Co. (baseball previews-1); Philadelphia Coke Co. (news-1, foreign language ann-2); Dr. Price Flavoring Extract (ann-1); Thomas D. Richardson Co. for Mints (pgm-1, pgm-1); Sheffield Farms Co. (pgm-1, pgm-1, milk bulletins-1, time signals-1); Supplee-Wills-Jones Milk Co. (pgm-1, Jewish pgm-1). **Free Lance Writers:** Robert P. Smith, Edward Lester, Harry Herrmann, John Lageman, Nathaniel Curtis, Samuel R. Guard, Jack Hasty, William Fineshriber, Will McMorrow, Waite C. Hoyt, Arthur Phillips, Don Prindle, Monroe Upton, **Staff Writers:** John Roche, G. David Gudebrode, Edwin Schneeberg, Meredith

ADVERTISING AGENCIES—Continued

Page, Olive Sharman, Robert Collins, Alma Marks, Anne Lawton. **Producers, Directors:** Larry Sizer, Les Quailey, Robert Burlen, James Petersen, Ben Ward, B. C. Herrick, R. A. Mortensen, Arthur Daly, Bradford Browne, William J. Reddick, N. E. Keesely.

BADGER & BROWNING, INC., 75 Federal St., Boston, Mass.; Liberty 3364. **President:** Joseph L. Badger. **Treasurer:** Franklin S. Browning. **Vice-President:** Clifford P. Parcher, Langley C. Keyes, J. Paul Hoag. **Branch Office** (associated agency): Badger & Browning & Hersey, 30 Rockefeller Plaza, New York; Robert W. Hersey, president.

BAGGALEY, HORTON & HOYT, INC. See Wm. Blair Baggaley, Inc.

WM. BLAIR BAGGALEY, INC., (successor to Baggaley, Horton & Hoyt, Inc.), 8 S. Michigan Ave., Chicago, Ill.; State 2154. **President:** Wm. Blair Baggaley. **Secretary:** H. H. Hammer. **Treasurer:** P. G. Heldman.

BAKER ADVERTISING AGENCY, LTD., 199 Bay St., Toronto, Ont., Canada; Adelaide 2171. **President:** W. R. Baker. **Vice-President:** H. F. Baker. **Secretary-Treasurer:** A. M. Nisbet. **Radio Director:** Jack F. Horler. **Spot Time Buyer:** W. Nicholas. **Talent, Script and Continuity Buyer:** W. E. Trimble.

BARNES & AARON. See Aaron & Brown.

BARNES-CHASE CO., 530 Broadway, San Diego, Calif.; F-7771. **Partners:** Norman R. Barnes (San Diego), Henry H. Chase (Los Angeles). **Branch Office:** 1121 S. Hill St., Los Angeles (PR 4118). **Spot:** Westgate Sea Products Co. (pgm-8). **Local:** Qualitee Dairy Products (pgm-1); Southern California Baking Co. (pgm-1, ann-1); Whitney & Co. (ann-2); Exclusive Florists, Inc. (ann-1); Gazosa Beverage Co. (ann-1).

JOHN BARNES ADVERTISING AGENCY, INC., 312 E. Wisconsin Ave., Milwaukee, Wis.; Daly 2393. **President, Treasurer:** John Barnes. **Secretary:** Mabel Barnes. **Directors of All Radio Activities:** John Barnes, A. J. Herr. **Spot:** Spic and Span (ann-various campaigns); Pate Oil Co. (ann-various campaigns). **Local:** Pate Oil Co. (pgm-1).

BARRONS ADVERTISING CO., 1737 McGee St., Kansas City, Mo.; Harrison 7730. **President, Treasurer:** M. J. Barrons. **Vice-President:** H. W. Godfrey.

Secretary: A. W. Durrin. **Radio Director:** None; handled by account executives. **Publicity Director:** H. W. Godfrey.

BATTEN, BARTON, DURSTINE & OSBORN, INC., 383 Madison Ave., New York City; EL 5-5800. **Chairman of the Board:** William H. Johns. **President:** Bruce Barton. **Executive Vice-President:** A. F. Osborn. **Vice-President, Treasurer:** F. R. Feland. **Vice-Presidents:** C. J. Babcock, R. B. Barton, C. H. Brower, A. D. Chiquoine, Jr., Maurice Collette, J. C. Cornelius, J. T. Danforth, C. L. Davis, B. C. Duffy, K. W. Ellis, George F. Gouge, L. D. Hansen, S. A. Harned, F. W. Hatch, S. P. Irvin, John Johns, H. C. McNulty, F. J. Mahoney, F. B. Manchee, S. W. Page, L. S. Pearl, Arthur Pryor, Jr., C. L. Spier, W. M. Strong, Egbert White. **Assistant Treasurer:** T. Arnold Rau. **Secretary:** F. M. Lawrence. **Assistant Secretary:** H. A. Holloway. **Radio Director:** Arthur Pryor, Jr. **Radio Business Manager, Time Buyer:** C. E. Midgley, Jr. **Branch Offices:** Palmolive Bldg., Chicago (Superior 9201); R. B. Barton, vice-president in charge. Terminal Tower Bldg., Cleveland (Prospect 3261); Clarence L. Davis, vice-president in charge. Rand Bldg., Buffalo, N. Y. (Cleveland 7915); Stanley P. Irvin, vice-president in charge. Grant Bldg., Pittsburgh, Pa. (Grant 8060); Leon D. Hansen, vice-president in charge. 178 Tremont St., Boston (Hubbard 0430); Francis W. Hatch, vice-president in charge. Northwestern Bank Bldg., Minneapolis (Atlantic 4575); J. C. Cornelius, vice-president in charge. 404 Guaranty Bldg., Hollywood (Hollywood 7337); Jack Smalley, manager. 2810 Russ Bldg., San Francisco (Garfield 1017); R. L. Hurst, manager. **Network:** E. I. du Pont de Nemours & Co., Inc. (NBC Blue and Pacific Red-95); Ethyl Gasoline Corp. (CBS-66); General Baking Co. for Bond Bread (Mutual-16); General Electric (NBC Red-59); Nehi, Inc., for Royal Crown Cola (CBS-88); Geo. A. Hormel & Co. for Spam (CBS-38); Brown & Williamson Tobacco for Raleigh and Kool Cigarettes (CBS-57). **Spot and Local** (details as to programs, number of stations, etc., not listed): American Cranberry Exchange, American Unitarian Association, Andresen-Ryan Coffee Co., Armstrong Cork Co., Beefare Corp., Borden Co., Boston-Edison, Broadway Hollywood Stores, Brown & Williamson, Central Finance Corp., Charm Products, Consolidated Edison, Curtis Publishing Co., L. S. Donaldson, P. Duff & Sons, Inc., E. I. du Pont de Nemours, Fenn Bros., Fort Pitt Brewing Co., Fruit Dis-

ADVERTISING AGENCIES—Continued

patch Co., Gamble Stores, General Baking, Griesedieck Brothers Brewing Co., Hoffman Beverage Co., Geo. A. Hormel, Household Finance, Ice Cream Products, Leisy Brewing Co., Marine Trust Co., Minneapolis Brewing Co., Nehi, Inc., New York Telephone Co., Penick & Ford, Ltd., Pittsburgh Auto Show, Royal Crown Bottling Co., Savings Banks of Massachusetts, F. & M. Schaefer Brewing Co., Servel, Inc., Southern New England Telephone Co., Standard Air Conditioning Inc., Tennessee Coal, Iron & R. R. Co., U. S. Steel Corp., Waitt & Bond, Inc., William Underwood. **Writers and Producers:** Homer Fickett, John Driscoll (du Pont), Herb Sanford (Raleigh & Kool), Frank Linder (Savings Bank of Boston), William Spier, Kirk Alexander (Ethyl Gasoline), Kenneth Webb (Armstrong Cork, Nehi), David White (Schaefer Brewing), Katherine Winn (Borden), Charles Underhill, David White (General Electric), Wayne Tiss, Wayne Griffen (Hormel), John Driscoll, Kirk Alexander (Hoffman Beverage).

WALTER E. BATTENFIELD CO., 510 Iowa National Bank Bldg., Des Moines, Ia.; 4-7103. **President:** Walter E. Battenfield.

Account Executives: Harry W. Hartwick, Irwin W. Mitchnick. **Radio Director, Continuity and Script Buyer:** Irwin W. Mitchnick. **Continuity Director:** Maxine Schwerker. **Spot Time and Talent Buyers:** Irwin W. Mitchnick, Walter E. Battenfield. **Publicity Director:** Walter E. Battenfield. **Spot:** Banner Packing Co. (news-5); Billings & Cage (ann-2); General Laboratories (news-8); Hiland Potato Chips (pgm-3); Hiland Pop Corn (pgm-2); Hiland Egg Noodles (pgm-2); Bleach X Chemical Co. (news-2); Reeds Home Made Ice Cream (ann-3); Winter-set Monument Co. (ann-1). **Local:** Meyers Seed Corn (pgm-1); Meyer Brothers Oil Co. (pgm-1); H. E. Sorenson Co. (news-3); Munn & Cassaday (ann-1); Superior Oil (news-1); National Mfg. (ann-1).

BAUERLEIN, INC., 1028 Hibernia Bldg., New Orleans, La.; Raymond 8601-02. **President, Treasurer:** G. W. Bauerlein. **Vice-President:** H. S. McGehee. **Space Buyer, Publicity Director:** A. J. Bourgeois. **Director of All Radio Activities:** H. S. McGehee, A. J. Bourgeois.

BAYLESS-KERR CO., 1164 Hanna Bldg., Cleveland, O.; Main 0917. **President,**

SHERMAN & MARQUETTE, INC.

Complete Advertising Agency Service

HENRY SELINGER, Radio Director

NOW PLACING

WAYNE KING

(Voted nation's No. 1 dance band in 1940 Radio Guide Poll.)
Half-hour musical program for Cashmere Bouquet Beauty Preparations. CBS and CBC—Saturday nights.

STEPMOTHER

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

MAN ON THE FARM

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

WOMAN OF COURAGE

Daytime dramatic serial for Vel, hard-water suds. 17 stations, spot.

BILL STERN

(Voted nation's No. 1 sports commentator in 1940 Radio Guide Poll.)
Sport news and interviews for Colgate Shave Creams. NBC Blue—Sunday nights.

SPORTSMEN'S SPECIAL

Half-hour variety program for Fitter's Nordlager Beer. Northwest Network—Friday nights.

WE, THE WIVES

Interview program for Quaker Farina. NBC Red—Sunday afternoons.

DR. CALDWELL'S LAXATIVE

Transcribed dramatized spots on 65 stations.

919 NORTH MICHIGAN AVENUE

CHICAGO, ILLINOIS

ADVERTISING AGENCIES—Continued

Treasurer: H. D. Kerr. **Vice-Presidents:** R. S. Rimanoczy, Walter Butcher. **Secretary:** Neville Bayless. **Member of Board:** W. N. Bayless. **Director of All Radio Activities:** R. S. Rimanoczy.

THE BENISON CO., LTD., Canada Cement Bldg., Montreal, Que., Canada; PL 6666. **President:** Herbert Benison. **Vice-President, Managing Director:** Bryce R. Muir. **Secretary, Treasurer:** D. E. Pearce. **Director of All Radio Activities:** D. E. Pearce. **Branch Offices:** Imperial Bank Bldg., Toronto, Ont. (Adelaide 2301); E. V. Hammond, director. 675 W. Hastings St. Vancouver, B. C.; Volney Irons, director. **Spot:** Direct Merchandising Companies, Auto Specialties (ann-8); Nova-Kelp, Ltd. (ann-6); Dehydrated Yeast Sales Co. (ann-5); Servel (Canada), Ltd. (ann-4); Annie Laurie Candy Shops (ann-5); O'Cedar of Canada, Ltd., for Waxes and Polishes (5 mins-2, ann-4). **Local:** Lanzette Laboratories (ann-2); Nova-Kelp, Ltd. (pgm-1); Dehydrated Yeast Sales Co. (pgm-1, pgm-1); Direct Merchandising Companies (softball-1); Krim-Ko Co. of Canada, Ltd. (pgm-2, ann-1).

BENNETT, SNOW & WALTHER, INC. See Bennett, Walther & Menadier, Inc.

BENNETT, WALTHER & MENADIER, INC. (formerly Bennett, Snow & Walther, Inc.), 234 Boylston St., Boston, Mass.; KEN 3820. **President:** Nelson Bennett. **Vice-President, Assistant Treasurer:** Fred P. Walther. **Treasurer:** Royal W. Leith. **Radio Directors, Spot Time, Talent, Continuity and Script Buyers:** Nelson Bennett, Fred P. Walther. **Local:** Reliable Floor Co. (pgm, ann-1); Washburn Candy Corp. (pgm, ann-2); Massachusetts Wharf Coal Co. (ann-2); Morehouse Baking Co. (ann-3). **Writers:** Agency. **Producers:** Kasper-Gordon Studios and agency.

BENTON & BOWLES, INC., 444 Madison Ave., New York City; WI 2-0400. **Chairman of the Board:** Chester Bowles. **President:** A. W. Hobler. **Vice-President, General Manager:** James G. Rogers, Jr. **Vice-President and Radio Director:** Tom Revere. **Radio Business Manager:** Jack Watham. **Publicity Director:** Helen Strauss. **Network:** General Foods for Diamond Crystal Salt (CBS-18), for Maxwell House Coffee (NBC Red-85), for Post's 40% Bran Flakes (CBS-70); Continental Baking for Wonder Bread and Hostess Cake (CBS-48, CBS-47); Colgate-Palmolive-Peet for Super Suds (CBS-78), for Palmolive Soap (CBS-78), for Colgate Dental Cream (CBS-63), for

Palmolive Shave Cream (CBS-56), for Concentrated Super Suds (NBC Red-43), for Cue (CBS-56), for Octagon Soap (CBS-40); Prudential Insurance Co. of America (CBS-51); Hecker Products Corp. for Shinola (NBC Red-47). **Spot:** Colgate - Palmolive - Peet for Octagon Soap (transcribed ann-5); General Foods for Walter Baker's Chocolate (ann-4), for Maxwell House Coffee (pgm-29), for Post Toasties (pgm-39). **Local:** General Foods for Maxwell House Coffee (pgm-1).

BENTON & BOWLES-CHICAGO, INC. See Sherman & Marquette, Inc.

BERMINGHAM, CASTLEMAN & PIERCE, 136 East 38th St., New York City; LE 2-7550. **President:** Arch Bermingham. **Executive Vice-President, General Manager:** Stewart Wark. **Secretary, Treasurer:** Winston Hagen. **Radio Director:** George C. Castleman. **Network:** Griffin Mfg. Co. (Mutual-4). **Spot:** Griffin Mfg. Co. (pgm, news, ann-47); Conti Products Co. (ann-3); Roma Wine Co. (pgm, ann-5).

FRANK BEST & CO., INC., 9 Rockefeller Plaza, New York, N. Y.; Circle 7-6760. **President:** Frank Best. **Vice-Presidents:** Phil Everest, Walter Taegen. **Radio Director, Talent, Continuity and Script Buyer:** A. H. Van Buren. **Spot Time Buyers:** Frank Best, A. H. Van Buren. **Publicity Director:** Noreen Crane. **Spot:** Forst Packing Co. for Meats (ann-5); Helbros Watch Co. (time signals-10). **Local:** Champion Laundry (ann-2); Dewey Wine Co. (ann-2).

LEE S. BIESPIEL ADVERTISING AGENCY, 664 N. Michigan Ave., Chicago, Ill.; Delaware 1816. **President, General Manager:** Lee S. Biespiel. **Art Director:** Richard Olar. **Production Manager:** M. Ronayne. **Director of All Radio Activities:** Lee S. Biespiel. **Spot:** W. H. Barber Co. (ann-5). **Local:** Bulk Service Stations, Inc. (pgm-2, ann-1).

THE BIOW CO., INC., 9 Rockefeller Plaza, New York City; CI 6-9300. **President:** Milton H. Biow. **Radio Director:** Miss R. Schuebel. **Spot Time Buyers:** W. A. Tibbals, V. Brennan. **Talent Buyer:** W. A. Tibbals. **Network:** Philip Morris & Co., Ltd. (NBC Red-78, CBS-76, CBS-50, successively NBC Red and CBS-44); Philip Morris for Revelation Pipe Tobacco (Mutual-5); Dunhill Cigarettes (Mutual-4); Wahl Co. for Eversharp Pens and Pencils (CBS-50); Philip Morris for Bond St. Pipe Tobacco (5 mins, NBC Blue-44). **National Spot:** Bulova Watch Co. (time signals-176);

ADVERTISING AGENCIES—Continued

Joe Lowe Corp. for Popsicles (pgm-95); Postal Telegraph Co. (ann-31); Sweets Co. of America for Tootsie Rolls (ann-5). **Writers:** Jack Johnstone (Philip Morris, Joe Lowe); Max Marcin (Philip Morris). **Producers:** W. A. Tibbals, Jack Johnstone, Bruce Dodge.

BLACKETT-SAMPLE-HUMMERT, INC., 221 N. LaSalle St., Chicago, Ill.; Dearborn 0900. **President:** J. G. Sample. **Vice-President, Treasurer:** Hill Blakett. **Vice-Presidents:** M. H. Bent, H. M. Dancer, L. A. Crowell, G. R. Collins, L. D. Milligan, O'Neill Ryan, Jr., Robert Wenban, Marvin Harms, Homer McKee. **Secretary:** J. R. Lieber. **Radio Time Buyer:** Harlow Roberts. **Branch Offices:** 247 Park Ave., New York City (Wickersham 2-2701). **Vice-Presidents, Creative Radio Production and Supervision:** Mr. E. F. Hummert, Mrs. E. F. Hummert. **Radio Time Buyer:** George Kern. 289 Greenwich Ave., South Bldg., Greenwich, Conn. (Greenwich 4620). **Vice-Presidents in Charge of New York and/or Connecticut Offices:** Duane D. Jones, George G. Tormey. **Network:** Bayer Aspirin (NBC Red-60, CBS-55, NBC Red-36, CBC-30), Haley's M-O and Cal-Aspirin (NBC

Blue-45); Dr. Lyon's Toothpowder (NBC Red-37, NBC Red-38, NBC Blue-45); Phillips' Milk of Magnesia and Milk of Magnesia Toothpaste (NBC Red and CBC-91, NBC Red-35); Phillips' Milk of Magnesia and Milk of Magnesia Creams (NBC Red-47); Anacin (NBC Blue-44); Anacin and Black Flag (CBS-39); BiSodol (NBC Blue-44); Anacin and Fly-Ded (NBC Blue-60); Fly-Ded and Edna Wallace Hopper (CBS-38); Freezone and Kolynos (NBC Blue-60); B. T. Babbitt, Inc., for Bab-O (NBC Red-42); Beneficial Management Corp. for Loans (CBS-28); General Mills for Softasilk (NBC Red-28, NBC Red-28); for Corn Kix (NBC Red and spot stations-72, CBS-14, NBC Red-35, NBC Red and spot stations-69, NBC Red-29); for Gold Medal Kitchen Tested Flour (CBS-12, NBC Red and spot stations-72, NBC Red and spot stations-61); Procter & Gamble Co. for Dreft (NBC Red and spot stations-51), for Lava (NBC Red, Blue, and spot stations-37), for Oxydol (NBC Red-72, NBC Red and spot stations-164, CBS-32, NBC Blue-8, NBC Red-53); The Wander Co. for Ovaltine (NBC Red and spot stations-38, Mutual-85, NBC Red and spot stations-10, Mutual-85). **Regional:** Bayer

WEISS and GELLER, Inc.

CHICAGO • NEW YORK

Advertising Counsel for

AXTON-FISHER TOBACCO COMPANY, Louisville, Kentucky, Twenty Grand and Spud Cigarettes and Himyar Tobacco

FLEMING-HALL TOBACCO COMPANY, New York, New York Mapleton Cigarettes.

GEORGE A. DICKEL DISTILLING COMPANY, Inc., Lexington, Kentucky, Old Tradition, Murray Hill Club, and Cascade Whiskies.

COFFEE ELECTROST CORPORATION, Louisville, Kentucky, Coffee Electrost.

CONTINENTAL COFFEE COMPANY, Chicago, Illinois, Continental Coffee.

COLLEGE INN FOOD PRODUCTS COMPANY, Chicago, Illinois, Food Products.

THE SELBY SHOE COMPANY, Portsmouth, Ohio, Arch Preserver, Styl-EEZ, Tru-Poise, Active Moderns.

ORTHOPEDIC SHOE COMPANY, Portsmouth, Ohio, Cantilever and Ground Gripper Shoes.

PHYSICAL CULTURE SHOE COMPANY, Portsmouth, Ohio, Physical Culture Shoes.

SPRAGUE, WARNER & COMPANY, Chicago, Illinois, Food Products.

THE VISKING CORPORATION, Chicago, Illinois, Cellulose Sausage & Meat Casings.

ADVERTISING AGENCIES—Continued

Aspirin (Texas State Network and spot stations-16, Western Radio System-15); Bab-O (Western Radio System-17); Dr. Lyon's Toothpowder (Texas State Network and spot stations-16, Texas State Network and spot stations-16, Western Radio System-15); California Syrup of Figs (Texas State Network and spot stations-16); Mulsified Emulsion and Cascarets (Texas State Network and spot stations-16); Phillips' Milk of Magnesia (Western Radio System-15); BiSoDol and Kolynos (Texas State Network and spot stations-16); Anacin (Texas State Network and spot stations-16, Western Radio System-15); Snarol and Kolynos (Western Radio System-15). **Spot:** California Syrup of Figs and Danderine (ann-1); California Syrup of Figs (ann-13); Phillips' Milk of Magnesia Creams and Toothpaste (ann-1); Phillips' Milk of Magnesia (ann-13, pgm-1); Phillips' Milk of Magnesia Creams (pgm-1); Phillips' Milk of Magnesia Toothpaste and Dr. Lyon's Toothpowder (pgm-4); Glostora and Mulsified Emulsion (ann-1); Dr. Lyon's Toothpowder (ann-1, pgm-11, ann-14); Bayer Aspirin (pgm-1); Ayer's Pectoral (ann-1); Anacin (pgm-13, station breaks-1, ann-6, pgm-1); Anacin and BiSoDol (pgm-1); Black Flag (station breaks-12); Fly-Ded (station breaks-12); Plastic Wood and Aeromist (pgm-1); Louis Philippe (ann-1); Tiz and Freezone (pgm-1); Kolynos and Old English (pgm-1); Old English (ann-10); Bab-O (ann-2); Beneficial Management (ann-1); P & G for Lava (pgm-4, pgm-10), for Oxydol (pgm-7, pgm-2, pgm-5, news-17, pgm-2); Sears, Roebuck & Co. (pgm-42); Skelly Oil Co. (pgm-33); Wander Co. for Ovaltine (ann-59). **Local Spot:** General Mills for Corn Kix (pgm-1, pgm-1, pgm-1); P & G for Oxydol (pgm-1). **Script Writers:** Caroline Ellis, George Roosen, Janet Huckins, Hobart Donovan, Mona Kent, Leston Huntley, Robert Newman, Arthur Gladd, Gertrude Berg, Orin Tovrov, Thaddeus Borun, Robert Andrews, Marie Baumer, Larry Bearson, Eleanor Berdon, Ruth Borden, Ray Buffum, Carl Buss, Jerry Cady, David Davidson, John DeWitt, Mathilde Ferro, Theodore Ferro, Pauline Gibson, Frederick Gilsdorf, Doris Halman, Lawrence Hammond, Elizabeth Hart, James Hart, Weston Hill, Jerome Kanner, Lawrence Klee, Woody Klose, E. R. McGill, Charles S. Monroe, Mary Watkins Reeves, Stella Reynolds, Jerome Ross, Al Scheuer, Katherine Seymour, Ernest Shenkin, Leonard Spigelgass, Helen Walpole, Arthur Weinberg, Willard Wiener, Francis Winikus. **Program Directors:** Fran Heyser, Fred Jacky,

Wynn Wright, Bucky Harris, Oliver Barber, Blair Walliser, Alan Wallace, Lawrence Hurdle, Wyn Orr, George Fogle, Walter Sikora, Martha Atwell, Stephen Gross, Richard Leonard, E. R. McGill, George Nobbs, Lloyd Rosenmond, Norman Sweetser, Lester Vail, Ed Wolfe. **Independent Producers:** Air Features, Inc., Gustave Haenschen, Abe Lyman Enterprises, Texas State Network, Inc.

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

BLITZ & SHORT, ADVERTISING. See Short & Baum, Advertising.

ADOLPH L. BLOCH ADVERTISING AGENCY, 108 N. W. 9th Ave., Portland, Ore.; Broadway 5664. **President:** Adolph L. Bloch. **Radio Director:** Bob Hargreaves. **Local:** Dr. Harry Semler (news-6).

BOTSFORD, CONSTANTINE & GARDNER, 115 S. W. Fourth Ave., Portland, Ore.; AT 9541. **President:** D. M. Botsford. **Vice-President:** Ray Andrews. **Vice-President, Secretary:** F. Coykendall. **Vice-President, Treasurer:** Merle Manly. **Radio Director:** Caryl Coleman. **Branch Offices:** 814 Second Ave. Bldg., Seattle; C. P. Constantine, vice-president. Russ Bldg., San Francisco; S. G. Swanberg, vice-president. Petroleum Bldg., Los Angeles; John Weiser, vice-president. **Network:** Tillamook County Creamery Association for Cheese (NBC Pacific Red-5). **Spot:** Gilmore Oil (ann-16). **Local:** MacFarlane Candy Co., (ann, 5 min. transcriptions-7); Richmond Chase Co. for Fruit Nectar (ann-1); Davidson Baking Co. (pgm, ann-2); First Federal Savings & Loan Assn (ann-2); Olympia Brewing Co. (ann-1); An-Fo Mfg. Co. for Dishadu and Snail (ann-1); Pet Milk Co. for Canned Milk (ann-2).

BOZELL & JACOBS, INC., 510 Electric Bldg., Omaha, Nebr.; Jackson 2261. **President, Treasurer:** Leo B. Bozell. **Vice-President, Secretary:** Morris E. Jacobs. **Vice-President, General Manager:** F. C. Miller. **Vice-President:** R. H. Wensberg. **Radio Director:** None; handled by account executives. **Branch Offices:** 122 S. Michigan Ave., Chicago (Wabash 2292); Nathan E. Jacobs, vice-president and general manager. 411 Traction Terminal Bldg., Indianapolis (Lincoln 6326); Ernie Lundgren, vice-president and general manager. 717 Southern Standard Bldg., Houston (Fairfax 4106); D. C. Schnabel, vice-president, treasurer; Elby Rominger, vice-president,

ADVERTISING AGENCIES—Continued

general manager. **Spot:** Hotel Regis (ann-5); Iowa Finance Co. (ann-2); Metz Brewing Co. (ann-2); Ak-Sar-Ben (ann-6). **Local:** Nebraska Power Co. (pgm-3); Standard Furnace & Supply Co. (ann-3); Uncle Sam Breakfast Food Co. (pgm-1); Roberts Dairy Co. (ann-1); Higgins Cleaners (ann, transcriptions-2); Hill Hotel (ann-1); Douglas Candy Co. (ann-2); Service Life Insurance Co. (ann-1); Omaha Coliseum Corp. (ann-1); Yellow Cab (ann-1); Metropolitan Utilities District (news-1).

ARTHUR BRAITSCH, ADVERTISING, 1017 Hospital Trust Bldg., Providence, R. I.; Dexter 5313. **Proprietor:** Arthur Braitsch. **Space Buyer, Account Executive:** John A. Lorimer, **Secretary:** Frances Whalen. **Radio Director, Talent, Continuity and Script Buyer:** Arthur Braitsch. **Spot Time Buyer:** John A. Lorimer. **Regional Network:** Narragansett Brewing Co. (news, Yankee Network-16). **Local Spot:** Rhode Island Ice Co. (ann-4); Frances Waterman, Inc. (ann-4); Weybosset Markets (ann-3); New England Upholstery Co. (ann-1); Interstate Navigation Co. (ann-2); Rhode Island Hospital National Bank (ann-1).

Local: Narragansett Brewing Co. (news-2); Morris Plan Co. of Rhode Island (pgm-1); Belton Corp. (ann-3); Bradburn Motors Co. (news-1); Lincoln Lace & Braid Co. (ann-3); Merchants Cold Storage & Warehouse Co. (ann-2); Sally's Fur Studio (pgm-1, ann-2); Strand Theatre (ann-3); White Fuel Co. (news-2); Wightman's Diners (news-1). **Directors:** Walter Hackett, Gerald Bronstein (Morris Plan of Rhode Island).

J. CARSON BRANTLEY ADVERTISING AGENCY, Post Bldg., Salisbury, N. C.; 900. **President:** J. Carson Brantley. **Secretary-Treasurer:** Albert R. Munroe. **Radio Directors, Spot Time Buyers:** J. Carson Brantley, A. N. Cheney. **Talent Buyer, Continuity and Script Buyer, Director Radio Research:** A. N. Cheney. **Publicity Director:** A. N. Cheney. **Spot:** Stanback Co. for Stanback Headache Powders (pgm-40, news-20, ann-70); Duke Power Co. (pgm-7, news-1); Carolina Beverage Corp. (ann-5); Chattanooga Medicine Co. (pgm-1, ann-2); Owen Drug Co. for O-N for Colds, O-N Skin Antiseptic and O-N Ox-O-Ment (pgm-1, ann-2); Carolina Beverage Corp. for Cheerwine (pgm-1, pgm-1); Piedmont Society of Optometrists (transcribed pgm-1). **Writers:** J. Carson Brantley, Albert R. Munroe. **Producer:** A. N. Cheney.

R. C. BRETH, INC., Green Bay, Wis.; Howard 134. **President:** R. C. Breth. **Account Executives:** Carlton Kuck, Russell Spoor. **Director of All Radio Activities:** R. C. Breth.

BREWER-WEEKS CO., 564 Market St., San Francisco, Calif.; DOUG 8234. **President:** F. T. Weeks. **Secretary-Treasurer:** W. A. Brewer. **Director of All Radio Activities:** W. A. Brewer. **Regional:** Fontana Food Products Co. (pgm-3); Pacific Brewing & Malting Co. (ann-7); H. A. Shellard Agency, for Insurance (ann-3). **Local:** Pacific Brewing & Malting Co. (news-1); Berkeley Chamber of Commerce (ann-2).

EMIL BRISACHER & STAFF. See Brisacher, Davis & Staff.

BRISACHER, DAVIS & STAFF, (formerly Emil Brisacher & Staff), Crocker Bldg., San Francisco, Calif.; Garfield 0276. **President:** Emil Brisacher. **Vice-Presidents:** R. T. Van Norden, Robert J. Davis. **Radio Directors:** Emil Brisacher, Charles H. Gabriel. **Spot Time Buyers:** Eva Ross (San Francisco), Louise Ludke (Los Angeles). **Branch Office:** Petroleum

Schwimmer

&

Scott

Advertising

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CHICAGO

ADVERTISING AGENCIES—Continued

Bldg., Los Angeles (Prospect 9368); Robert J. Davis, vice-president in charge. **Network:** Food & Beverage Broadcasters Assn. (NBC Red-46). **Regional:** Fruit Industries, Ltd. (ann, Mutual-Don Lee-6). **Spot:** Acme Breweries (news-1, ann-6); Peter Paul, Inc., for Candy (ann-4); Challenge Cream & Butter Association (ann-5); McClintock Stern Co. (ann-2). **Local:** Rough Rider Mfg. Co. (pgm-1); McRoskey Airflex Mattress Co. (pgm-1); Albert Samuels & Co., Jewelers (pgm-1).

BROADCAST ADVERTISING, INC., 8 Newberry St., Boston, Mass.; Kenmore 0854-55. **President, Treasurer:** James E. Murley. **Assistant to President:** J. J. Manning. **Radio Director, Talent, Continuity and Script Buyer:** James E. Murley. **Spot Time Buyer:** J. J. Manning. **Regional:** Participating Food Companies (Yankee Network-7). **Spot:** Colt Shoes, Inc. (participation in news ann-4); R. G. Sullivan, Inc. (ann-10); Liggett Drug Co., Inc. (ann-2). **Writers:** Marjorie Mills (participating food program); J. J. Manning (commercials, all programs).

BROOKE, SMITH & FRENCH, INC., 82 Hancock Ave., E., Detroit, Mich.; Columbia 0860. **Chairman of the Board:** Charles W. Brooke. **President:** Willard S. French. **Executive Vice-President, Secretary, Treasurer:** Guy C. Smith. **Radio Director:** H. H. Ohlmacher. **Regional:** Automobile Club of Michigan (baseball comment after games, Michigan Radio Network-9); Church & Dwight, Inc. (participating pgm, Yankee Network-18); State of Maine, Maine Development Commission (participating pgm, Yankee Network-18). **Spot:** Christmas Club (5 mins-48); Hudson Motor Car Co. (ann-8); Dwight & Church, Inc. (ann-number of stations not listed). **Local:** Goebel Brewing Co. (pgm-1, ann-1); Automobile Club of Michigan (5 min baseball scores-1, ann-1, ann-1); Eureka Vacuum Cleaner Co. (ann-1).

BROOKE, SMITH, FRENCH & DORRANCE, INC., 347 Madison Ave., New York City; MU 6-1800. **Chairman of Board:** Guy C. Smith. **President:** Sturges Dorrance. **Vice-Presidents:** H. M. Overstreet, H. E. Pengel, C. C. Kahlert. **Time Buyer:** H. E. Pengel. **Talent Buyer:** H. M. Overstreet.

D. P. BROTHER & CO., INC., 8-149 General Motors Bldg., Detroit, Mich.; TR 2-8250. **President, Treasurer:** D. P. Brother. **Vice-President:** Clarence Hatch, Jr.. **Secretary:** Edgar M. Reitz. **Treasurer:** Carl Georgi, Jr. **Radio Director,**

Spot Time Buyer: Carl Georgi, Jr. **National Spot:** Oldsmobile Division of General Motors (ann-25).

FRANKLIN BRUCK ADVERTISING CORP., 1270 Sixth Ave., New York City; CI 7-7661. **President:** Franklin Bruck. **Treasurer:** M. Heineman. **Secretary:** M. J. Kleinfeld. **Radio Director, Time Buyer:** M. J. Kleinfeld. **Talent Buyer:** Allen Funt. **Network:** Manhattan Soap Co. for Sweetheart Soap (NBC Red and Blue-50, NBC Blue-11). **National Spot:** Manhattan Soap Co. (pgm, ann, news-69); Remington Rand for Portable Typewriters (news-4); North American Accident Insurance Co. (pgm-42); Sitroux Co. for Facial Tissues (pgm-3).

BUCHANAN & CO., INC., 1501 Broadway, New York City; ME 3-3380. **Chairman of Board:** Joseph A. Hanff. **President:** T. S. Buchanan. **Vice-Presidents:** A. E. Bonn, A. O. Dillenbeck, John Hertz, Jr. **Secretary, Treasurer:** L. J. Seeger. **Radio Director:** Paul Monroe. **Branch Offices:** 919 N. Michigan Ave., Chicago (Delaware 5522); George Enzinger, vice-president. 427 West 5th St., Los Angeles (Mutual 6316); Fred M. Jordan, vice-president. **Network:** The Texas Co. for Texaco Petroleum Products (CBS-88). **Spot:** The Texas Co. (fishing reporter-1, news-16, ann-1, news-1, news-3, Cubs and White Sox baseball games-1, news-3); Paramount Pictures, Inc. (pgm-1, ann-4, pgm-approximately 53).

THE BUCHEN CO., 400 W. Madison St., Chicago, Ill.; Randolph 9305. **President:** Walter Buchen. **Vice-Presidents:** J. H. Morse, Fergus Mead, L. Morgan. **Treasurer:** J. M. McDonald. **Secretary:** W. H. Baer. **Radio Director, Talent Buyer:** J. H. Morse. **Spot Time Buyer:** C. W. Fisher. **Spot:** Oliver Farm Equipment Co. (pgm-1, news-1, farm markets-1, pgm-1).

LEO BURNETT CO., INC., 360 N. Michigan Ave., Chicago, Ill.; Central 5959. **President, Treasurer:** Leo Burnett. **Vice-Presidents:** DeWitt O'Kieffe, Frank Smith. **Vice-President, Secretary:** E. Ross Gamble. **Spot Time Buyer:** E. Ross Gamble. **Continuity and Script Buyer:** DeWitt O'Kieffe. **Network:** Pure Oil Co. (news commentator-CBS 41).

BYER & BOWMAN ADVERTISING AGENCY, 203 E. Broad St., Columbus, Ohio; Main 3276. **Partners, Directors of All Radio Activities:** Herbert Byer, Gus K. Bowman, Joel M. Burghalter. **Network:** Ohio Oil Co. for Gasoline (NBC Blue-11). **Spot:** Ohio Seed Improvement

ADVERTISING AGENCIES—Continued

Assn. for Hybrid Corn Seed (ann-6); White-for-Governor Committee (5 min talks, ann-5). **Local:** Donaldson Baking Co. (pgm-1); Capital City-Troy Laundry (ann-1); Dixie Distributors, Inc., for Gasoline (pgm-1); Moores & Ross, Dairy Products (pgm-1).

CALKINS & HOLDEN, 247 Park Ave., New York City; WI 2-6900. **President:** J. Sherwood Smith. **Vice-President:** James A. Clarke. **Secretary-Treasurer:** R. P. Clayberger. **Partners:** W. S. Townsend, A. J. Townsend. **Radio Director:** R. P. Clayberger. **Spot Time Buyer:** J. J. Griffin. **Network:** Wesson Oil & Snowdrift Co. for Wesson Salad Oil (NBC Pacific Coast Red-7). **Regional:** Oakite Products, Inc., for Oakite Cleaning Compound (Yankee Network-varying number of stations); First National Stores (Yankee Network-varying number of stations). **Spot:** Oakite Products, Inc. (ann-approximately 50); Wesson Oil & Snowdrift Co. for Wesson Salad Oil (pgm-1).

CAMPBELL-EWALD CO., INC., General Motors Bldg., Detroit, Mich.; Trinity 2-6200. **President:** H. T. Ewald. **Executive Vice-President:** R. H. Crooker. **Vice-President, Media Director:** J. J. Hartigan. **Branch Offices:** 230 N. Michigan Ave., Chicago (Central 1946); John Toigo, vice-president, 723 Petroleum Securities Bldg., Los Angeles (Prospect 1275); S. S. Arnett, manager, 1709 Central Tower Bldg., San Francisco (Douglass 5670); R. V. Dunne, manager.

CAMPBELL-EWALD CO. OF NEW YORK, INC., Rockefeller Center, 1230 Sixth Ave., New York City; CI 7-6383. **Chairman of Board:** H. T. Ewald. **President, General Manager:** F. D. Richards. **Vice-Presidents:** W. E. Blodgett, T. E. Falvey, George MacGovern, W. W. Lewis. **Treasurer:** Duane W. Beurmann. **Secretary:** Lynn B. Dudley. **Vice-Presidents, Account Executives:** R. F. Field, W. E. Blodgett. **Radio Director, Talent, Continuity and Script Buyer:** Kenneth Young. **Spot Time Buyer:** E. A. Elliott. **Branch Office:** 1214 19th St., N.W., Washington, D. C. (Metropolitan 5670); Emmett Deady, manager. **Network:** U. S. Rubber Co. (CBS-82). **Spot:** The Paton Corp. for Yuban Coffee (5 min news-1); Beacon Falls Rubber Footwear for Grips (ann-18).

CANADIAN ADVERTISING AGENCY, LTD., 1050 Beaver Hall Hill, Montreal, Que., Canada; Plateau 8046. **President:** Hector Fontaine. **Vice-President:** L. E. Schofield. **Manager, Space Buyer:** W. F.

Schofield. **Copy Chief:** Clem Cook. **French Copy Chief:** Fernand Lacroix. **Copywriter:** L. H. Jamieson. **Account Executives:** McC. Cooper, Leo Lamothe, J. L. Poirier. **Director of All Radio Activities:** Olivier Carignan. **Branch Offices:** 100 Adelaide St., Toronto, Ont.; L. D. Jamieson in charge. 13 rue De Marivaux, Paris, France; F. Dastous in charge. **Network:** Robin Hood Flour Mills for Flour and Oat Meals (CBC-5); L. O. Grothe, Ltd., for Grads Cigarettes (English Private Network-3, CBC French Network-4), for St. Regis Fine Cut (French Private Network-3, ann, Private Network and CBC French Network-10); N. G. Valiquette for Furniture (CBC French Network-5); L. G. Beaubien, Ltd., Stock Brokers (ann, Private Network-3); Beaver Products for Shoe Polish (ann, Private Network and CBC-25); Le Comptoir de l'Est (ann, Private Network-2); Dominion Department of Agriculture for Apples and Peaches (ann, Private Network and CBC-23); J. A. E. Gauvin for Cough Syrup (ann, Private Network-4). **Spot:** Familex for Familex Products (pgm-1), for Zymophos Tonic (ann-1); Societe Stiva for Pastilles Valda (ann-1). **Local:** L. O. Grothe, Ltd., for St. Regis Fine Cut (pgm-1), for Grads Cigarettes (pgm-1); Dupis Frere, Department Store (ann-2); Ferme de Laval for Dairy Products (ann-1); Fortier Bowling Academy (ann-1); J. J. Joubert for Dairy Products (ann-1); Massicotte Import (ann-1); Pain Moderne. Bread (ann-1); Sarrazin-Choquelette, Drug Stores (ann-1); N. G. Valiquette for Furniture (ann-2); Weston-McMullins for Chocolate and Biscuits (ann-1); Yogourt Lelisle for Cheese (ann-1). **Writers, Producers:** Olivier Carignan (Robin Hood Flour Mills), Robert Choquette (Familex Products), Henri Poitras (St. Regis Fine Cut), Leo Le Sieur (Grads Cigarettes).

THE CAPLES CO., 230 Park Ave., New York City; MU 6-6500. **President:** R. C. Caples. **Vice-President:** Albert Woodley. **Vice-President, Secretary, Treasurer:** R. N. Hartsing. **Spot Time Buyer:** Ruth D. Folster. **Publicity:** Ralph W. Pierson, William P. Pettit. **Branch Offices:** 225 E. Erie St., Chicago (Superior 6016); R. N. Hartsing, vice-president in charge, 1416 Dodge St., Omaha (Jackson 1107); L. M. Branch, manager, 412 West 6th St., Los Angeles (Prospect 1542); William P. Pearre, manager. **Spot:** Railway Express Agency, Inc. (ann-46); Union Pacific Railroad (pgm-16, pgm-70).

CARLTON ADVERTISING AGENCY. See Carlton-Porterfield, Inc.

ADVERTISING AGENCIES—Continued

- CARLTON-PORTERFIELD, INC.** (successors to Carlton Advertising Agency), Postal Bldg., Miami, Fla. **Spot:** Solar Water Heater Co. (transcribed pgm-3, 5 min news-2). **Local:** Model Laundry (pgm-1); Miami Industrial Bank (pgm-1); Sistrunk Venetian Blinds (transcribed pgm-1); Livesay Window Co. (transcribed pgm-1); Tripure Products Co. (5 min news-1); Miami Institute of Laundering and Cleaning (pgm-1).
- CARPENTER ADVERTISING CO.**, 850 Euclid Ave., Cleveland, O.; Main 1570. **President:** A. J. Carpenter. **Vice-President:** M. H. Carpenter. **Treasurer:** H. J. Whiteman. **Secretary:** J. J. Marquart. **Radio Director:** F. F. Lamorelle. **Spot Time Buyer:** J. J. Marquart. **Local:** Hickman Williams & Co. for Home-Glo Coke (pgm-1); Musselman Hub Brake Co. (pgm-1). **Writers:** Vincent Siena, Harm White. **Producer:** A. J. Carpenter.
- CARTER, JONES & TAYLOR**, 448-453 Associates Bldg., South Bend, Ind.; 3-3171. **Partners, Directors of All Radio Activities:** Lincoln J. Carter, Ralph E. Jones, James W. Taylor. **Spot:** Kamm & Schellinger Co. (news-2); Associates Investment Co. (sports-1); Round Oak Co. (time signals-1).
- CARTER-THOMSON CO.**, 1420 Walnut St., Philadelphia, Pa.; PEN 0650-1-2. **President:** Russell K. Carter. **Vice-President:** A. M. Fanning. **Secretary, Treasurer:** Stuart R. M. Thomson. **Radio Director:** Frank J. O'Keefe. **Spot Time Buyer:** A. M. Fanning. **Publicity Director:** A. L. Mooney.
- CASEY ADVERTISING CO.**, 711 Third National Bank Bldg., Nashville, Tenn.; 5-1371. **President:** Walker Casey. **Spot:** Tennessee Enamel Mfg. Co. for Temco and Cir-Curay Gas Heaters (ann-48); Rigo Mfg. Co. for Kill-Ko Insecticide (pgm-10). **Local:** Apex Oil Corp. for Gasolines (pgm-3); Jamison Bedding Co. for Perfect Sleeper (pgm-3).
- Cecil & Presbrey, Inc.**, 247 Park Ave., New York City; WI 2-8200. **Chairman:** Charles Presbrey. **President:** James M. Cecil. **Vice-President:** Edward Noakes. **Secretary:** Frank G. Christian. **Treasurer:** Luther A. Wait. **Manager Radio Department, Talent, Continuity & Script Buyer:** Edward Tompkins. **Radio Program Director:** Henry Souvaine. **Spot Time Buyer:** Harry Parnas. **Secretary (Radio Department):** Lorette Scanlon. **Branch Office:** 228 N. LaSalle St., Chicago; Edwin C. Olsen in charge. **Network:** G. Washington Coffee (quiz pgm, NBC Blue-6). **Regional:** G. Washington Coffee (pgm, Yankee Network-7); Lamont, Corliss & Co. (pgm, Yankee Network-7, pgm, Yankee Network-10). **Spot:** John Puhl Products Co. (participation pgm-1, ann-1, ann-1, pgm-1); Regal Shoe Co. (news commentator-1, pgm-2); Booth Fisheries (pgm-1); G. Washington Coffee (pgm-1, pgm-1); Lamont, Corliss & Co. (pgm-1, news commentator-1, pgms-aggregate of 4).
- CENTRAL ADVERTISING CORP.**, Board of Trade Bldg., Indianapolis, Ind.; Lincoln 7648. **President, Treasurer:** G. Vance Smith. **Vice-President:** Giles L. Smith. **Secretary:** H. B. Smith. **Radio Director, Spot Time Buyer:** G. Vance Smith. **Local:** Hoosier Mfg. Co. (news-1).
- CENTRAL ADVERTISING SERVICE, INC.**, 45 West 45th St., New York City; BR 9-9260. **President:** Louis Britwitz. **Production Manager:** Otto J. Stieh, Jr. **Radio Director:** Louis Britwitz.
- CENTURY ADVERTISING AGENCY**, 1307 Industrial Bank Bldg., Detroit, Mich.; CA 7760-61-62. **President, Treasurer:** S. M. Epstein. **Secretary:** Norman R. Thal. **Vice-President:** V. Scally. **Director of All Radio Activities:** Norman R. Thal. **Regional:** Deisel-Wemmer-Gilbert Corp. for San Felice Cigars (Michigan Radio Network-7). **Spot:** Deisel-Wemmer-Gilbert Corp. for R. G. Dun Cigars (news-1, news-1, news-1), for Emerson Cigars (Western League baseball games-1), for San Felice Cigars (sports review-1). **Local Spot:** Nu-Enamel Co. of Michigan (ann-4); Friedberg Co. (ann-3).
- CESANA & ASSOCIATES, LTD.**, 418 Monadnock Bldg., San Francisco, Calif.; Exbrook 8572. **Executives:** Renzo Cesana, Carl H. Brockhagen. **Director of All Radio Activities:** Carl W. Pierce. **Network:** Roma Wine Co. (Mutual-23). **Spot:** Vita-Seltzer Sparkling Water (pgm-1, pgm-1, ann-3); W. S. Bliss for Real Estate (5 mins-1). **Local:** Belle Haven City Bldg. Co. (pgm-1); Club Continental (ann-1).
- CHAPPELOW ADVERTISING CO.**, 3615 Olive St., St. Louis, Mo.; JE 0700. **President:** B. E. Chappelow. **Vice-Presidents:** F. S. Coddling, G. W. Hutchinson, J. V. Huffman, F. A. Watts. **Treasurer:** J. F. Fingerlin. **Radio Directors:** Glenn W. Hutchinson, James V. Huffman. **Spot Time Buyers:** F. A. Watts, D. L. Fox.
- NELSON CHESMAN CO.**, Hamilton Trust Bldg., Chattanooga, Tenn.; 6-4942. **Pres-**

ADVERTISING AGENCIES—Continued

ident, Treasurer: Henry Tritschler. **Vice-President:** John E. Fontaine. **Secretary:** S. M. Kelly. **Director of All Radio Activities:** John E. Fontaine. **Spot:** Chattanooga Medicine Co. for Black Draught (ann, station breaks-100, pgm-6). **Writers:** Walter Craig, Ken Burton, J. C. Brantley, John E. Fontaine. **Producers:** Ken Burton, J. C. Brantley.

C. P. CLARK, INC., 2411 West End Ave., Nashville, Tenn.; 7-6602. **President:** C. P. Clark. **Vice-President:** Herbert Armstrong. **Secretary-Treasurer:** D. G. Goodwin. **Branch Office:** Gottschaldt-Humphrey, Inc., Norris Bldg., Atlanta, Ga.; Bruce Moran, executive vice-president in charge (all stock in this company owned by C. P. Clark, Inc.). **National Spot:** Standard Candy Co. for Belle Camp Chocolates (pgm-5); Armour Fertilizer Works (pgm-10). **Local:** O'Bryan Bros., Inc., for Duck Head Overalls (pgm-1); Tennessee Automobile Insurance Co. (ann-1); American National Bank (pgm-1); Dietro Products Co. (ann-1); Family Photographs Co. (pgm-1).

DARWIN H. CLARK, ADVERTISING, 541 S. Spring St., Los Angeles, Calif.; Michigan 6021. **General Manager:** Darwin H. Clark. **Copy and Production Manager:** E. C. Maxwell. **Space Buyer:** D. G. Anderson. **Publicity Manager:** Karl Lott, Jr. **Account Executive:** Warren P. Fehman. **Radio Director:** Warren P. Fehman. **Branch Offices:** Through membership in Transamerica Advertising Agency Network comprising affiliated agencies in key cities. **Local:** Turco Products, Inc. (pgm-1); Los Angeles Sausage Co., Ltd. (pgm-1); Di-Mon-Glo Distributing Co. for Floor, Furniture and Auto Wax (pgm-3); Standard Federal Savings & Loan Association (time signals-1).

THE CLEMENTS CO., INC., 1601 Chestnut St., Philadelphia, Pa.; RIT 0236. **President, Treasurer:** I. W. Clements. **Vice-President, Secretary:** E. D. Masterman. **Radio Directors:** Alice V. Clements, Robert H. Smith. **Spot Time Buyer:** K. E. King. **Talent, Continuity and Script Buyer:** Alice V. Clements. **Network:** Modern Food Process Co. for Thrivo Dog Food (NBC Blue-13). **Spot:** Horn & Hardart Baking Co. for Restaurants and Retail Stores (ann-4); H. Kellogg & Sons for Hartley's Marmalade (ann-1); Modern Food Process Co. (ann-6); Mrs. Morrison's Puddings (ann-1); P. J. Ritter Co. for Tomato Products (ann-2); F. G. Vogt & Sons for Meats (ann-6), for Canned Scrapple (ann-6). **Local:** Horn & Hardart Baking

Co. (pgm-1, pgm-1); Horn & Hardart Co. of New York (pgm-1); Mrs. Morrison's Puddings (pgm-1); Morton Co., Jewelers (pgm-1, wrestling-2, ann-2); Northwestern National Bank (ann-3); Parkway Baking Co. for Bread (pgm-1, pgm-1, ann-2); P. J. Ritter Co. (news-1); F. G. Vogt & Sons (pgm-1); Vogt's Canned Scrapple (pgm-1). **Writers:** Alice V. Clements, Robert H. Smith, Taylor Grant, Betty Jordan. **Producers:** Alice V. Clements, Robert H. Smith, Betty Jordan.

COMPTON ADVERTISING, INC., 630 Fifth Ave., New York City; CI 6-2800. **President:** Richard Compton. **Vice-President, Secretary, Treasurer:** Leonard Bush. **Vice-Presidents:** Robert Holbrook, Alfred Stanford, Trel Yocum, Chauncey Landon. **Vice-President, Art Director:** Gordon Aymar. **Radio Director, Vice-President:** John E. McMillin. **Spot Time Buyer:** William B. Maillfert. **Network Time Buyer:** Daniel P. Potter. **Talent Buyer:** Florence Sperl. **Continuity and Script Buyer:** Mary Louise Anglin. **Radio Script Supervisors:** Gilbert A. Ralston, Hal E. James, Mary Louise Anglin, Frederick K. Gropper. **Radio Copy Supervisor:** Muriel Haynes. **Radio Program Publicity:** Frederick K. Gropper. **Branch Offices:** Gwynne Bldg., Cincinnati (Parkway 6961); Robert Marsh, Jr., in charge. 221 N. LaSalle St., Chicago (State 8747); Jane Stockdale in charge. **Network:** Procter & Gamble for Crisco (successively CBS and NBC Blue-52; CBS, including CBC-52; NBC Blue-19, with rebroadcast on NBC Red, including CBC-71), for Ivory Snow (NBC Blue-21, with rebroadcast on NBC Red, including CBC-89), for Ivory Soap (NBC Red-29, with rebroadcast on same network-6; NBC Red, including CBC-84; CBS-33, with rebroadcast on NBC Red-17; CBS-4; CBC French Network-3), for P & G Soap (NBC Red, including CBC-85), for Barsalou Soap (CBC French Network-3); Wheatena Corp. (NBC Red-17). **National Spot:** Procter & Gamble for Ivory Soap and General Mills for Wheaties (co-sponsored) (baseball-2 [occasionally televised]), for Ivory Soap (pgm-1 foreign station; pgm-2 foreign stations), for P & G Soap (sidewalk reporter-1; pgm-1), for Crisco (pgm-1 foreign station); Wheatena Corp. (news-1; pgm-2 foreign stations); Wm. S. Scull Co. for Boscul Coffee (news-1); Procter & Gamble for, interchangeably, Ivory Soap, Ivory Flakes, Ivory Snow, Crisco, Fluffo, P & G Soap, Duz (transcribed pgms-aggregate of 87); also various spot announcements of one minute or less for almost all of above products. **Writers:** Jane West, Irna Phil-

ADVERTISING AGENCIES—Continued

lips, Jane Crusinberry, Paul Rhymer, Carl Bixby, Don Becker, Sandra Michael, Ralph Edwards, George Earl Wilson (Procter & Gamble), Robert Choquette, Jovette Bernier, Augusto Mauro (Procter & Gamble live foreign programs), Julian Funt (Wheatena Corp.). **Producers:** Carlo De Angelo, of Ed Wolf Associates; Axel Gruenberg of the John Gibbs Office; Ted MacMurray of NBC; Chick Vincent of Transamerican Broadcasting & Television Corp.; Guilbert Gibbons, of Carl Wester & Co.; Wynn Orr, of NBC; Ralph Edwards, of the Ralph Edwards Office; Lew Danis (all for Procter & Gamble); Himan Brown (producer and director for Wheatena).

THE CONDON CO., INC., 1021 Washington Bldg., Tacoma, Wash.; MA 3483. **President:** John Condon. **Directors of All Radio Activities:** John Condon, Victor Kaufman. **Local and Regional:** Cammarano Bros. for Beverages (ann-4); Maxwell Petroleum Corp (ann-3); West Coast Grocery Co. for Amocat Foods (ann-2, news-1 Alaska station, 5 min news-1); Montana Horse Products Co. for Vitamont Dog Food (ann-2). **Local:** Brad-Lee, Inc. (ann-2); Buckley-King Funeral Service (ann-2); Cammarano Bros. (ann-4, news-1); Harold E. Dahl Co. (ann-1); Jordan Baking Co. (pgm-1, ann-1); Mueller-Harkins (ann-2); Mecca Cafe (ann-1); Puget Sound National Bank (ann-2); Tacoma Secretarial School (ann-1); Walker Chevrolet Dealers (ann-1); Western Furnaces, Inc. (ann-2); Olympic Dairy Products (pgm-1); Smith Bros. Bakery (ann-1); H. A. Briggs Co. (ann-1); Home Fuel Co. (ann-2); Sound Mattress Co. (ann-1).

RICHARD F. CONNOR, 3208 Alma Ave., Manhattan Beach, Calif.; Redondo 3014, 2156. **Network:** Sofenz Beauty Cream (Mutual Southern California-6; CBS Pacific-10; ann, NBC Pacific Red-3; ann, Mutual Pacific-25). **Local:** Sofenz Beauty Cream (2 participating pgms-1); City of Manhattan Beach (ann, pgm-1); Miller Desk and Safe Co. (ann-7). **Writer:** Alice Holsclaw (Sofenz). **Producer:** Richard F. Connor.

COOLIDGE ADVERTISING CO., Insurance Exchange Bldg., Des Moines, Ia.; 3-5195. **President:** Paul Blakemore. **Vice-President:** R. H. Cary. **Secretary:** H. J. Kroeger. **Radio Director:** David Ainsworth. **National Spot:** Geppert Studios (pgm, ann-15); Marshall Canning Co. (5 min pgm-22); Oelwein Chemical Co. (farm news-4). **Regional Spot:** Western Grocer Co. (news-4); Iowa Dairy Industry Commission (ann-12). **Local:**

Bankers Trust Co. (ann-2); Central Service Co. (pgm-1); Chase Investment Co. (ann-2); Cownie Furs (pgm, ann-4); Yellow Cab Co. (ann-2).

COUCHMAN ADVERTISING AGENCY, 2102 Bryan St., Dallas, Tex.; 7-2932. **Owner, Radio Director:** Albert Couchman. (All radio clients use news, vox-pop or transcriptions; further information not available).

COWAN & DENGLER, INC., 527 Fifth Ave., New York City; MU 2-0940. **President:** Stuart D. Cowan. **Vice-President, Secretary, Treasurer:** H. W. Dengler. **Spot Time Buyer:** Ralph H. Bain. **Spot:** National Motor Boat Show (5 mins, ann-7). **Local:** American Agricultural Chemical Co. for Fertilizer (ann-1). **Writers:** John Casey (American Agricultural Chemical); Charles J. Cutajar (Motor Boat Show).

THE CRAMER-KRASSELT CO., 733 N. Van Buren St., Milwaukee, Wis.; Daly 3500. **President:** A. W. Seiler. **Secretary, Treasurer:** C. T. McElroy. **Radio Director, Spot Time and Talent Buyer:** V. F. Giebish. **Spot:** Gillette Rubber Co. (pgm-11); Condon Bros., Seedsmen (5 mins-8); Plankinton Packing Co. (ann-15); Dr. L. D. LeGear Medicine Co. (pgm-1, ann-3); Knapp-Monarch Co. (ann-15); Raylite Trading Co. (ann-11); Dr. Peter Fahrney & Sons Co. (pgm-1); Kingsbury Breweries (ann-1); Miller Hatchery (ann-1).

CHET CRANK, INC., 950 Broadway, Los Angeles, Calif., FE 9111. **President:** Chet Crank. **Vice-President:** Dave Marks. **Secretary:** A. J. Nack. **Radio Director, Spot Time Buyer:** Mack Crank. **Spot:** Brown's (ann-4); Santa Monica Land & Water Co. (ann-3); National Orange Show (ann-6); Los Angeles Motor Car Dealers (ann-4). **Local:** Petrol Corp. (pgm-1).

CRITCHFIELD & CO., 720 N. Michigan Ave., Chicago, Ill., Superior 3061. **President:** Scott S. Smith. **Vice-Presidents:** W. Frank McClure, E. P. Nesbitt, Scott Smith, Jr. **Secretary:** R. C. Scrymiger. **Treasurer:** N. W. Smith. **Director of All Radio Activities:** M. E. Blackburn. **Network:** Moody Bible Institute (Mutual-10); Wheeling Steel Corp. (Mutual-46). **Spot:** Aero Industries Technical Institute (pgm and 5 mins-13); Hemphill Diesel Schools (5 mins-23); Vocational Service (pgm and 5 mins-3); Wonder Lake Syndicate (pgm-3). **Local:** Hemphill Diesel Schools (pgm-1); Letz Mfg. Co. for Feeders (5 mins-1); Nahigan Bros., Inc., for Carpets (ann-1); Wright & Lawrence Co. for Cosmetics (pgm-1).

ADVERTISING AGENCIES—Continued

CROOK ADVERTISING AGENCY, Southwestern Life Bldg., Dallas, Tex.; 7-1771. **Owner:** Wilson W. Crook. **Radio Director, Talent Buyer:** James P. Anderson. **Spot Time Buyer:** Irene Bert.

D'ARCY ADVERTISING CO., Missouri Pacific Bldg., St. Louis, Mo.; Central 6700. **President:** W. C. D'Arcy. **Vice-Presidents:** J. F. Oberwinder, A. L. Lee, P. J. Orthwein, E. H. Turner, J. Y. Brown, J. M. Drescher, J. E. Sullivan. **Secretary, Treasurer:** C. C. Pangman. **Space Buyer:** F. S. Ott. **Branch Offices:** 515 Madison Ave., New York City (Eldorado 5-3765); F. W. Coste, vice-president. Terminal Tower, Cleveland; S. P. Seward, manager. 310 North Ave., N. W., Atlanta; J. H. Kinsella. 90 Broadview St., Toronto, Ont.; G. P. Altenbernd, manager. **Spot:** Coca-Cola Co. (pgm-188). **Local:** Pevely Dairy Co. (pgm-3); Western Cartridge Co. (pgm-3).

JIMM DAUGHERTY, INC., 211 N. 7th St., St. Louis, Mo.; Main 0790. **President:** James M. Daugherty. **Secretary-Treasurer:** Pauline Otto Daugherty. **Director of All Radio Activities:** James M. Daugherty. **Local:** St. Louis Dairy Co. (pgm-1); Lafayette Federal Savings & Loan Assn. (ann-1); Pepsi-Cola Bottling Co. (ann-1).

DAVID, INC., ADVERTISING AGENCY, W-3173 First National Bank Bldg., St. Paul, Minn.; GA 3872-3-4. **President-Treasurer:** Quentin J. David. **Secretary:** Roger H. David. **Vice-President:** John C. Fabbrini. **Radio Director:** Angeline Clement. **Spot Time Buyer:** Gerald F. Conway. **Branch Offices:** 410 White Bldg., Seattle; Carl Cleveland, in charge. 0185 Monadnock Bldg., San Francisco; R. H. Watters, in charge. **Local:** Koppers Coke (news-1, 5 min news-1, 5 min pgm-1, 10 min pgm-1, ann-1, ann-1); Stott Briquets, Coal Products (football preview and review-1, weather reports-1, hockey-1, ann-4); Ballards & Skellet's Moving & Storage (ann-1); Minnesota Macaroni (ann-1); Minnehaha Cleaners (pgm-1, weather reports-1); Sanitary Farm Dairies (hockey-1); Highland Village for Apartments (ann-1); First National Bank (ann-1). **Writers:** Angeline Clement (Koppers Coke, Stott Briquets, Ballard's & Skellet's, Minnehaha Cleaners).

FRANK T. DAY, INC., 729 Boylston St., Boston, Mass.; Kenmore 4854. **President, Treasurer:** Frances B. Day. **Vice-President, Production Manager:** Harry L. Stone. **Directors of All Radio Activities:** Frances B. Day, Harry L. Stone. **Local:** W. T. Grant Co. (ann-1); Harold

W. Sullivan (political talks-3, ann-3); William F. Drummery (political talks-1).

MARIO DE BIASI ADVERTISING AGENCY, INC., 51 Chambers St., New York City; WO 2-7093. **President:** A. de Biasi. **Vice-President:** P. de Biasi. **Treasurer:** E. de Biasi. **Radio Director:** A. de Biasi. **Spot Time and Talent Buyers:** A. de Biasi, A. Mauro.

IRA E. DE JERNETT ADVERTISING SERVICE, 1621 Cotton Exchange Bldg., Dallas, Tex.; 2-2620. **Owner, Space Buyer:** Ira E. De Jernett. **Radio Director:** Violet Short. **Spot Time and Talent Buyer:** Ira E. De Jernett. **Regional:** Employers Casualty Co. (Texas Quality-4, plus KGNC). **Spot:** Employers Casualty Co. (ann-2). **Local:** Metropolitan Building & Loan (ann-2); Dallas Morris Plan Bank (ann-3); Padgitt Bros. Co. (ann-3); Darver's Babyland & Junior Shop (ann-1); Draughon's Business Colleges (ann-2).

RALPH L. DOMBROWER CO., INC., 210 E. Franklin St., Richmond, Va.; 3-111-3. **President, Treasurer:** Ralph L. Dombrower. **Vice-President:** Morton L. Wallerstein. **Secretary:** H. D. Britt. **Space Buyer:** Dorothy Fowler. **Art Director:** J. H. R. Pickett. **Radio Director, Spot Time, Script and Continuity Buyer:** E. I. Wallerstein. **Branch Office:** Woodward Bldg., Washington, D. C.; Philip Rosenfeld, manager.

DONAHUE & COE, INC., 1270 Sixth Ave., New York City; CO 5-4252. **President:** E. J. Churchill. **Vice-Presidents:** A. B. Churchill, Lynn B. Clarke, Charles F. Hanser, Robert E. Rinehart. **Secretary:** O. A. Kingsbury. **Treasurer:** William D. Patterson. **Space Buyer:** Jack B. Peters. **Art Director:** William H. Schneider. **Account Executives:** Rufus Choate, Marjorie Hyndman, Samuel Lanham, James J. Maloney, Lloyd G. Seidman, Clifford Strohl, Fred F. Waters. **Radio Director:** Rutland Bear. **Branch Office:** 411 Hurt Bldg., Atlanta (Main 5662); Harry L. Morrill, vice-president. **Spot:** Scholl Mfg. Co. (ann-12, ann-2); Glad Rag Products Co. (ann-1); M-G-M, Motion Pictures (participating, ann-15 to 26); N.I.A., Ice and Refrigeration (pgm-65); Associated Denim Producers (ann-4); State Restaurant & Liquor Dealers Assn. of New York (talk-2). **Local:** Herman Shumlin, Legitimate Theatre (ann-1); Playwrights' Co., Legitimate Theatre (ann-2); Rivoli Theatre, Films (ann-1).

JOHN C. DOWD, INC. (formerly Dowd & Ostreicher), 1059 Park Square, Boston, Mass.; Hubbard 8050. **President, Treas-**

ADVERTISING AGENCIES—Continued

urer: John C. Dowd. **Executive Vice-President:** E. D. Parent. **Production Manager:** William M. Taylor. **Art Director:** Paul V. Quinn. **Account Executives:** W. E. Buckinham, F. F. Meyer. **Radio Director:** E. D. Parent.

DUNDES & FRANK, INC., 64 West 48th St., New York City; LOnacre 3-1633. **President:** Harold Dundes. **Radio Director, Secretary:** Ben Frank.

ELLIS ADVERTISING CO., Ellis Bldg., 3053-57 Main St., Buffalo, N. Y.; University 4591. **Partners:** Michael F. Ellis (sales), Jerome R. Ellis (production). **Account Executives:** Henry Weil, Nicholas Fisher. **Art Department:** Norbert Rine. **Radio Director:** Jerome R. Ellis. **Copy Chief:** Beatrice Haniford. **Branch Office:** Dominion Bldg., 465 Bay St., Toronto, Ont.; Abbey Muter, Jack Culiner. **Spot:** Bar Association (pgm-4); Italian & French Wine Co. for Roma Wines (news-2); Liquid Veneer Corp. for Furniture Polish (ann-2, 3 to 5 mins-1). **Local:** Adler's, Women's Wear (pgm, ann-2); Bell Clothing (ann-1); Buffalo Optical Co. (ann-1); Dick Fisher, Sport Goods (ann-1); Frank Lesswing, Optician (ann-1); Glicksteins, Jewelers (pgm-1, ann-1); Graybar Electric for Radios (pgm-1); John Henrich Co., Appliances (ann-2); Hutts Dairy for Milk (5 mins-2); Independent Wall Paper Co. (ann-2); Lino Furniture Co. (ann-2); Premier Diamond Co. (ann-1); Mel's Stores (ann-1); 20th Century Theatre (5 mins-1); Disney Shirts (5 mins after every ball game-1 Canadian); Kerr Bros., Candy (ann-1 Canadian); Moskin's for Clothing (ann, pgm-2); Nemmer Furniture (bowling, baseball, 5 mins-2); Niagara National Bank (transcribed pgm-1); Pfeiffers Marine Grill (pgm, ann-2); Peoples Credit Clothing (ann-1); Posmantur's Clothes (pgm-1); Safe-T-Test Milk (5 mins-1); Weed & Co. (ann-1); Hal Brown, Optician (ann-1 Canadian); Clayton's Department Store (pgm, ann-2 Canadian); James Lumbers Grocery (pgm-1 Canadian); Rogers Jewelers (transcribed ann-1 Canadian); Robert Simpson Department Store (ann-2 Canadian).

SHERMAN K. ELLIS & CO., INC., 500 Fifth Ave., New York City; LA 4-3570. **President:** Sherman K. Ellis. **Vice-Presidents:** C. E. Staudinger, Richard Barrett, Sidney J. Hamilton, Jr., M. J. Blair, Clifford L. Fitzgerald. **Production Manager:** Robert McKean. **Radio Directors:** Lawrence Holcomb, Myron P. Kirk. **Spot Time Buyers:** E. S. Pratt, Harry Torp, Edward J. Rohn. **Talent, Continuity**

and Script Buyer: Lawrence Holcomb. **Branch Offices:** 141 W. Jackson Blvd., Chicago (Harrison 8612); Clifford L. Fitzgerald, vice-president in charge; Charles Hotchkiss, radio. Sherman K. Ellis & Co., Ltd., Canada; see separate listing. **Network:** Ward Baking Co. (NBC Blue-15 plus transcriptions, NBC Blue-20); Quaker Oats for Puffed Wheat and Rice (NBC Red-60); Richfield Oil Corp. of New York (news, Mutual-27). **Spot:** W. F. McLaughlin & Co. for Manor House Coffee (participating pgm-1, ann-1); Falstaff Brewing Corp. (news-1, baseball-1, pgm-2, sports review-1, baseball games [5 mins plus games]-2, scores-aggregate of 4, sports commentator-1, market reports [pgm plus 3 ann-1], sports-1, ann-1); Standard Brands for Royal Desserts (pgm-3); Grocery Store Products for Fould's Macaroni (news-1, participating pgm-1); Hills Bros. for Gingerbread Mix (ann-2); Union Pharmaceutical Co. for Saraka (pgm-4); Ward Baking Co. for Ward's Soft Bun Bread (ann-2). **Local:** Quaker Oats Co. for Aunt Jemima Pancake Flour (pgm-1); R. B. Davis Baking Powder (participating pgm-1).

SHERMAN K. ELLIS & CO., LTD., C. P. R. Bldg., Toronto, Ont.; Adelaide 3051. **President:** Sherman K. Ellis. **Vice-President:** Ralph W. Ashcroft. **Director of All Radio Activities:** Ralph W. Ashcroft.

JOSEPH ELLNER CO., 331 Fourth Ave., New York City; ST 9-0536. **Proprietor:** Joseph Ellner. **Art Director:** Sydney H. Reich. **Radio Director, Talent, Continuity and Script Buyer:** Samuel H. Ellner. **Spot Time Buyer:** R. Kent.

ERWIN, WASEY & CO., INC., 420 Lexington Ave., New York City; MO 4-8700. **President:** L. R. Wasey. **Vice-President:** Owen B. Winters. **General Manager:** Howard D. Williams. **Art Director:** Paul Newman. **Radio Director:** Edward J. Fitzgerald. **Spot Time Buyer:** John Shultz. **Branch Offices:** 230 N. Michigan Ave., Chicago (Randolph 4952); Roy Marshall, in charge. Midland Bank Bldg., Minneapolis (Atlantic 1233); Mac Martin, in charge. 714 West Olympic Blvd., Los Angeles (Prospect 5317); H. A. Stebbins, in charge. 333 Montgomery St., San Francisco (Exbrook 7004); H. A. Stebbins, in charge. Skinner Bldg., Seattle (Maine 6435); Warren Kraft, in charge. **Network:** Lydia E. Pinkham Medicine Co. (Mutual-7, Mutual-80); Musterole Co. (NBC Blue-55); Carnation Co. (NBC Red and CBS-92, Mutual-10); Hecker Products (NBC Pacific Red-9); Albers Bros. Milling

ADVERTISING AGENCIES—Continued

for Cereals (NBC Red-8, NBC Red-5), for Friskies Dog Food (CBS Pacific-9); Duart Mfg. for Creme of Milk Face Cream, Lotion and Lipstick (CBS-7, CBS-number of stations not listed); D. Ghiradelli & Co. (CBS Pacific-number of stations not listed); National Lead for Dutch Boy Paints (CBS Pacific-number of stations not listed); Hecker Products (Mutual-11). **Spot:** Vanti Pa-Pi-A Corp. (pgm-1, pgm-3); Florida Citrus Exchange (pgm-1); Bost Co. (ann-2); E. Griffith Hughes (ann-1); Zonite Corp (ann-2).

WILLIAM ESTY & CO., INC., 100 East 42nd St., New York City; CA 5-1900. **President:** William Esty. **Secretary:** E. H. Cummings. **Radio Director, Talent, Continuity and Script Buyer:** Richard Marvin. **Spot Time Buyer:** Alman J. Taranto. **Other Radio Personnel:** Kenneth M. Fickett, Don Bernard, William Moore. **Network:** R. J. Reynolds Tobacco for Camel Cigarettes (CBS-99, NBC Red-94, NBC Red-85, CBS-101, CBS-25, NBC Blue-46, NBC Red-94), for Prince Albert (one and a half min news CBS-2, NBC Red-26); Lehn & Pink Products Corp. for Hinds Honey and Almond Cream (CBS-50). **National Spot:** R. J. Reynolds Tobacco for George Washington Smoking Tobacco (ann-12), for Camel Cigarettes (play-by-play baseball-1, pgm-1, ann-Puerto Rico, Philippines, Alaska), for Prince Albert (transcribed pgm-4, ann-Alaska); White Laboratories, Inc., for Feen-A-Mint (ann-150); Thomas Leeming & Co. for Baume Bengue (ann-110); Pacquin, Inc., for Pacquin's Hand Cream (ann-90). **Writers:** Bernard Duggall, Helen Phillips (Camel Cigarettes).

EVANS & BRISEBOIS, Lincoln Bldg., Detroit, Mich.; CA 8747. **Partners:** L. A. Brisebois, F. E. Evans. **Radio Director:** Donald G. MacDonald. **Spot Time Buyer:** F. E. Evans. **Branch Office:** 192 Lexington Ave., New York; T. P. McKee, Jr., in charge. **Spot:** Detroit Flower Show (pgm and 5 mins-6). **Local:** United Savings Bank (ann-1); Weil & Co., Furniture (pgm-1); M. Stern Furniture Co. (pgm-1).

ALBERT EVANS & LE MAY, 909 Dan Waggoner Bldg., Fort Worth, Tex.; 2-4184. **Radio Director:** Albert Evans, Jr. **Spot Time Buyer:** Ed Hamann. **Regional:** Universal Mills for Flour and Feeds (pgm, Lone Star Chain-5). **Spot:** King Candy Co. (ann-3); Waples Platter Co. for Coffee and other food products (ann-3); Texas Pacific Coal & Oil for Gasoline and Oils (special sports events-3).

FAIRALL & CO., Paramount Bldg., Des Moines, Ia.; 3-5255. **President:** L. R. Fairall. **Radio Director:** C. R. Dudley. **Spot Time and Talent Buyers:** C. R. Dudley, J. S. McLaren, L. R. Fairall. **Spot:** Sargent & Co. (5 mins-8); Colonial Bread (pgm-4); Employers Mutual (pgm-3); Sidles Co. (ann-2); Burch Biscuit (ann-3); Christian Science Committee (pgm-3); Associated Serum Producers (ann-17); Taugney McGinn Hotels (ann-4); Look Magazine (news-2); Iowa State Fair (ann-4).

H. W. FAIRFAX ADVERTISING AGENCY, INC., 551 Fifth Ave., New York City; MU 2-8680. **President:** Natt S. Ensler. **Vice-Presidents:** Marshall F. Bachenheimer, Edward L. Irving, Herman J. Schwartz. **Director of All Radio Activities:** Janice Hamilton.

FEDERAL ADVERTISING AGENCY, INC., 444 Madison Ave., New York City; EL 5-6400. **President:** Robert Tinsman. **First Vice-President:** James F. O'Brien. **Vice-Presidents:** Joseph Beck (in charge of media), Jules Singer, Joel Nichols. **Treasurer:** George Dietrich. **General Manager, Director of Research:** D. E. Robinson. **Radio Directors:** George Comtois, John Davidson. **Network:** Sinclair Refining Co. (CBS-72); General Cigar Co. for Van Dyck Cigars (Mutual-11). **Spot:** Rockwood & Co. for Pecan Feast (ann-14), for Chocolate Bits (ann-5); American Safety Razor Co. for Star Blades (ann-1); Trommers Beer (ann-2).

ROBERT G. FIELDS & CO., 1100 Warner Bldg., Nashville, Tenn.; 6-1977. **President:** Robert G. Fields. **Secretary:** R. H. Lane. **Radio Director:** Robert G. Fields. **Local:** St. Bernard Coal Co. (pgm-1); Tennessee Products Corp. (ann-1); Nashville Pure Milk Co. (ann-1); Ice Refrigeration Agency (pgm, ann-1); Dixie Bottling Co. (pgm, ann-1); Meador Coal Co. (ann-1); Atlantic Co. (pgm, ann-1).

FIRESTONE ADVERTISING AGENCY, 611-12 Pioneer Bldg., St. Paul, Minn.; Cedar 2545. **Owner:** Allan L. Firestone. **Radio Director, Talent, Continuity and Script Buyer:** A. L. Firestone. **Spot Time Buyer:** D. Coxhead. **Account Executives:** Lloyd R. Gates, Allen L. Friedland. **Spot:** U. S. Bedding Co. for King Koil Mattress (ann-8); Foreman & Clark for Men's Clothes (varies-5); Tradehome Shoe Co. (varies-4). **Local:** Weyand Furniture Co. (pgm-2); Cook Clothing Co. (baseball scores-1); St. Paul House Furnishing Co. (5 mins-2).

ADVERTISING AGENCIES—Continued

FIRST UNITED BROADCASTERS, 201 N. Wells St., Chicago; Randolph 7800. **Managing Director:** Hugh Rager. **Vice-President:** James T. Lambie. **Foreign Advertising:** Harry Kopin. **Spot:** Utilities Engineering Institute (pgm-60); Willard Tablet Co. (pgm-28); American-Chiffon Hosiery Co. (ann-7); Whitcomb Sulphur Springs Hotel (ann-10); National Refund Co. (ann-50); Albert Laboratories for Respirine (ann-12); Fairyfoot Products Co. for Foot Remedies (ann-6); Auto-Crafts Training Co. (ann-10); Fanfoto, Inc. (ann-7); Nippersink Country Club (ann-4). **Local:** Walton Motors, Inc. (ann-1); Protective Health Foundation (ann-1).

THE JAMES FISHER CO., LTD., 204 Richmond St., W., Toronto, Ont.; Waverly 8091. **President, General Manager:** James Fisher. **Executive Vice-President:** George A. Martin. **Secretary-Treasurer:** Mrs. C. M. Robertson. **Assistant Manager:** A. L. Thompson. **Director of All Radio Activities:** D. L. Bassett. **Branch Office:** Confederation Bldg., 1253 McGill College Ave., Montreal, Que. (Lancaster 1205); H. V. Peterson, manager. **Network:** Robin Hood Flour Mills, Ltd. (CBC-37). **Spot:** Robin Hood Flour Mills, Ltd. (pgm-2); Ralston Purina Co., Ltd. (pgm-6); Wm. R. Warner & Co. for Sloan's Liniment (ann-13); Sunsoy Products, Ltd. (ann-1); W. G. Patrick & Co., Ltd. (ann-5); Lakeside Milling Co., Ltd. (pgm-4); G. T. Fulford Co., Ltd. (ann-9); Canada Bread Products (pgm-1).

FITZGERALD ADVERTISING AGENCY, INC., Southern Bldg., New Orleans, La.; Raymond 5194. **President:** Joe L. Killen. **Vice-Presidents:** Joseph H. Epstein, Leonard Gessner. **Secretary-Treasurer:** Roy M. Schwarz. **Radio Director, Spot Time Buyer:** Leonard Gessner. **Regional:** Wesson Oil & Snowdrift Sales Co. for Wesson Oil (NBC Pacific Red-7); Blue Plate Foods, Inc. (participation, Arizona Network-3). **Spot:** Wesson Oil & Snowdrift Sales, for Wesson Oil (participation-aggregate of 2), for Snowdrift (time signals-10), for Scoco Shortening (time signals-9, participation-aggregate of 5); Blue Plate Foods (participation-1). **Local:** Louisiana Power & Light Co. (pgm-1); Dixie Brewing Co. (ann-2). **Writers:** Ted Maxwell (scripts for Wesson Oil & Snowdrift); Roy M. Schwarz and Martha Dulin (commercial continuity for all programs).

FORT & CO., 301-04 Kinney Bldg., Charlotte, N. C.; 3-4217. **President, General Manager:** John L. Fort. **Production Manager:** Jean Dunham. **Radio Direc-**

tor: John L. Fort. **Local:** A. K. Sutton, Inc., Philco Distributor (pgm-1).

ALBERT FRANK - GUENTHER LAW, INC., 131 Cedar St., New York City; CO 7-5060. **Chairman of the Board and Chairman of Executive Committee:** Russell Law. **President:** Frank J. Reynolds. **First Vice-President:** E. W. Kimmelberg. **Vice-President, Secretary:** Victor J. Cevasco. **Vice - President, Treasurer:** Emmett Corrigan. **Vice-Presidents:** Russell S. Sims, Curtis N. Browne, Frank D. Cruikshank, James Rascovar II, **Controller:** S. A. Speake. **Radio Director, Spot Time Buyer:** Frank D. Cruikshank. **Branch Offices:** 10 Post Office Square, Boston (Hancock 5900); Joseph R. Hamlen, vice-president, 1 LaSalle St., Chicago (Dearborn 8910); R. W. Dawson, vice-president, 155 Sansome St., San Francisco (Sutter 2522); L. Kemper, Packard Bldg., Philadelphia (Rittenhouse 3915; Race 3115); Robert L. Ingold. **Regional:** H. D. Foss Co. for Candy (ann, Yankee Network-number of stations not listed). **Spot:** Colonial Steamship Line (ann-2); Falls City Brewing Co. (ann-6). **Local:** Beauty Affiliates (pgm-1); Alexander Eismann Co., Financial (ann-1).

JEAN SCOTT FRICKELTON, 1355 Market St. San Francisco, Calif.; Hemlock 6030. **Radio Director:** Jean Scott Frickelton. **Spot:** Gas Appliance Society of California (5 mins, ann-19); Electric Appliance Society of Northern California (ann-14, 5 mins and ann-1). **Writer, Producer:** Donald Dudley.

HARRY M. FROST CO., INC., 260 Tremont St., Boston, Mass.; Liberty 0813-4-5; 0748. **President:** Karl M. Frost. **Secretary:** Harvey P. Newcomb. **Treasurer:** Harry M. Frost. **Assistant Treasurer:** Edith G. Robinson. **Space Buyer, Production Manager:** Harold E. Bessom. **Art Director:** Reginald A. Maurer. **Copy Chief:** Victor P. Klefbeck. **Radio Director:** Harvey P. Newcomb. **Spot Time, Talent, Continuity and Script Buyers:** Karl M. Frost, Harvey P. Newcomb. **Regional:** Durkee-Mower, Inc., for Marshmallow Fluff and Sweeco (Yankee Network: pgm-6, news participation-19). **Spot:** Campbell-Fairbanks Expositions, Inc., for Sportsmen's Shows (pgm-3, ann-20); Cranberry Canners, Inc. (ann-8); Durkee-Mower, Inc. (ann-4); Dorothy Muriel's, Inc. (ann-7); Shubert Theatre (ann-6); Suffolk Downs (ann-6); Supreme Wine Co. (ann-6); Theatre Guild (ann-4). **Local:** James A. Aicardi & Sons for I-Car-De Mayonnaise (ann-1); Dagggett Chocolate Co. (ann-1); Gentles Bak-

ADVERTISING AGENCIES—Continued

ing Co. (ann-3); Hollywood Services, Inc. (ann-2); Cold Spring Brewing Co. (ann-1); Democratic State Committee (pgm-1); Goldman Clothing Co. (ann-2); H. Harris & Co. (ann-2); Kimball-Boyd Corp. (ann-1); London Clothing Co. (ann-1); Metropolitan Coal Co. (pgm-1); Schult New England Trailer Co. (ann-1); Winslow Co. (ann-2).

FULLER & SMITH & ROSS, INC. New York Office: 71 Vanderbilt Ave., New York City; MU 6-5600. Cleveland Office: 1501 Euclid Ave., Cleveland; Cherry 6700. Network: Westinghouse Electric & Mfg. Co., Institutional (NBC Blue-101). Spot: Olney & Carpenter (participating pgm-7, participating pgm-7). Local: Olney & Carpenter (pgm-1); Westinghouse Electric & Mfg. Co. for Tenderay (pgm-1).

GANS ADVERTISING AGENCY, 810 Broad St., Newark, N. J.; Market 2-5680. Owner: Max Gans. Radio Director: Leonard Freeman. Publicity Director: James McGovern.

GARDNER ADVERTISING CO., Mart Bldg., St. Louis, Mo.; Garfield 2915. Chairman of the Board: Herbert S. Gardner. President: Elmer G. Marshutz. Executive Vice-President: Erma P. Proetz. Vice-Presidents: Jerome F. Kircher, Anthony W. Neally, Charles P. Michels, Roland Martini. Radio Directors, Talent, Continuity and Script Buyers: Roland Martini (New York), Charles E. Claggett (St. Louis). Spot Time Buyers: E. A. Schulenburg, Charles H. Gardner. Branch Offices: 9 Rockefeller Plaza, New York City (CO 5-2000); H. S. Gardner, chairman of the board; Roland Martini, vice-president. 1419 Heyburn Bldg., Louisville, Ky. (Jackson 5328); Warren Schwegel, manager. Network: Pet Milk Co. for Irradiated Pet Milk (CBS-53, CBS-67); Ralston Purina Co. for Ralston, hot cereal (NBC Blue-50), for Shredded Ralston (NBC Blue-61). Spot: Pet Milk Co. for Irradiated Pet Milk (transcribed pgm-22); Ralston Purina Co. for Purina Feeds (transcribed pgm-94); Union Biscuit Co. for Princess Crackers (transcribed pgm-6); Stokely Brothers & Co. for Canned Goods (transcribed pgm-2); A. E. Staley Mfg. Co. for Staley's Syrup (transcribed pgm-1, ann-1). Local: T. M. Sayman Products Co. for Sayman's Soap (pgm-1, news-1); Independent Packing Co. for Meat Products (pgm-1, news-1). Writers: Charles Tazewell (Ralston), William Meredith (Purina Feeds). Producers: C. L. Menser (Shredded Ralston), William Meredith (Purina Feeds), Roland Martini (Pet Milk).

SIDNEY GARFINKEL ADVERTISING AGENCY, 703 Market St., San Francisco, Calif.; EX 3420. President: Sidney Garfinkel. Vice-President: Donald Manchester. Network: Euclid Candy Co. (CBS-9). Local: Kay Jewelry Co., of Oakland (pgm-1); Kay Jewelry Co., of Long Beach (ann-1); Kay Jewelry Co., of San Diego (ann-1); Remar Baking Co. (ann-1); Graven-Inglis Baking Co. (pgm-2); C. H. Baker Shoe Co. (pgm-2); El Dorado Brewing Co. (ann-3); United Diathermy, Inc. (ann-2); Hastings (pgm-1); El Dorado Oil Works (ann-6); Money-Back Smith (pgm-1).

GENERAL ADVERTISING AGENCY, INC., 1265 N. Vermont Ave., Los Angeles, Calif.; Olympia 2958. President: Ralf M. Spangler. Vice-President: Guy H. Brooks. Secretary-Treasurer: M. Hammond. Radio Director, Spot Time Buyer: Ralf M. Spangler. Talent Buyer: M. Hammond. Branch Office: 608 Security Bldg., Windsor, Ont., Canada; W. T. Maynard, in charge. Local: National Pure Drinking Water Co. (news-1); M. A. Newmark & Co. for Canned Foods (participating pgm-1); Overell's Furniture (participating pgm-1, pgm-1); Limehouse Cafe (ann-1).

J. STIRLING GETCHELL, INC., 405 Lexington Ave., New York City; MU 6-4800. President: J. Stirling Getchell. First Vice-President: J. V. Tarleton. Secretary: M. P. Franceschi. Treasurer: Charles McCormack. Radio Director: C. A. Snyder. Spot Time Buyer: Carolyn R. Moser. Branch Offices: New Center Bldg., Detroit (Trinity 2-3600); Harry T. Mitchell, in charge. Bryant Bldg., Kansas City, Mo. (Harrison 8102); Karel Rickerson, in charge. 59 E. Van Buren St., Chicago (Harrison 2606); L. O. Holmberg, in charge. Regional: Socony-Vacuum Oil Co. (Yankee Network-6). National Spot: Chrysler Corp. (ann-126); Socony-Vacuum Oil Co. (sports-2, news and sports-1, news-5, play-by-play baseball-35).

GEYER, CORNELL & NEWELL, INC., 745 Fifth Ave., New York City; WI 2-5400. President: B. B. Geyer. Vice-Presidents: H. W. Newell, R. M. Ganger. Secretary-Treasurer: J. R. Kunz. Assistant Secretary-Treasurer: E. L. Reibling. Director of All Radio Activities: Eleanor L. Larsen. Publicity Director: Stanley Tobin. Branch Offices: 3rd National Bldg., Dayton, O. (Fulton 4145); E. G. Frost, in charge. New Center Bldg., Detroit (Madison 6750); J. L. McQuigg, in charge. Network: Nash-Kelvinator Corp., Nash Motors Division (CBS-66). Spot: Nash-

ADVERTISING AGENCIES—Continued

Kelvinator Corp., Nash Motors Division (ann, chain breaks-25); Jos. Schlitz Brewing Co. (ann, chain breaks-28). **Local:** Nash-Kelvinator Corp. for Nash Motors Division (ann-1), for Kelvinator Division (pgm and ann-1); Hat Corp of America for Knox Coats (ann-1). **Writers:** Amedee Cole, Leslie Munro, Charles Newton, Roger Purdon.

J. J. GIBBONS, LTD., 159 Bay St., Toronto, Ont., Canada; Elgin 2111. **President, Managing Director:** J. J. Gibbons. **Vice-Presidents:** H. M. Tedman, R. A. Stappells. **Secretary-Treasurer:** W. H. Hoare. **Arts & Plans Director:** Bertam Brooker. **Space Buyer:** F. W. Percival. **Production Manager:** Harry Robertson. **Research Director:** R. L. Wright. **Branch Offices:** 924 Dominion Square Bldg., Montreal, Que.; Harold M. Reid, vice-president, manager. Scott Block, Winnipeg, Man.; Gordon E. Hunter, vice-president, manager. Leader Bldg., Regina, Sask.; Ewart G. Macpherson, vice-president, manager. Lancaster Bldg., Calgary, Alta.; Reg. G. Smith, vice-president, manager. Agency Bldg., Edmonton, Alta.; J. H. Fulton, manager. Province Bldg., Vancouver, B. C.; Dave Crawford, vice-president, co-manager; L. E. C. Manley, co-manager. 21 Paper St., E. C. 1, London; Col. Harold A. Moore, manager.

GILLHAM ADVERTISING AGENCY, 220 Continental Bank Bldg., Salt Lake City, Utah; Wasatch 1347. **President, Treasurer:** M. C. Nelson. **Vice-Presidents:** J. Y. Tipton, Lon Richardson. **Secretary:** Genevieve Hunt. **Radio Director:** J. Y. Tipton. **Spot Time Buyer:** A. W. Rogers. **Radio Copy:** J. Y. Tipton, Genevieve Hunt, Lon Richardson. **Spot:** Excelcis Beauty Salon (ann-7); Sweet Candy Co. (pgm-4); Sego Milk Products Co. (pgm-2); Utah Oil Refining Co. for Vico Motor Oil and Pep 88 Gasoline (ann-2). **Local:** Cloverleaf Dairy (ann-2); Colville Ice Cream Co. (ann-2); Excelcis Beauty Salon (pgm-1); Mountain Fuel Supply Co. for Natural Gas and Gas Appliances (ann-3); Fisher Brewing Co. (ann-1); Ogden First Federal Savings & Loan Assn. (ann-1); Ogden Troy Laundry (5 mins-1); Pacific State Cast Iron Pipe Co. for Super-Heater and Pipe (ann-2); Peoples Finance & Thrift Co. (5 mins, ann-1); Sego Milk Products Co. (pgm-1); Royal Baking Co. for Bread and Cakes (ann-3); United States Fuel for King Coal (news-1); Tracy Loan & Trust Co. (ann-1); Walker Bank & Trust Co. (ann-1); First Federal Savings & Loan Assn. (ann-1). **Writers:** Agency staff writers (all clients). **Producer:** Edith Abbott (Sego Milk Products Co.)

BERT S. GITTINS, ADVERTISING, 739 Broadway, Milwaukee, Wis.; Daly 6230. **Owner:** Bert S. Gittins. **Spot Time Buyers:** Bert S. Gittins, Carl Stoddard. **Network:** Allis-Chalmers Mfg. Co. (NBC Blue-36). **Regional:** Allis-Chalmers Mfg. Co. for Tractors and Farm Implements (N. W. Triangle network-3). **Spot:** Allis-Chalmers (pgm-3, pgm-12, pgm-2, 5 mins-1, special events-5, news-8, news-1, 5 min news-1, transcribed pgm-1, participating pgm-1, participating pgm-2, market reports-1, 5 min market reports-1, ann-14); Page Milk Co. for Evaporated Milk (ann-1); Wisconsin Hybrid Corn Association (ann-6).

LOUIS GLASER, INC. See Glaser-Gottschaldt, Inc.

GLASER-GOTTSCHALDT, INC., 930 Statler Bldg., Boston, Mass.; LIB 6044. **President:** Louis Glaser. **Executive Vice-President:** Allan C. Gottschaldt. **Director of All Radio Activities:** Everett E. Doten.

GLASSER ADVERTISING AGENCY, 672 S. Lafayette Park Place, Los Angeles, Calif.; Fitzroy 2141. **President:** G. F. Glasser. **Vice-President:** P. E. Gailey. **Secretary:** O. I. Britz. **Radio Director, Continuity and Script Buyer:** P. E. Gailey. **Spot Time and Talent Buyer:** H. C. Cotton. **Network:** Colonial Dames Cosmetics (CBS Pacific-9). **Local:** Santa Ana Vitamin Co. for Savco 5c Vitamins (participating pgm-1, participating pgm-1); Chip Steak Co. of Los Angeles (participating pgm-1, ann-1); Seven-Up Bottling Co. (ann-5); American Storage Co. (pgm-1); Foreman Loan Co. (ann-3); Baron of Hollywood (ann-3); Luer Packing Co. (ann-4, pgm-2); Arrowhead Beverage Co. (ann-4); Beckman Furs (ann-6, news-5).

RAY K. GLENN ADVERTISING, 1366 First National Bldg., Oklahoma City, Okla.; 3-5439. **Owner:** Ray K. Glenn. **Radio Director, Talent Buyer:** Lowe Runkle. **Spot Time Buyers:** Ray K. Glenn, Lowe Runkle. **Branch Office:** Liberty Bank Bldg., Dallas; T. A. Workman, manager. **Local:** Approved Laundries (pgm-1, pgm-1, pgm-1); Local Federal Savings & Loan (pgm-2); Cain's Coffee Co. (pgm-3); Fritos Co. (pgm-3, ann-2); Globe Laboratories (news-1, ann-3); Dryer, Clark & Dryer Oil Co. (pgm-1); Neighbors, Inc. (pgm-1). **Writers:** Earl P. Thomas, John Stewart (all clients).

FRANCIS K. GLEW, ADVERTISING, Murray Bldg., Grand Rapids, Mich.; 8-1848. **Director of All Radio Activities:**

ADVERTISING AGENCIES—Continued

Francis K. Glew. **Local:** Parisian Cleaners & Dyers, Inc. (news, ann-1).

WILLARD B. GOLOVIN, INC., 424 Madison Ave., New York City; Plaza 5-3060. **President:** Willard B. Golovin. **Radio Director, Spot Time Buyer:** F. Stone.

GOODKIND, JOICE & MORGAN, 919 N. Michigan Ave., Chicago, Ill.; Superior 5329. **President:** Clyde M. Joice. **Vice-President, Treasurer:** M. Lewis Goodkind. **Account Executives:** Hertha Samuels, George Frank. **Space Buyer:** Florence Neighbors. **Radio Director, Talent Buyer:** M. Lewis Goodkind. **Spot Time Buyer:** Florence Neighbors. **Continuity and Script Buyer:** Hertha Samuels. **Branch Office:** Affiliated with Raymond R. Morgan Co., Hollywood, Calif., q.v. **Local:** Service Drug Stores (pgm-1); Goldenrod Ice Cream Co. (ann-2); Little Dutch Candy Mill Corp. (at press time, further details regarding this client were not available).

GOTHAM ADVERTISING CO., 2 West 46th St., New York City; LO 5-2616. **President:** G. Ellsworth Harris. **Executive Vice-President:** Duncan D. Sutphen. **Secretary, Treasurer:** Arthur A. Kron. **Radio Director, Talent, Continuity and Script Buyer:** Arthur A. Kron. **Spot Time Buyer:** Anthony C. de Pierro. **Spot:** Wm. R. Wrigley, Jr., Co. for P. K. Chewing Gum (ann-16 foreign stations); Corn Products Refining Co. for Maizena and Argo Oil (pgm-5, ann-2), for Karo and Kremel (pgm-1), for Karo and Liberty Corn Starch (5 mins-1) (all foreign stations); Zonite Products Corp. for Zonite and Forhan's (pgm-4, pgm-3, ann-4, pgm-1) (all foreign stations). **Local:** Morris Plan Bank (news pgm-1).

GRACE & BEMENT, INC., 438 New Center Bldg., Detroit, Mich.; Madison 4514. **President:** Edward R. Grace. **Vice-Presidents:** Austin F. Bement, Major E. C. Fleming. **Vice-President, Treasurer:** Paul B. Zimmerman. **Director Research & Media:** L. C. Grace. **Time Buyer:** L. C. Grace. **Network:** Lee & Cady, Wholesale Grocers (participating pgm, NBC Red plus transcriptions on one station-4). **Local:** The Detroit Bank (ann-4); Solventol Chemical Products, Inc., for Cleaning Compound (ann-1).

GRANT ADVERTISING, INC., Gulf States Bldg., Dallas, Tex.; 2-5062. **President:** Will C. Grant. **Vice-President:** Pearle Duffey. **Branch Office:** Palmolive Bldg., Chicago (Superior 1596). **Network:** Mars, Inc., for Chocolate Bars (successively NBC Blue and Red-56). **Regional:**

Willard Hat Co. (sports results, Lone Star Chain-5). **Local:** First Texas Chemical Mfg. Co. for Ima Eye Lotion (ann-1); Acher Medicine Co. (pgm-1); Koon's Mfg. Co. for Koon's Peanut Butter (ann-1); Davis Hat Co. (ann-1, pgm-1); Willard Hat Co. (ann-1); Bates Medicine Co. for Bates Liniment (ann-2); Gebhardt Chili Powder Co. (ann-4); M. J. Lanahan (pgm-1); Talman Federal Savings Bank (pgm-1).

JEROME B. GRAY & CO., 12 South 12th St., Philadelphia, Pa.; Walnut 3636. **Partners:** Jerome B. Gray, Edmund H. Rogers. **Copy Chief:** John E. Cornwell. **Art Director:** Guy Fry. **Production Manager:** Ralph Hays. **Radio Director, Talent Buyer:** Edmund H. Rogers. **Assistant Radio Director:** William B. Edwards. **Spot Time Buyers:** Guy Fry, William B. Edwards. **Branch Office:** Fulton Barck Bldg., Lancaster, Pa. (Lancaster 2-4227); Everett H. Jones, manager. **Spot:** Barbey's, Inc., for Sunshine Beer (ann-3). **Local:** Barbey's, Inc., (sports review-1); Penn Dairies for Supreme Ice Cream (quiz-1); Gunzenhausen Bakery (pgm-1).

GREVE ADVERTISING AGENCY, INC., 830 Minnesota Bldg., St. Paul, Minn.; Cedar 6388. **President:** S. Greve. **Vice-President:** Herbert E. Stats. **Secretary:** B. Connolly. **Radio Director, Spot Time, Continuity and Script Buyer:** B. Connolly. **Talent Buyer, Publicity Director:** Herbert E. Stats.

THE GREY ADVERTISING AGENCY, INC., 128 West 31st St., New York City; Chickering 4-3900. **President, Treasurer:** Lawrence Valenstein. **Executive Vice-President:** Arthur C. Fatt. **Secretary:** James H. Lang, Jr. **Vice-Presidents:** Bernard I. Brownold, Ralph Weinbaum, Edward B. Weiss. **Account Executives:** Bernard I. Brownold, Joseph Levine, Martin A. North, Sam C. Singer, Ralph Weinbaum, Edward B. Weiss, Herbert D. Strauss, Sidney Lightstone. **Radio Director, Continuity and Script Buyer:** James H. Lang, Jr. **Spot Time and Talent Buyer:** James S. Morgenthal. **Publicity Director:** E. B. Weiss.

GRIFFITH ADVERTISING AGENCY, 317 Times Bldg., St. Petersburg, Fla.; 4311. **General Manager:** T. M. Griffith. **Account Executives:** Robert F. Bullard, O. D. Dyer, Charles Dove. **Radio Director:** Robert F. Bullard. **Spot:** Knoxville Tourist Bureau (5 mins-2); Pensacola Chamber of Commerce (ann-5); Clearwater Chamber of Commerce (ann-4); St. Petersburg Chamber of Commerce

ADVERTISING AGENCIES—Continued

- (ann-6); Silver Springs (ann-5). **Local:** Pinellas Lumber Co. (sports review, ann-2); City Fuel Oil Co. (ann-1).
- GROVES-KEEN, INC.,** 401 Bona Allen Bldg., Atlanta, Ga.; Walnut 4517-18. **President:** J. L. Groves, Jr. **Secretary-Treasurer:** Charlton Keen. **Director of All Radio Activities:** W. W. Stevens. **Spot:** Bona Allen, Inc., for Shoes (ann-4); John B. Daniel Co. for Cough Syrup (ann-4). **Local:** Economy Auto Stores (ann-2); McCord Stewart Co. for Coffee (ann-2); New Yorker Gingerale Co. (ann-1); Atlanta Hotel (ann-1); W. O. Pierce Dairy (ann-2).
- LAWRENCE C. GUMBINNER ADVERTISING AGENCY,** 9 East 41st St., New York City, VA 3-3550. **Executives:** Lawrence C. Gumbinner, Milton Goodman, Paul G. Gumbinner, Max A. Geller. **Director of All Radio Activities:** Paul G. Gumbinner.
- H. S. G. ADVERTISING AGENCY, INC.,** 19 East 53rd St., New York City; WI 2-3338. **President, Treasurer:** Harry S. Goodman. **Vice-President:** A. Schloss. **Secretary:** H. Knuth. **Director of All Radio Activities:** Harry S. Goodman. **Local** (all pgm-1): Chas. Freihofer Baking Co., Beckley National Exchange Bank, North Side Federal Savings & Loan Assn., Morris Plan Co. (of Oakland and Stockton, Calif., and of Knoxville, Tenn), Silverwoods (Clothiers), Bell Bakeries, Inc. (of Trenton, N. J., Youngstown, O., and Hartford-New Britain, Conn.), Warsaw Brewing Corp., Community Opticians, Pittsburgh Sun-Telegraph, Nehi Beverage Co., Nehi Products, Raymond's, Capitol National Bank, May-Stern Co., Home Federal Savings & Loan Assn., Matt Wymore, San Antonio Music Co., Humes Music Co., Collins & Erwin Piano Co., Fowler's Piano Department, Mueller Jewelry Co., Haney Furniture Co., Jones Fine Bread.
- M. H. HACKETT, INC.,** 9 Rockefeller Plaza, New York City; Circle 6-1950. **President, Treasurer:** M. H. Hackett. **Vice-Presidents:** B. Pagenstecher, Sy Goesle. **Radio Director:** Bernard Pagenstecher. **Spot Time Buyer:** Aida Stearns.
- HAMMER ADVERTISING AGENCY,** 983 Main St., Hartford, Conn.; 5-4883. **Executives:** M. H. Hammer, Louis Barlow. **Radio Directors:** Louis Barlow, M. H. Hammer. **Spot Time Buyer:** John Lotus. **Talent, Continuity and Script Buyers:** Robert Eckelson, Laura Getswick. **Spot:** Sally's Fur Studios (pgm-4); Kay Jewelry Stores (pgm-3); Chanticleer Inn (pgm-2); Connecticut Refining Co. (ann-11); Capitol Bedding Co. (pgm-3); State Drug Assn. (pgm-3); F. C. Sturtevant Co. (ann-6); Mysol Laboratories (ann-4). **Local:** Herrup's Furniture (transcribed ann-2); Atlas Cleaners (ann-2); Loew's Theatres (ann-1); Allyn Theatre (ann-1); ABC Upholstering (ann-3); Aetna Motors (news-1); Chesterfield Furniture Co. (ann-2); French Dye Works (ann-3); Goldie Motors (news-1); Roberts Furriers (pgm-2); State Theatre (pgm-4); Sloate Chevrolet (news-1); City Democratic Assn. (pgm-4); Hygrade Oil Co. (ann-1).
- LESTER HARRISON ASSOCIATES,** 14 West 40th St., New York City; Bryant 9-8945. **President:** Lester Harrison. **Executive Vice-President, Treasurer:** Emanuel Weill. **Vice-Presidents:** Lillian Harrison, Robert Weill. **Directors of All Radio Activities:** Miss I. Berent, R. Weill. **Publicity Director:** Kay Merrill. **Local:** Wise Shoe Stores, Inc. (ann-2); Balch-Price Co. (ann-1); Lamson Hubbard Co. (ann-1).
- HART-CONWAY CO., INC.,** Genesee Valley Trust Bldg., Rochester, N. Y.; Main 2073. **President:** H. L. Hart. **Vice-President:** H. E. Kennedy. **Secretary:** M. B. Hart. **Radio Director:** John P. Street. **Local:** Levis Music Stores (pgm-2); Gulf Oil Corp. (sports review-2); L. C. Forman Co. (ann-2); Banks of Rochester (pgm-1); E. J. Scheer, Inc. (ann-2); Hedge's Memorial Chapel (pgm-1); Rochester Auto Dealers, Inc. (pgm and ann-3); Whiting Buick, Inc. (ann-2); Fincher Motors, Inc. (ann-2); Chevrolet Dealers of Western New York (ann-3); C. W. Fields, Inc. (ann-1); Barr & Creelman Co. (ann-2). **Writers:** Lowell Mac-Millan (Gulf Oil Corp.); Charlotte Edwards (Banks of Rochester). **Producer:** Kenneth French (Banks of Rochester).
- HENRI, HURST & McDONALD, INC.,** 520 N. Michigan Ave., Chicago, Ill.; Superior 3000. **President:** W. B. Henri. **Executive Vice-President:** A. L. Decker. **Secretary:** W. D. McDonald. **Treasurer:** J. F. Hurst. **Vice-President in Charge of Radio:** Frank W. Ferrin. **Network:** John Morrell & Co. for Red Heart Dog Food (NBC Red-52); Acme White Lead and Color Works for Paint Products and Lin-X (NBC Red-36). **National Spot:** John Morrell & Co. for E-Z-Cut Ham (ann-33); Blatz Brewing Co. for Old Heidelberg Beer (ann-14); Ballard & Ballard for OvenReady Biscuits (ann-4); John Morrell & Co. for Snack (ann-2). **Spot:** Carolene Products Co. for Milnut

ADVERTISING AGENCIES—Continued

(ann-5). **Local:** Hall Brothers, Inc., for Hallmark Cards (pgm-1); International Shoe Co. for Conformal Shoes (pgm-1); John Morrell & Co. for Red Heart Dog Food (pgm-1).

THE ALBERT P. HILL CO., INC., 233 Oliver Ave., Pittsburgh, Pa.; Grant 3700. **President:** Albert P. Hill. **Vice-President:** E. D. Mason. **Secretary, Treasurer:** W. A. Curtin. **Director of All Radio Activities:** Herbert Gesregan. **Spot:** The D. L. Clark Co. for Candy Bars (transcribed ann-27); Freedom Oil Co. for Motor Oil (transcribed ann-7).

HILLMAN - SHANE ADVERTISING AGENCY, INC., 1220 Park Central Bldg., 412 West 6th St., Los Angeles, Calif.; VA 5111. **President:** David S. Hillman. **Vice-President:** Jefferson Kaye Wood. **Secretary-Treasurer:** William Berger. **Radio Director:** Jefferson Kaye Wood. **Spot Time Buyer:** J. Pierce. **Spot:** Soil-Off, Household Cleanser (participation pgms-12); Downtown Merchants Dollar Days (ann-8). **Local:** Sentinel Chemical Co. (participation-1); Silverwood's, Men's Store (pgm-1); Marvel Ant Gelatin (participation-1); A. H. Rude Co. for Tires (participation-1).

HIXSON - O'DONNELL ADVERTISING, INC., Richfield Bldg., Los Angeles, Calif.; Mutual 8331. **Radio Director:** R. M. Hixon. **Radio Time Buyer:** H. D. Walsh. **Network:** Richfield Oil (news, NBC Pacific Red-7, CBS Arizona-3). **Spot:** Day & Night Water Heater Co. (time signals-14).

HOFFMAN & YORK, 606 Century Bldg., Milwaukee, Wis.; Daly 6510. **Radio Director, Talent, Continuity and Script Buyer:** Wilford York. **National Spot:** The Prime Mfg. Co. (ann-9). **Regional and Local:** Roundy, Peckham & Dexter Co. (ann-4); Milwaukee Real Estate Board (ann-3); Milwaukee Retail Grocers' Assn. (ann-3).

HUBER HOGE & SONS, 480 Lexington Ave., New York City; Plaza 3-9130. **Partner, General Manager:** Huber Hoge. **Partner:** John Hoge. **Radio Director:** John Hoge. **Spot Time, Talent, Continuity and Script Buyer:** Malcolm Smith. **Publicity Director:** David Herrmann. **Spot:** Grocery Store Products Co. for Cream of Rice (participating pgm, ann-3); Gude Bros.-Kieffer Co. for Royal Brand Print Butter (participating pgm, ann-2); Mutual Benefit Health & Accident Assn. for Hospitalization (pgm, ann-2); National Schools of Los Angeles, Training Course (5 mins-7); Radio

Television Institute, Training Course (pgm, 5 mins, ann-7); United Profit Sharing Corp. for Premium Coupons (pgm-2). **Writers, Producers:** John Hoge, Malcolm E. Smith, Jr.

FRANCES HOOPER ADVERTISING AGENCY, 400 N. Michigan Ave., Chicago, Ill.; Superior 5480. **Network:** William Wrigley, Jr., Co. for Doublemint Gum (CBS-67).

CHARLES W. HOYT CO., INC., 551 Fifth Ave., New York City; Murray Hill 2-0850. **President:** Winthrop Hoyt. **Vice-President:** William Dingleline. **Secretary:** Everett Hoyt. **Radio Directors:** Everett Hoyt, Richard Pratt. **Spot Time Buyer:** C. B. Donovan. **Talent, Continuity and Script Buyer:** Richard Pratt. **Branch Office:** 650 Main St., Hartford, Conn. (Hartford 5-6066); Frank Whipple, vice-president. **Network:** Charles Gulden, Inc., for Mustard (NBC Red and Blue-6); Richardson & Robbins for Boned Chicken (NBC Red and Blue-5). **National Spot:** Merck & Co., Inc., for Di-chloricide (ann-3); American Molasses Co. (participating pgms-10). **Local:** B. C. Remedy Co. for Headache Powders (news-1, pgm-1, ann-1); Charles Gulden, Inc. (pgm-1); S. B. Thomas, Inc. (news-1, ann-1). **Producers:** Frank Chase (Charles Gulden); Josef Stopak (Richardson & Robbins).

HUDSON ADVERTISING CO., 21 West St., New York City; Bowling Green 9-8950. **President:** Timothy Murray. **Vice-Presidents:** W. Dowdney Murray, Louis Grudin, Sydney R. Huntley. **Assistant Treasurer:** John Purdy. **Radio Director:** Louis Grudin.

HUGHES, WOLFF & CO., INC. See F. A. Hughes Co., Inc.

F. A. HUGHES CO., INC. (formerly Hughes, Wolff & Co.), Taylor Bldg., Rochester, N. Y.; Stone 2080. **President, Treasurer:** F. A. Hughes. **Secretary:** John P. McCarthy. **Radio Director, Talent, Continuity and Script Buyer:** F. A. Hughes. **Spot Time Buyer:** John P. McCarthy. **Radio Personnel:** James J. Brady, L. W. Simonds, Jr. **Spot:** Kemp & Lane (ann-12); Good Luck Food Co. (ann-14); American Brewing Co. (ann-7).

HUTCHINS ADVERTISING CO., INC., Cutler Bldg., Rochester, N. Y.; Main 3528. **President:** M. S. Hutchins. **Vice-President:** Frank A. Hutchins. **Treasurer:** F. I. Hutchins. **Spot and Local:** Philco Radio & Television Corp. for Philco Radios, Philco Refrigerators and Philco-York Air Conditioners (ann, chain breaks-approximately 100).

ADVERTISING AGENCIES—Continued

HUTCHINSON ADVERTISING CO., 1000 Hodgson Bldg., Minneapolis, Minn.; Atlantic 5238. **President, Treasurer:** Merrill Hutchinson. **Vice-Presidents:** H. K. Painter, J. M. Bridge. **Secretary:** J. V. Pidgeon. **Director of All Radio Activities:** H. K. Painter. **Publicity Director:** Booth Eddy. **National Spot:** Pillsbury Flour Mills Co. for Flour and Cereal Products (at press time, details of this campaign had not been set). **Local:** Gluek Brewing Co. (sports-1); Twin City Federal Savings & Loan Association (station breaks-2); Atwood Coffee Co. (pgm-4, radio news-1, Finnish ann-2). **Writers:** George Higgins (Gluek Brewing); Tod Williams, Elizabeth Mannerberg, Rebekah Kenney (Atwood Coffee Co.). **Producer:** Tod Williams.

INGALLS ADVERTISING AGENCY. See Ingalls-Miniter Advertising Agency.

INGALLS - MINITER ADVERTISING AGENCY (formerly Ingalls Advertising Agency), 137 Newbury St., Boston, Mass.; Commonwealth 5767. **President:** Arthur W. Ingalls. **Vice-Presidents:** J. Raymond Miniter, Clinton Jordan. **Treasurer:** F. S. Thompson. **Auditor:** James Barbour. **Radio Director:** Janet Downing. **Regional:** Friend Brothers, Inc., for Friend's Brick Oven Baked Beans (participation, Yankee Network-7); La Touraine Coffee Co. (participation, Yankee Network-7); Jos. Middleby, Jr., Inc., for Midco Ice Cream Freeze (participation, Yankee Network-7). **Spot:** La Touraine Coffee Co. (ann-6, participation pgm-1). **Local:** Friend Brothers, Inc., for Family Bread (pgm-1, ann-2); Leopold Morse Co. for Men's Clothing (participation pgm-5, ann-5); Jos. Middleby, Jr., Inc. (ann-3); Snider Fuel Corp. for Red Diamond Anthracite (ann-1); Charles C. Copeland Co. for Milton Spring Beverages (participation pgm-1). **Writer:** Marjorie Mills (Friend Bros., Whiting Milk, La Touraine Coffee).

WILLIAM A. INGOLDSBY CO., 257 Werdin Place, Los Angeles, Calif.; MI 4573. **Account Executive:** William A. Ingoldsby. **Radio Director, Account Executive:** Arthur W. Ingoldsby. **Spot Time, Talent, Continuity Buyer, Account Executive:** James W. Ingoldsby. **Spot:** Johnson, Carvell & Murphy for Kellogg's Ant Paste (ann-2); Jeffersonian Democrats of California (pgm-2). **Local:** Ray's Men's Shop (ann-1).

INSELBUCH BROADCASTING SERVICE, 19 West 44th St., New York City; VA 6-5850. **Executive:** Samuel Inselbuch. **Spot Time Buyer:** H. Hermelin. **Talent**

Buyer: M. Lubetsky. **Local:** Atlantic Macaroni Co. for Caruso Spaghetti, Noodles and Soup Mixture (pgm-3); Coward Shoe Co. (pgm-4); Manischewitz Bread Co. (pgm-3); New York School of Music (pgm-2); Rex Cole, Inc., for G-E Appliances; Times Appliance Co., Inc., for Westinghouse Refrigerators; R. H. McMann, Inc., for Gibson Refrigerators; Crosley Distributing Corp. for Crosley Refrigerators. (At press time, further details of these refrigerator campaigns were not available).

INTERSTATE ADVERTISING AGENCY, INC., 1008 Marshall Bldg., Cleveland, O.; Main 9444. **President:** G. A. Kirken-dale. **Vice-President:** Carl M. Marvin. **Production Director:** William Dye. **Secretary:** Evelyn Bowyer. **Local:** Waldorf Beer (5 min sports resume-2); Canfield Oil Co. (pgm-1); West End Laundry (pgm-1); Bonne Bell Cosmetics (pgm-1); Fuller Shorthand School (pgm-1); Marshall Drug Co. (pgm-1); Bailey Dept. Store (ann-3); Les Jolis Salons (pgm-1); Fisher Bros. Stores, Grocers (ann-4); Wm. Taylor Co., Department Store (ann-3).

IVEY & ELLINGTON, INC., 1400 S. Penn Square, Philadelphia, Pa.; Locust 7909. **President:** Neal D. Ivey. **Network:** Bayuk Cigars, Inc. (Mutual-22). (**Note:** This information was not supplied by the agency, hence further details are not available).

DILLARD JACOBS AGENCY, INC., 1632 Candler Bldg., Atlanta, Ga; Walnut 3481. **President:** J. D. Jacobs. **Vice-President:** P. W. Smith. **Treasurer, Space Buyer:** R. S. Peacock. **Production Manager:** Dan Marcy Stone. **Director of All Radio Activities:** P. W. Smith. **National Spot:** The Mentholatum Co. (ann-5); Capudine Chemical Co. (ann-7).

THE LYLE T. JOHNSTON CO., 612 N. Michigan Ave., Chicago, Ill.; Superior 3042. **President:** Lyle T. Johnston. **Account Executive:** Kenneth Barber. **Secretary:** C. F. Haskin. **Spot:** Omar, Inc., for Omar Flour (pgm-9). **Local:** Omar, Inc., House to House Bakery (pgm-4); Omar, Inc., for Omar Flour (ann-1).

RALPH H. JONES CO., 431 Main St., Cincinnati, O.; Main 3351. **President, Treasurer:** Ralph H. Jones. **Vice-President:** Stanley A. Willer. **Secretary:** Elmer A. Vehr. **Directors of All Radio Activities:** C. M. Robertson, Jr., Charles J. Coward. **Branch Office:** 580 Fifth Ave., New York City; James M. Nelson, manager. **Spot:** Kroger Grocery & Bak-

ADVERTISING AGENCIES—Continued

ing Co. (pgm-21); Carter Coal Co. (pgm-4); Stewart & Ross Corp. (ann-21).
Local: Dow Drug Co. (pgm-1).

ROBERT KAHN & ASSOCIATES, 430 N. Michigan Ave., Chicago, Ill.; Delaware 5480. **President:** Robert Kahn. **Account Executive:** Earl J. Kahn. **Secretary:** Bernice Stone. **Radio Director, Spot Time Buyer:** Bernard J. Kaplan. **Talent Buyer:** Robert Kahn. **Continuity and Script Buyer:** Earl Withrow. **Publicity Director:** Esther Schultz.

KAL ADVERTISING, INC., Star Bldg., Washington, D. C.; Metropolitan 0863. **President:** Norman C. Kal. **Vice-Presidents:** Harry L. Merrick, Alvin Q. Ehrlich. **Radio Director, Spot Time Buyer:** David B. Stein. **Talent Buyer:** I. T. Cohen. **Continuity and Script Buyer:** William B. Mullet. **Copy Chief:** Lillian Wainwright.

H. W. KASTOR & SONS ADVERTISING CO., 360 N. Michigan Ave., Chicago, Ill.; Central 5331. **President:** Louis Kastor. **Secretary, Treasurer:** E. H. Kastor. **Recording Secretary:** W. B. Kastor. **Vice-Presidents:** R. H. Kastor, A. G. Kastor. **Radio Director, Talent Buyer:** Robert G. Jennings. **Spot Time Buyer:** Howard H. Hudson. **Radio Time Buyer:** George T. Duram. **Branch Office:** 9 Rockefeller Plaza, New York City (Columbus 5-6135); Herman W. Kastor in charge. **Network:** Lewis-Howe for Tums (successively NBC Red-29 and NBC Blue-55); Procter & Gamble for Teel (NBC Red 44, CBS-51), for Drene (NBC Red-54 and 30), for Teel and Drene (CBS-59, CBS-59); Welch Grape Juice (NBC Blue-54). **Writers:** Pauline Hopkins, Peggy Beckmark, Kay Chase, Charles Cromer, Benjamin J. Green, Lee Little. **Producers:** George L. Fogle, Gordon Hughes, Ted Sherdeman, Lee Little, Russ Johnston.

THE JOSEPH KATZ CO., 16 E. Mt. Vernon Place, Baltimore, Md.; Vernon 7094. **President:** Joseph Katz. **Vice-President:** Nat C. Wildman. **Treasurer:** C. M. Harrison. **Radio Director:** Herschel Deutsch. **Spot Time Buyers:** John T. McHugh (Baltimore), Beth Black (New York). **Other Radio Personnel:** Edward Prager, George Lucas, T. Harry Thompson, Gordon Gross, Roland Brave. **Branch Office:** 444 Madison Ave., New York City (Wickersham 2-2740); Nat C. Wildman, vice-president, manager. **Network:** American Oil Co. (CBS-45). **Spot** (all ann-number of stations not listed): Maryland Pharmaceutical Co., Ex-Lax, Jests, Inc. **Local:** Globe Brewing (5 mins-3, sports-2, news-2); American Oil Co. (news-1);

C. D. Kenny Co. for Kenny's No. 730 Coffee (pgm-2); Laco Products, Inc., for Laco Castile Soap and Castile Shampoo (ann-2).

HENRY J. KAUFMAN, ADVERTISING, Homer Bldg., Washington, D. C.; District 7400. **Owner:** Henry J. Kaufman. **Copy Chief:** William F. Sigmund. **Art Director:** Eugene Hoover. **Space Buyer:** Elizabeth D. Gwyer. **Production:** Charles Harrison. **Radio Director, Continuity and Script Buyer:** Jeffrey A. Abel. **Radio Supervisor, Spot Time and Talent Buyer:** Christine Kempton. **Radio Writer:** Bob Maver. **Local:** Lansburgh & Bro., Department Store (station breaks-4); Saks Fur Co. (station breaks-2); D. J. Kaufman Stores (station breaks-1); Yellow Cab Co. (time signals-2); Hudson Dealers of Washington (ann-2); Potomac River Line (baseball scores-1); Pepsi-Cola Bottling Co. of Washington (5 min news-1); Regal Clothing Co. (pgm-1); Strayer's Business College (ann-3); Potomac Electric Power Co. (station breaks-4).

STANLEY KAYE ADVERTISING AGENCY, 1012 NBC Building, Cleveland, Ohio; Cherry 1490. **President:** Stanley Kaye. **Secretary - Treasurer:** Helen M. Little. **Director of All Radio Activities:** Stanley Kaye. **Local:** I. J. Fox, Inc., for Furs (transcribed pgm-1, ann-3); Perry's Auto Stores (ann-1); The Bing Co., Furniture Store (ann-1).

RAYMOND KEANE ADVERTISING AGENCY, 501 Railway Exchange, Denver, Colo.; Tabor 7166. **Partners:** Raymond Keane, Ethel N. Hines. **Radio Director:** Ethel N. Hines. **Spot Time, Continuity and Script Buyer:** Raymond Keane. **Staff Announcer:** Wesley Battersea. **Local:** Amter's Fashion Shop (ann-2); Ambrose Wine Co. (pgm-1); American National Bank (pgm-1, pgm-1); American Furniture Co. (ann-1); Capitol Rubber & Tire (ann-1); Capitol Cooperative Burial Assn. (ann-2); Dave Cook Sporting Goods (ann-2, pgm-1); Civic Association (pgms-aggregate of 4); Denver Buick (pgm-1); Golden Gate Grill (ann-1); Golden West Milling (pgm-3, pgm-2); Hopper Furs (ann-2); Joslin's Dry Goods Co. (pgm-5); Kay's Credit Jewelers (pgms-aggregate of 6); K & B Packing (pgm-1, pgm-1); Kortz Jewelry Co. (pgm-1); Neusteter Co. (time signals-1, 5 mins-2); Pencil Drug Store (pgm-1, news-1); Republic Drug Co. (ann-4); Rosenweig Jewelry Co. (pgm-1); Seven-Up (pgm-1); Steinberg Furs (ann-3); Bluhill Food Products (pgm-1); Gilbert Tire Co. (ann-2); Pedi-Care Co. (pgm-1); Joslin Dry Goods Co. (pgm-

ADVERTISING AGENCIES—Continued

1); Model Cleaners & Dyers (ann-1); Public Coal Co. (ann-1); Crow Bar Coal Co. (ann-1); Boulevard Motors (ann-1). **Writers:** Ethel N. Hines, Raymond Keane, Ruth L. Grafft, R. La Verne Finson, Louise Glackemeyer.

KELLY, STUHLMAN & ZAHNRDT, INC., 1101 Mart Bldg., St. Louis, Mo.; Garfield 0777. **President:** Charles F. Kelly, Jr. **Vice-President, Secretary:** V. A. Kelly. **Vice-President, Treasurer:** W. W. Zahrndt. **Radio Directors:** Charles F. Kelly, Jr., W. W. Zahrndt. **Spot Time Buyer:** W. W. Zahrndt. **Continuity and Script Buyer:** V. A. Kelly. **Publicity Director:** V. A. Kelly. **Network:** Lutheran Laymen's League (Mutual-95). **Spot:** American Life & Accident Insurance Co. (pgm-35); Trems, Inc. (ann-2); Melo-Paya (pgm-2); Brown Shoe Co. (pgm-64); Lutheran Laymen's League (pgm-67). **Producers:** Charles F. Kelly, Jr., V. A. Kelly, W. W. Zahrndt.

KENYON & ECKHARDT, INC., 247 Park Avenue, New York City; WI 2-3920. **Chairman of the Executive Board:** Henry Eckhardt. **President:** Thomas D'A. Brophy. **Treasurer:** Otis A. Kenyon. **Vice-President, Controller:** Charles H. Vasoll. **Vice-President:** Edwin Cox. **Director of All Radio Activities:** Tyler Davis. **Branch Office:** Kenyon & Eckhardt, Ltd., Sun-Life Bldg., Montreal, Que., Canada. **Network:** C. F. Mueller Co. for Macaroni Products (NBC Blue Split Network-5). **Regional:** Charles B. Knox Gelatine Co. (pgm, New England NBC Affiliates & Yankee Network-7; news, CBS Pacific-6). **Spot:** Bosco Co. (15 min news-4, 10 min news-2, 5 min news-4, ann-3); Charles B. Knox Gelatine Co. (participating pgms-9, sports pgm-3); Kellogg Co. for All-Bran (participating pgms-15); Quaker State Oil Refining Corp. (ann-14). **Local:** Charles B. Knox Gelatine Co. (pgm-1). **Writer:** Fayette Krum (Mueller). **Producer:** Al Williams (Mueller).

KETCHUM, MAC LEOD & GROVE, INC., 2000 Koppers Bldg., Pittsburgh, Pa.; Atlantic 1100. **President:** George Ketchum. **Vice-President, Secretary:** Robert E. Grove. **Vice-Presidents:** Ernest T. Giles, Emil Hofsoos, Vincent Drayne. **Director of All Radio Activities:** C. F. Livingston. **Publicity Director:** H. J. Mandeville. **Local:** Colonial Trust Co. (ann-1); Allegheny County Milk Exchange (ann-1); Peoples-Pittsburgh Trust Co. (ann-1); Drake Bakery Co. (ann-1); Natural Gas Companies (ann-3); Pittsburgh District Dairy Council (5 mins-1, ann-1); Peoples Natural Gas Co. (ann-2). **Writers:** Gail Gordon, Harry Stanley.

KEY ADVERTISING CO., 805 Fountain Square Bldg., Cincinnati, O.; Main 1164. **President, Treasurer:** Samuel Glueck. **Vice-President:** Nathan P. Glueck. **Secretary:** E. J. Deister. **Radio Director:** Hugh Tolford. **Publicity Director:** William Savage, Jr.

H. M. KIESEWETTER ADVERTISING AGENCY, 9 East 40th St., New York City; LE 2-0025. **President, Treasurer:** E. T. Kieseewetter. **General Manager:** H. M. Kieseewetter. **Radio and Publicity Director:** Samm S. Baker. **Time Buyer:** A. C. Christensen. **Network:** Mennen Co. for Mennen Shave Products (CBS-7, Mutual-10); Bathasweet Co. (CBS-7). **Spot:** Mennen Co. (news-1, ann-number of stations not listed); Bathasweet Co. (news, ann-4, news-1); D. P. Harris Co. (ann-number of stations not listed).

W. S. KIRKPATRICK ADVERTISING SERVICE, 1210 American Bank Bldg., Portland, Ore.; Beacon 3109. **General Manager:** W. S. Kirkpatrick. **Production Manager:** George E. Couche. **Account Executive:** Roy W. Bird. **Radio Director:** Robert Mayberry. **Spot:** Union Pacific Railroad (ann-2); United States National Bank of Portland, for branches throughout the State (ann-10); Pacific International Livestock Exposition (ann-7); Gill Brothers Seed Co. (transcribed pgm-8); S. P. & S. Railway (ann-2). **Local:** Crown Mills, for Feeds, Flour, etc. (pgm-1); Oregon City Woolen Mills for Clothing (6 pgms-2); Gevurtz Furniture Co. (pgm-2); Wherrie Tailoring Co. (ann-1). **Writer:** Robert Mayberry (all scripts except that for Gevurtz Furniture Co., which was written by Fred M. and Mary White).

PHILIP KLEIN ADVERTISING AGENCY, 1910 Rittenhouse Square, Philadelphia, Pa.; Kingsley 1420. **President, Treasurer:** Philip Klein. **Vice-President:** Sigmund Klein. **Secretary:** Alfred M. Klein. **Space Buyer:** Laura Forman. **Account Executives:** Morton A. Koshland, Louis Wilgarde. **Art Director:** Robert Pettinato. **Radio Director:** Herbert Ringold. **Publicity Director:** Henry Klein. **Local:** Nevins Drug Store (pgm-1); Foster, Miller & Bierly for Auto Accessories (news-1); Buten Paint Stores (news-1); Marco Dog and Cat Food (pgm, news-1); George Craig, Men's Tailor (pgm-1); Olivo Products for Hair Preparations (news-1); Medrex Ointment (quiz-1); Vikonite (health talk-1); Wilf Brothers for Floor Coverings (news-1).

THE KLEPPNER CO., INC., 551 Fifth Ave., New York City; MU 2-6467. **Radio Director:** Moran McKinless.

ADVERTISING AGENCIES—Continued

KLINGER ADVERTISING CORP., 119 West 57th St., New York City; CO 5-3435. **President:** A. A. Klinger. **Secretary:** E. French. **Radio Director:** A. A. Klinger. **Regional:** Utilities Engineering Institute (ann, New York State Network, plus 7 individual stations-27). **Spot:** Purepac Corp. (ann-6). **Local:** Madison Long Island Loan Co. (ann-3); Federal Radio (ann-3).

KNOX REEVES ADVERTISING, INC. See listing under Reeves, Knox.

ARTHUR KUDNER, INC., 630 Fifth Ave., New York City; CI 6-3200. **President:** Arthur H. Kudner. **Vice-Presidents:** James H. S. Ellis, E. J. Owens, Samuel D. Fuson, Charles F. Gannon. **Radio Director:** Charles F. Gannon. **Assistant Radio Directors:** Louis E. Dean, Alan Ward. **Spot Time Buyers:** J. Nutt, E. Krug. **Talent, Continuity and Script Buyer:** Alan Ward. **Branch Offices:** New Center Bldg., Detroit (Madison 5315); Robert Copleland, in charge. Albee Bldg., Washington, D. C. (National 5506); Frank Getty, in charge. **Network:** Macfadden Publications, Inc. (NBC Blue and WLW-44); United States Tobacco for Dill's Best and Model Tobacco (CBS-54); Goodyear Tire & Rubber (farm news-successively 46 and 32 NBC Red and Blue). **Regional:** Florida Citrus Commission (participating pgm, New England Network-7). **Spot:** Buick Motor Division of General Motors (ann-109); Florida Citrus Commission (participating pgm-1, ann-14); General Motors (ann-11); Goodyear Tire & Rubber Co. (pgm-20, news-1, ann-1); Macfadden Publications (ann-10); United States Tobacco for Snuff (transcribed pgm-15, pgm-1). **Producers:** Alan Ward, Ed Krug.

THOMAS J. LA BRUM, INC., Franklin Trust Bldg., Philadelphia, Pa.; Locust 2162-63. **President:** Thomas J. LaBrum. **Production Manager:** George Grossman. **Radio Directors:** Thomas J. LaBrum, George Grossman. **Spot Time Buyer:** George Grossman. **Talent Buyer:** Thomas J. LaBrum. **Continuity and Script Buyer:** George Grossman. **Local:** Philadelphia Merchants Association for Harvest Week (ann-3); Philadelphia Sportsmen's Show (pgm-3); Renovize Campaign (pgms-4).

LAMBERT & FEASLEY, INC., 9 Rockefeller Plaza, New York City; Columbus 5-3721. **President:** J. L. Johnston. **Executive Vice-President:** Gordon Seagrove. **Vice-Presidents:** Bert M. Nussbaum, Martin Horrell. **Secretary:** W. P. Lantz. **Treasurer:** F. W. Mace. **Radio Director:**

Martin Horrell. **Spot Time Buyer:** T. F. McMahon. **Network:** The Lambert Co. for Listerine Products and Pro-phy-lactic Brushes (CBS-55). **Spot:** Phillips Petroleum Co. (news, ann-14). **Writers:** Free lance writers (Lambert Co.). **Producers:** Successively Paul Monroe and Ira Ashley (Lambert Co.).

LAMPOR, FOX & CO., 825 J. M. S. Bldg., South Bend, Ind.; 3-2161. **President:** W. K. Lampor. **Vice-Presidents:** H. W. Fox, C. F. Prell. **Secretary-Treasurer:** I. S. Dolk. **Radio Director:** C. F. Prell.

LANDSHEFT & WARMAN, INC., 810 Liberty Bank Bldg., Buffalo, N. Y.; Cleveland 7260. **President:** A. William Landsheft. **Account Executives:** Robert B. Warman, Henry L. Barber, Daniel S. Warner. **Production Manager:** E. T. Drullard. **Art Director:** George T. Blankenberg. **Radio Director:** None; handled by account executives. **Local:** Kendall Refining Co. (sports review-2); Loblaw Groceries (pgm-1); Buffalo General Laundries (ann-1).

WILLIAM T. LANE ADVERTISING AGENCY, City Bank Bldg., Syracuse, N. Y.; 2-0259. **Radio Director:** William Spitz. **Spot:** Cortland Baking Co. (ann-4); Haberle Brewing Co. (ann-3); Garbex, Deodorant (ann-4). **Local:** Markson Bros., Furniture Chain (pgm-3); Forsythe & Gale, Dodge Distributors (ann-2); Fairbank Farms Dairy (ann-1); William Importing Co. for Olive Oil (pgm-1); Osage Peanut Butter (ann-1).

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

THE LAVENSON BUREAU, 12 South 12th St., Philadelphia, Pa.; Lombard 1158. **Proprietor:** Jay Lavenson. **Copy Chief:** Harrison M. Terrell. **Art Director:** Raymond S. Reinhardt. **Account Executives:** W. Staunton Moylan, Roland V. Tooke. **Radio Director:** George Lavenson.

THE LAVIN CO., 805 Statler Bldg., Boston, Mass.; Liberty 0030. **President:** J. L. Lavin. **Vice-President:** R. W. Mickham. **Treasurer:** Elmer Pillsbury. **Media Director:** Charles C. Palmer. **Director of All Radio Activities:** Charles C. Palmer. **Spot:** Burnham & Morrill Co. (ann-9, pgm-1, ann-1); Prudence Foods, Inc. (participation pgm, Yankee Network-7). **Local:** Morris Plan Bank (pgm-1).

ADVERTISING AGENCIES—Continued

- LEEFORD ADVERTISING AGENCY, INC.**, 315 Fourth Ave., New York City; ST 9-1742. **President:** David D. Lee. **Secretary:** Donald W. Gaughan. **Treasurer:** W. C. Hoyt. **Radio Director:** David D. Lee. **Spot:** Remington Rand, Inc. (pgm-2).
- LEIGHTON & NELSON**, 202 State St., Schenectady, N. Y.; 6-4202. **Partners:** Winslow P. Leighton, George R. Nelson. **Radio and Copy Director, Continuity and Script Buyer:** Robert S. Cragin. **Spot Time Buyer:** Winifred S. Niles. **Talent Buyers:** Winslow P. Leighton, George R. Nelson. **Production Manager:** Edward F. Flynn. **Account Executives:** Winslow P. Leighton, George R. Nelson, Robert S. Cragin. **Publicity Director:** Robert S. Cragin. **National Spot:** Wm. W. Lee & Co. for Cold Remedy (pgm-7); Saratoga Race Track (pgm and ann-6). **Local:** Albany Business College (5 mins and ann-1); Breslaw Bros., Furniture Store Chain (pgm-1); Saratoga Vichy Spring Co. (ann, one and 5-min participating pgm-2); W. T. Hanson Co. for Hanson's Magic Corn Salve (ann-2); Grosberg-Golub Co., Food Market Chain (5 mins-1); Hudson Coal Co. for D & H Anthracite (pgm-1); Jonathan Levi Co., Food Wholesaler (pgm and 5 mins-1); National Accessories Stores (5 mins-1); Personal Finance Co. (pgm-1); Rudolph Bros., Jewelry Chain (pgm, ann-1); Rutland Fair (ann-1); Empire State Distributors (pgm-2). **Local:** Burtiss Motor Sales (pgm-1); Carl Co., Department Store (ann-1); T. Arthur Cohen for Shoes (ann-1); Gateway Motors, Ford Dealer (pgm-1); A. L. Parsons & Son, Ford Dealers (pgm-1); Steiner Co. for Wallpaper (ann-1); Wallace Co., Department store (ann-1); J. B. White, Bathing Beach (ann-1); Vogue Motors (pgm-2). **Writers:** Robert S. Cragin, Edward Flynn, Michael Carlo. **Producers:** George R. Nelson, Robert S. Cragin, Edward Flynn.
- LENNEN & MITCHELL**, 17 East 45th St., New York City; MU 2-9170. **President:** Philip W. Lennen. **Vice-President, Treasurer:** Robert W. Orr. **Secretary:** Arthur L. Lynn. **Radio Director:** Mann Holiner. **Assistant Radio Director:** Blayne Butcher. **Branch Office:** 5949 Sunset Blvd., Hollywood (Crestview 15206); Jay Clark in charge. **Network:** Andrew Jergens Co. for Woodbury Cream and Powder (NBC Blue and Red-69), for Jergens Lotion (NBC Blue and Red-69), for Woodbury Soap (NBC Blue and Red-69); P. Lorillard Co. for Old Gold Cigarettes (NBC Red-62); P. Lorillard Co. for Sensation Cigarettes (NBC Red-67). **Regional:** Tidewater Associated Oil (News, Yankee Network-17). **Spot:** P. Lorillard Co. for Old Gold Cigarettes (baseball-2), for Union Leader and Friends Tobacco (transcribed pgm-14); Tidewater Associated Oil (news-2, sports-3). **Writers:** Jerry Cady, Forrest Barnes (Woodbury). **Producers:** Mann Holiner, Blayne Butcher, Jay Clark.
- TED LEVY ADVERTISING AGENCY**, 203-5 Temple Court Bldg., Denver, Colo.; Cherry 4521-2. **Owner:** Ted Levy. **Production Manager:** W. E. Robertson. **Radio Directors:** Norbourne E. Smith, B. D. Aiton. **Spot Time and Talent Buyer:** Ted Levy. **Continuity and Script Buyers:** Ted Levy, Norbourne E. Smith, B. D. Aiton. **Publicity Director:** W. E. Robertson. **Other Radio Personnel:** B. Murphy, J. MacMillan, W. E. Johnston.
- A. W. LEWIN CO., INC.**, 744 Broad St., Newark, N. J.; Mitchell 2-7244. **President, Treasurer:** A. W. Lewin. **Vice-President:** D. N. Waterbury. **Secretary:** M. A. Cahill. **Local:** Breidt's (ann-1, news-1, ann-1); Fidelity Union Trust Co. (pgm-1); June Dairy Products (ann-1); Personna Blade Co. (ann-1); Harold Hoffman Committee (talks-1).
- LEWIS & TOKAR**, 17 Academy St., Newark, N. J.; Mitchell 2-5440. **Partners:** Milton L. Lewis, Alfred F. Tokar. **Radio Director:** Milton L. Lewis. **Local:** John Ruskin Cigars (racing results-1); Abelson's Credit Jewelry (ann-3).
- CARR LIGGETT, ADVERTISING**, NBC Bldg., Cleveland, O.; Cherry 3434. **President:** Carr Liggett. **Research Director:** E. C. Sheeler. **Spot:** Climax Cleaner Mfg. Co. for Wallpaper Cleaner (ann-20); The I. T. S. Co. for Rubber Heels (cut-ins-1). **Local:** Spaide Shirt Co. for Men's Sports Ensembles (ann-1).
- LEON LIVINGSTON ADVERTISING AGENCY**, Mills Bldg., San Francisco, Calif.; Sutter 7340. **President:** Leon Livingston. **Vice-President:** W. C. Day. **Spot Time Buyer:** B. Biederman. **Talent, Continuity and Script Buyers:** Leon Livingston, W. C. Day, E. B. Krough, Leigh Crosby. **Spot:** Langendorf United Bakeries for Homestead, Holsum and Langendorf Bread (pgms-varying number of stations); Nestle's Milk Products, Inc. for Nescafe (ann, participating pgms).
- LESTER A. LOEB ADVERTISING AGENCY**, 122 East 42nd St., New York City; MU 5-9145. **Executives:** Lester A. Loeb, M. S. Loeb. **Director of All Radio Activities:** Lester A. Loeb. **Local:** Collins Co. (pgm-2).

ADVERTISING AGENCIES—Continued

LONG ADVERTISING SERVICE, 19 N. 2nd St., San Jose, Calif.; Ballard 5600. **President:** Alvin Long. **Branch Office:** Russ Bldg., San Francisco (Douglass 3168); Hassel W. Smith, manager. **Radio Director, Talent and Script Buyer** (San Francisco): Hassel W. Smith. **Network:** Gallenkamp's Stores, Inc., for Shoes (NBC Pacific Red-5). **Local:** Miller Packing Co. for Sausages (pgm-3); Weinstein Co., Department Store (ann-5); Minnesota Consolidated Canneries for Butter Kernel Corn (ann-1); Granat Bros., Jewelers (time signals-1); Kutler Bros., Men's Clothing (ann-4).

W. E. LONG CO., 155 N. Clark St., Chicago, Ill.; Randolph 4606. **President:** W. E. Long. **Vice-President, Treasurer:** Lloyd R. Wolfe. **Vice-President:** Walter D. Warrick. **Secretary:** Mildred Allrich. **Radio Director:** Dan Ryan. **Time Buyer:** Jane Baker. **Talent and Script Buyer:** T. K. Denton. **Contest Director:** Eleanor Meredith. **Local:** Holsum Bakery (pgm-1, pgm-1, pgms-1); Schmidt Baking Co. of Cumberland, Md. (pgm-1), of Johnstown, N. Y. (pgm-1), of Martinsburg, W. Va. (pgm-1), of Baltimore (pgm-1); Old Homestead Bread Co. (pgm-6); Phoenix Holsum Bakery (pgm-1); Braun Baking Co. (pgm, singing ann-1); Ungles Baking Co. (pgm, ann-1); Nick Warisse Baking Co. (pgm-1); Mueller Baking Co. (ann-1); Way Baking Co. (ann-1); Zimmerman Baking Co. (news-1); Carpenter Baking Co. (ann, news-1); Supreme Baking Co. (pgm, ann-1, pgm-1); San Joaquin Baking Co. (singing ann-1); McGough Baking Co. (singing ann-1); Cameron & Barr Baking Co. (pgm-1); Pioneer Baking Co. (ann-1); Ideal Baking Co. (ann-1); Geissler Baking Co. (ann-1); Zinsmaster Baking Co. (pgm-1). **Writers:** Howard Taylor, Dan Ryan, James Barnes.

LORD & THOMAS, 247 Park Ave., New York City; WI 2-6600. **President:** Don Francisco. **Executive Vice-Presidents:** Sheldon R. Coons (New York), John F. Whedon (Chicago). **Vice-Presidents:** Edward Lasker, Thomas M. Keresey, Emerson Foote, Don Belding (Los Angeles), Leo H. Rosenberg (Chicago). **Vice-President and Treasurer:** William R. Sachse (Chicago). **Vice-President in Charge of Radio:** Edward Lasker. **Radio Directors:** Norman Morrell, Karl Schullinger, Gordon Auchincloss II (New York), Thomas A. McAvity (Hollywood), James C. M. Whipple (Chicago). **Spot Time Buyers:** Miss Holly Shively (Chicago), John Hymes (New York). **Continuity and Script Buyer:** Frank Wilson (New York). **Lucky Strike Radio Ac-**

count Executive: Carl Stanton (New York). **Publicity Director:** James Cannon (New York). **Branch Offices:** 919 N. Michigan Ave., Chicago (Superior 4800); John F. Whedon, 601 W. Fifth St., Los Angeles (Michigan 7651); Don Belding, 235 Montgomery St., San Francisco (Sutter 2355); Fairfax M. Cone, 6331 Hollywood Blvd., Hollywood (Hollywood 6265); Thomas A. McAvity. **Network:** American Tobacco Co. for Lucky Strike Cigarettes (NBC Red-105, transcriptions on Mutual, plus 3 New York State stations-19, CBS-102); Tidewater Associated Oil (football games, NBC Pacific Red and Blue, Mutual-Don Lee-varying number of stations); California Fruit Growers Exchange for Sunkist Oranges and Lemons (CBS-29); Colgate-Palmolive-Peet, Ltd., Canada for Cashmere Bouquet Cosmetics (French Network Province of Quebec-3); International Cellucotton Products for Kleenex (CBS-41); Pepsodent Co. for Toothpaste, Antiseptic, Liquid Dentifrice (NBC Blue-41, NBC Red-61); Petroleum Advisers for Cities Service Products (NBC Red-57); Quaker Oats Co. of Canada (NBC Red-30); Union Oil Co. for 76 Gasoline and Triton Motor Oil (CBS-12). **Spot:** American Tobacco for Lucky Strikes (ann-8), for Roi Tan Cigars (ann-37); Armour & Co. for Perk (ann-1); Armour & Co. (ann-5, participating pgms-aggregate of 4); Beatrice Creamery Co. for Meadow Gold Products (pgm-19, pgm-4); Bell Telephone Co. of Canada for Classified Directory (transcribed ann-8); Cities Service Oil Co. of Canada for Oil and Gasoline (ann-5); J. A. Folger & Co. for Coffee (transcribed pgm-26); General Motors Sales Corp., Frigidaire Division (ann-55); Fruitatives Products, Ltd., Canada for Fruitatives Liver Tablets (ann-14); Liebmenn Breweries Co. for Rheingold Beer and Ale (pgm-12); Luxor, Ltd., for Luxor Cosmetics (pgm-3); M. J. B. Co. for Coffee (participating pgm-1); Prune Proration Zone No. 1 for California Prunes (pgm-10); Purex Corp. for Purex Liquid Bleach and Pipe-Drain Cleanser (ann-3); Safeway Stores, Inc. (frost warnings, time signals-10); Sprague, Warner & Co. for Food Products (pgm-1); Southern Pacific Railroad (time signals-1). **Local:** Adohr Milk Farms (transcribed pgm-1).

MACE ADVERTISING AGENCY, Peoria, Ill.; 7197. **Owner:** M. J. Matusak. **Account Executive:** J. J. Keith. **Radio Directors, Talent Buyers:** Robert Rice, E. M. Lagron. **Spot Time Buyers:** Robert Rice, E. M. Lagron, J. J. Keith. **Continuity and Script Buyer, Publicity Director:** Robert Rice.

ADVERTISING AGENCIES—Continued

HAYS MacFARLAND & CO., 333 N. Michigan Ave., Chicago, Ill.; Randolph 9360. **President:** Hays MacFarland. **Executive Vice-President:** Malcolm A. Jennings. **Vice-Presidents:** Allen B. Dicus, Andrew Coburn, S. V. Horton. **Treasurer, Secretary:** B. G. Ruttingh. **Director of All Radio Activities:** Evelyn Stark. **Spot:** Northwestern Yeast Co. (participating pgms, ann-28). **Local:** Northwestern Yeast Co. (pgm-1; at press time being tested for national campaign); Hinckley & Schmitt (pgm-1); Chip Steak Co. (participating pgm-1, ann-1).

MACKAY & SAVARY ADVERTISING SERVICE, 1 Union Bldg., Calgary, Alberta, Can.; M 4560. **President:** M. H. Mackay. **Vice-President, Manager:** A. W. Savary. **Secretary-Treasurer:** S. C. James. **Radio Director:** R. H. Freeland. **Spot Time Buyer:** L. Willis. **Talent Buyer:** S. C. James. **Continuity and Script Buyer:** D. Fitzgerald. **Spot:** McColl-Frontenac Oil Co., Ltd. (news-1); George Harris & Son (ann-6). **Local:** Government of Alberta (pgm-varies); Maclin Motors, Ltd. (5 mins-1); Campbell & Laybourne (pgm-1); A. C. Fleming (pgm-1); J. G. Piggott (pgm-1); J. McDonald (pgm-1); Lone Star Service (pgm-1); Dollar Cleaners & Dyers (pgm-1); Lion Oils, Ltd. (pgm-1); Cutter Laboratories (pgm-1, ann-3).

MacKENZIE, INC., 431 Clifton Ave., Minneapolis, Minn.; Kenwood 2500. **President, Treasurer, Space Buyer:** Eben MacKenzie. **Vice-President, Secretary, Art Director, Production Manager:** Lucille MacKenzie. **Account Executives:** Lowell H. Swenson, William M. Highfield. **Director of All Radio Activities:** Eben MacKenzie. **Spot:** Land-O-Nod Co. for Bedding Products (ann-5, pgm-4, pgm-1); Wabasha Roller Mill Co. for Big Jo Flour (ann-6, news-1, pgm-1, news-1). **Local:** Pittsburgh Coal Co. (ann-2); Truax-Traer Coal Co. for Lignite (5 min news-2); Pophitt Cereal Co. (pgm-1); Gross Bros.-Kronicks, Launderers, Dry Cleaners (ann-1). **Writers:** Lowell H. Swenson (Pittsburgh Coal, Truax-Traer Coal), William M. Highfield (Pophitt Cereal, Gross Bros.-Kronicks, Land-O-Nod, Wabasha Roller Mill). **Producers:** Agency staff.

MacLAREN ADVERTISING AGENCY, LTD., 372 Bay St., Toronto, Ont.; Elgin 0321. **President:** J. A. MacLaren. **Vice-Presidents:** E. V. Reznitzer, G. W. Hague. **Treasurer:** I. E. Reynolds. **Radio Department:** C. M. Pasmore. **Assistants:** M. Rosenfeld, George Bridle. **Branch Offices:** 901 Dominion Square

Bldg., Montreal, Que. (Plateau 9556); E. H. H. Smith. in charge. 305 Province Bldg., Vancouver, B. C. (Trinity 843); E. G. Stephens, in charge. 1001 Lindsay Bldg., Winnipeg, Man. (26622); W. Henderson, in charge. 221a Eighth Ave., W., Calgary, Alta. (M 4097); T. Meade, in charge. 302 Leader Bldg., Regina, Sask. (29476); R. Wilson, in charge. 2-4 Cockspur St., London, England; W. G. Abel, in charge. **Network:** Imperial Oil, Ltd. (hockey, CBC-39); Tuckett Tobacco Co. for Wings Cigarettes (CBC-36). **Regional Network:** Imperial Oil, Ltd. (hockey, French Network-5 and special hookup-2); Globe & Mail, Newspaper (Provincial Network-12); Peoples Credit Jewellers, Ltd. (Provincial Network-3). **National Spot:** Bulova Watch Co. (time signals-number of stations not listed); Tuckett, Ltd. for Cigarettes and Tobacco (ann-41); Canadian Johns-Manville (ann-1); Lowe Brothers for Paint (ann-3); Globe & Mail, Newspaper (ann-4). **Local Spot:** Peoples Credit Jewellers (news-3, pgm-1, sportscast-1, pgm-1); Javex Co. for Cleaning Compound (participating pgm-1).

MacMANUS, JOHN & ADAMS, INC., Fisher Bldg., Detroit, Mich.; Trinity 2-8300. **President:** W. A. P. John. **Executive Vice-President, Treasurer:** James R. Adams. **Vice-President, Secretary:** John R. MacManus. **Vice-President, Art Director:** Harvey G. Luce. **Vice-President:** R. A. Brewer. **Assistant Treasurer, General Manager:** Leo A. Hillebrand. **Radio Director, Spot Time Buyer:** Elmer W. Froehlich. **Talent, Continuity and Script Buyers:** W. A. P. John, James R. Adams. **Spot:** General Motors, Pontiac Division (ann-placed by dealers); Tegge-Jackman Cigar Co. (ann-5); Boydell Bros. White Lead & Color Co. for Paints and Varnishes (ann-2). **Local:** Tivoli Brewing Co. (sports review-1). **Writers:** Don Ephlin (Tivoli Brewing), W. A. P. John, James R. Adams (Pontiac), H. E. Hougen (Tegge-Jackman Cigar), Sherwood Reekie (Boydell Bros.)

MALCOLM - HOWARD ADVERTISING AGENCY, 20 E. Jackson Blvd., Chicago, Ill.; Webster 2110. **Owner:** Arthur M. Holland. **Radio Director, Account Executive:** Arthur M. Holland. **Continuity and Script Buyer:** Ray Freedman. **Radio Executive:** Frances Shore. **Spot:** Roller Derby (trackside broadcasts, ann-34). **Local:** Joy Candy Shoppes (pgm-1, ann-3); Newart Co., Clothiers (pgm-1); Alert Laundry (ann-3); Bell Auto Repair (sports, news-2); Chicago Distilled Water Co. for Dad's Root Beer (pgm-1); Rubin's, Women's Wear (pgm-1); Clinton

ADVERTISING AGENCIES—Continued

Watch Co. (ann-1); L. T. Baker Loan Corp. (pgm-1); Rainbow Gardens Show (news-1); Coliseum North Hall (pgm-1). **Writers:** John Sullivan, Ray Freedman, Charles O'Hara, Marge Lovinger. **Producers:** Ray Freedman, John Sullivan, Charles O'Hara.

DAVID MALKIEL ADVERTISING AGENCY, 260 Tremont St., Boston, Mass.; LIB 1421. **Owner:** David Malkiel. **Production Manager:** Harry Lane. **Secretary:** Martha Brest. **Account Executives:** Harry Lawrence, Martin Kadis, Oscar Rutson, Jonas Marson, Alfred Black, Harry Weinbaum. **Radio Director:** Harry Lane. **Spot Time, Talent, Continuity and Script Buyer:** David Malkiel. **Local:** Economy Stores (ann-3); I. J. Fox, Furs (pgm and ann-6); Freilicher Kabtzen, Cooperative (pgm-1); Family Finance Co. (ann-1); Gordon Mfg. Co., Clothing (ann-2); Great Northern Co., Furs (ann-3); Hayward Wine Co. (ann-2); Keith RKO Theatre (ann-4); Paramount Bakeries (pgm and ann-2); Loew's Theatres (ann-5); Lithuanian Association (pgm-1); Nu-Enamel (ann-7); Rosoff's, Restaurant (ann-2); L. P. Rogers, Furs (ann-3); Rogers Jewelry Co. (ann-6); Steuben's, Restaurants (ann-2); Singer-Snow, Clothing (sports and pgm-4); Barney Sheff, Food Products (ann-2); Great Boston Theatres, Inc. (ann-5); Great Atlantic Laboratories (ann-5); Sarni's Cleaners (ann-3); Massachusetts Trade Schools (ann-5); Babi-juice Oranges Corp. (ann-7); Morgan Furniture (ann-5); Blueway Trailways (ann-5); Casa Manana (pgm-5); Greater Boston Distributors (ann-5); Lincoln Oil Co. (pgm-1); Sager Bros. (ann-3).

D. S. MANSON & ASSOCIATES, 501 Essex Bldg., Minneapolis, Minn.; BR 6228. **General Manager:** Donald P. Nathanson. **Sales Manager:** S. H. Kaufman. **Radio Director:** Donald P. Nathanson. **Local:** Juster Bros., Clothing (pgm-1); Brown Clothing Co. (ann-1); Kaplan Bros., Clothing (ann-1). **Writer:** Donald P. Nathanson (Juster Bros.).

MARSCHALK & PRATT, INC., 535 Fifth Ave., New York City; VA 3-1525. **President:** Harry C. Marschalk. **Vice-Presidents:** Wilber E. Johnson, Samuel L. Meulendyke, Sydney H. Giellerup. **Secretary:** Arthur R. Anderson. **Radio Director, Talent, Continuity and Script Buyer:** Curt Peterson. **Spot Time Buyer:** George L. Trimble. **Radio Copywriters:** Barrett Brady, G. W. Freeman. **Network:** Congress Cigar Co. for La Palina (sport news, Mutual-21); Dunn & McCarthy for Shoes (NBC Red-100). **Spot:**

Congress Cigar, Inc. (baseball-1); Whitehead Metal Products Co. for Water Heaters (5 mins-2); Rudd Mfg. Co. for Water Heaters (ann-over 50). **Television:** Standard Oil Co. of N. J. (W2XBS, New York). **Producer:** Ned Whitehead.

MARTIN & ROBISON, INC., Lincoln Tower, Fort Wayne, Ind.; A-6221. **President:** Willis S. Martin. **Secretary:** Mel J. Robison. **Vice-President:** Don W. Long. **Production Manager:** F. J. Kelly. **Director of All Radio Activities:** Don W. Long. **Local:** G. E. Bursley & Co. (pgm-1); Fort Wayne Milk Council (pgm-1); Central Optical Co. (ann-1); Eckrich Packing Co. (pgm-1); Mayflower Mills (pgm-1).

MASON-RELKIN CO., 369 Lexington Ave., New York City; AS 4-3531. **President:** Roger B. Relkin. **Radio Director:** Roger B. Relkin.

J. M. MATHES, INC., 122 East 42nd St., New York City; LE 2-7450. **President:** J. M. Mathes. **Vice-President, Art Director:** Lester J. Loh. **Vice-Presidents:** William B. Okie, Hyland L. Hodgson, Charles R. Marshall, Charles O'Donnell. **Treasurer:** A. E. Cox. **Secretary:** Carle Rollins. **Director of All Radio Activities:** Wilfred S. King. **Assistant Radio Director:** Fletcher Turner. **Network:** Canada Dry Ginger Ale (NBC Blue-77). **Spot:** New York State Milk (ann-19); R. B. Davis for Cocomalt (ann-18); Luden's Cough Drops (chain breaks, news, weather reports-31); New York State Fair (ann-4); Schick Injector Razor (Louis-Galento fight-66).

MAYERS CO., 1240 S. Main St., Los Angeles, Calif.; PR 0101. **Principals:** Henry Mayers, J. R. Mayers, Arthur Mayers. **Radio Director:** Ted Cate. **Spot Time Buyer:** Alden Weis. **Spot:** Pennzoil Co. (ann-20); Sears, Roebuck & Co. (ann-10); Fifth Street Store (ann-9); W. M. Henry Co., Distributors of Van Camp Pork & Beans and Stokely Products (ann-5). **Local:** J. W. Robinson Co., Department Store (ann-4); Desmond's, Men's Clothing (pgm-1); Hoffman Candy Co. (ann-4); Southern California Edison Co. (pgm-2); Grand Central Market (ann-5); Ralph Hamlin Motors (pgm-2); First Federal Savings & Loan of Hollywood (ann-3).

McCANN-ERICKSON, INC., 285 Madison Ave., New York City; LE 2-1700. **President:** H. K. McCann. **Vice-Presidents:** Harrison Atwood, Raymond Atwood, E. C. Bennett, L. E. Firth, E. H. Hill, Gordon E. Hyde, Myron C. Leckner, E. D. Madden, John J. McCarthy, Hugh A. Mitchell, E. O. Perrin, C. A. Posey, Jack-

ADVERTISING AGENCIES—Continued

son Taylor. **Vice-President, Creative Director:** L. S. Briggs. **Secretary and Treasurer, in Charge of Radio:** John L. Anderson. **Radio and Television Director, Continuity and Script Buyer:** Stuart D. Ludlum. **Time Buyer:** Frank Conrad. **Branch Offices:** 910 S. Michigan Ave., Chicago; Homer Havermale, vice-president, manager; H. G. Smith, vice-president; G. B. Dunscomb, radio director; G. Victor Lowrie, spot time buyer. 2246 Penobscot Bldg., Detroit; D. C. Hight, vice-president, manager. 625 National City Bldg., Cleveland; R. M. Alderman, vice-president, manager; James Watt, spot time buyer. 114 Sansome Street, San Francisco; Henry Q. Hawes, vice-president, general manager, Pacific Coast Division; Walter A. Burke, radio director; T. G. McGuffick, W. R. Steffner, spot time buyers. 448 S. Hill St. Los Angeles; August J. Bruhn, manager, radio director. 665 Skinner Bldg., Seattle; Burt Cochran, manager, radio director. 1308 Public Service Bldg., Portland; Vernon R. Churchill, manager, radio director. The H. K. McCann Co. has offices in Montreal, Toronto, Winnipeg, Vancouver, Paris, London and Frankfurt, Germany. **Network:** Chesebrough Mfg. for Vaseline Products (CBS-62); Pacific Coast Borax Co. (NBC Blue-29). **Spot:** Crowell Publishing Co. (pgm-number of stations not listed); Gruen Watch Co. (commentator-1, time signals-1, ann-1, pgm-1, ann-1, dealer pgms-number of stations not listed, ann-1, ann-1, news-1, ann-1); National Biscuit Co. (pgm-19); Stanco, Inc., for Nujol, Mistol, Flit, Daggett & Ramsdell (pgm-10, pgm-33, pgm-1). **Local:** Consolidated Edison Co. (pgm-1); Manufacturers Trust Co. (news-1, news-1, news-1). **Writers:** Helga Lund, Elizabeth Todd (Stanco, Inc.), John E. Hasty (Consolidated Edison), Ruth Cornwall Woodman (Pacific Coast Borax).

R. E. MCCARTHY ADVERTISING AGENCY, Tampa Theatre Bldg., Tampa, Fla.; 2323. **President:** R. E. McCarthy. **Treasurer:** Louis Benito. **Secretary:** C. R. Toy. **Director of All Radio Activities:** R. E. McCarthy. **Local:** Tampa Florida Brewery (baseball scores-1, football scores-1); Pepsi-Cola Bottling Co. (pgm-2); Long Leaf Yellow Pine & Tidewater Red Cypress Distributors of Florida (ann-5). **Writers:** R. E. McCarthy, Louis Benito, C. R. Toy, Ruthanne Elder.

THE McCORD CO., INC., 1100 Hodgson Bldg., Minneapolis, Minn.; Bridgeport 1225. **President:** R. D. McCord. **Vice-President:** Louis Melamed. **Secretary:** C. F. Baker. **Radio Director:** Elizabeth Grove. **Publicity Director:** C. J. Rian. **Regional:** Chocolate Products Co. (CBS

Pacific Network-3); Minnesota Macaroni Co. for Jenny Lee and Minnesota Brand Macaroni (ann, Arrowhead Network-3, Iowa Network-2); Golden Taste Products for Sims Cereal (ann, Minnesota Network-4); Hi-Lex Co. (ann, Iowa Network-2). **National Spot:** Chocolate Products for Stillicious Vitamin Chocolate Syrup (pgm-1, ann-6), for Stillicious Vitamin B Chocolate Drink (pgm-4, pgm-1, ann-8, 5 min news-2); Theo. Hamm Brewing Co. (5 min sports review-1); Tom Moore Coca-Cola Bottling Co. (pgm-1); McConnon & Co. for McConnon Products and recruiting for dealers (pgm-1, pgm-5, 5 mins-1); W. H. Barber Co. (football preview and review-1); Tydol Gasoline and Veedol Motor Oil (ann-6, weather forecasts-12, sports review-1); Anaconda Sales Co. for Anaconda Phosphate (ann-6). **Local Spot:** Milk Foundation of Minnesota (ann-5); Milk Fund of Minnesota (pgm-1); Zinsmaster Baking Co. (pgm-1, chain breaks-3, chain breaks and ann-4); Breezy Point Lodge (ann-3); Conrad Fur Co. (pgm-6, ann-6); Minnesota Macaroni Co. for Egg Noodle Products (ann-1, pgm-1); F. H. Peavey & Co. for Phosphate, Fertilizers, Seed and Elevator Service (pgm-1); Furniture Exposition Mart (ann-1); Hoffies, Inc. for Hoffee Bun-wich and Cake-wich (ann-1); Ray's Photo Service (ann-8); Cleveland Furniture Co. (5 mins-1); E. G. Clinton & Co., Farm Equipment Distributors (ann-1); Levin Bros. for Living Room Furniture (1 min participating-1); Griggs, Cooper & Co. for Home Brand and Foley's Food Products (ann-3, news-1, 1 min participating-1, state fair broadcast-1, baseball-1); Golden Taste Products for Sims Cereal (ann-1, 1 min participating-1, pgm-1); Cowden Mfg. Co. for Cowden Overalls and Work Clothes (participating-1, 1 min participating-4, 5 mins-3); Central Co-operative Assn. (pgm-1); Stone-Ordean-Wells for Empress Coffee and Stone's Canned Foods (ann-3); Hi-Lex Co. (ann-8, 1 min participating-2); Minnesota Farm Bureau Federation (farm bureau news-1); Minnesota Farm Bureau Service Co. (ann-1).

McCORMICK CO., 217 East 7th Ave., Amarillo, Texas; 5333. **Owner-Manager:** James L. McCormick. **Advertising Department Director:** John R. Forkner. **Director of All Radio Activities:** John R. Forkner.

E. J. McGUIRE, ADVERTISING, 1424 Pioneer Bldg., St. Paul, Minn.; GA 3286. **President:** E. J. McGuire. **Vice-President:** A. C. Kaercher. **Secretary:** Marion Sager. **Radio Director, Spot Time**

ADVERTISING AGENCIES—Continued

Buyer: H. T. Kaercher. **Talent Buyer, Publicity Director:** E. J. McGuire. **Continuity and Script Buyer:** Marion Sager. **Local:** Jacob Schmidt Brewing Co. (pgm-1); Aulwood Mfg. Co. for Furniture Polish (pgm-1); Oak Grove Dairy (pgm-1).

McJUNKIN ADVERTISING CO., 228 N. LaSalle St., Chicago, Ill.; State 5060. **President, Treasurer:** William D. McJunkin. **Radio Director:** Sam Bartlett.

McKEE & ALBRIGHT, INC., 1400 S. Penn Square, Philadelphia, Pa.; Locust 4737. **President:** R. J. McKee. **Vice-President, Treasurer:** D. R. Albright. **Secretary, Assistant Treasurer:** T. E. Libby. **Radio Director, Talent, Continuity and Script Buyer:** J. A. McFadden. **Spot Time Buyer:** E. R. Walmsley. **Branch Office:** RCA Bldg., New York City (CO 5-2058); Herbert Korholz in charge. **Network:** Sealtest, Inc. (NBC Red-60, CBS-37, plus transcriptions on 23 stations); Philco Radio & Television Corp. (news, Mutual-2). **Spot:** Breyer Ice Cream Co. (ann-5); Philadelphia & Reading Coal & Iron Co. for Coal (ann-17). **Local:** Chestnut Farms-Chevy Chase, for Dairy Products (pgm-1); Breakstone Bros. for Dairy Products (pgm-1); Telling-Belle Vernon Co. for Dairy Products (pgm-1); Fairfield Western Maryland Dairy for Dairy Products (ann-1).

A. McKIM, LTD., ADVERTISING AGENCY, 710 Confederation Bldg., Montreal, Que., Canada; Lancaster 5192. **President, General Manager:** Charles T. Pearce. **Vice-President:** James Baxter. **Secretary-Treasurer:** J. B. Stephens. **Board of Directors:** Major James Baxter, B. A. Bennett, W. T. Brace, J. J. Gallagher, D. E. Longmore, A. N. McIntosh, C. T. Pearce, J. D. Pearce, J. W. Thain. **Radio Director, Talent, Continuity & Script Buyer (Toronto):** B. Cairns. **Spot Time Buyer (Montreal):** L. Mackay. **Branch Offices:** Canada Permanent Bldg., Toronto, Ont.; D. E. Longmore, in charge. Royal Bank Bldg., Winnipeg, Man.; A. A. Brown, in charge. Province Bldg., Vancouver, B. C.; A. Black, in charge. Manfield House, 376 Strand, W.C. 2, London; E. W. Brodie, in charge. **Network:** T. H. Estabrooks Co., Ltd., for Red Rose Tea (French network-5). **Spot:** T. H. Estabrooks (pgm-23); Canadian National Railways for Excursions (ann-5, ann-5); Familex Products for Ozogermo (pgm-1, ann-2); General Dry Batteries (ann-20); Chr. Hansen Laboratory (ann-22); Iodine Educational Bureau (ann-4); Marshall-Wells Paint Co. (ann-6); McColl-Frontenac Oil Co. (news-8); National Drug Co. for Gin Pills (ann-16, 5

mins-3, French newscast-1); Nash-Kelvinator Corp. (ann-9); O'Keefe's Beverages, Ltd. (ann-2, pgm-1); Oxo (Canada), Ltd. (ann-14); Richards Glass Co. for Rolls Razor (ann-16); Salvation Army, War Service Appeal (ann-20); Slater Shoes (pgm-8); Western Canada Flour Mills for Purity Flour (pgm-36, ann-3, quiz-4, quiz-5); Woods Manufacturing for Clothing (ann-20); Anglo-Canadian Publishing Co. for New World Illustrated (ann-2). **Local:** F. J. Bossons for Rolls Razor (ann-1); Brey-Nash for Nash Cars (ann-2); Bryce Bakeries (pgm-1); Delaware & Hudson for Excursions (ann-1); F. W. Horner for Riga Water (pgm-1); Hudson Coal Co. (French quiz-1); Pacquin's Hand Cream (pgm-1); R. Paterson & Sons for Camp Coffee (pgm-1); Premier Vacuum Cleaner Co. (ann-1); Robertson's Purity Baking (time signals-1, test pgms-1, pgm-1); Reckitt & Colman (ann-2); Shadeine, Hair Dye (pgm-1).

PHILIP J. MEANY CO., 816 West 5th St., Los Angeles, Calif.; Michigan 3601. **President:** Philip J. Meany. **Treasurer:** F. M. Hawes. **Space Buyer:** C. K. Tester. **Production Manager:** Ray Clinton. **Art Director:** Jay Koupal. **Spot:** Kip Corp. (dramatized ann-10). **Local:** Pierce Brothers (pgm-4); Bimini Baths (ann-2); Bonds Dog Food Co. (ann-1).

MELDRUM & FEWSMITH, INC., 1018 Leader Bldg., Cleveland, O.; Cherry 4505. **President:** Barclay Meldrum. **Vice-President, Treasurer:** Joseph Fewsmith. **Vice-President:** E. T. Morris. **Director of All Radio Activities:** R. G. Simmons. **Publicity Director:** William Valentin. **Spot:** Willard Storage Battery Co. and Seiberling Rubber Co. (ann-number of stations not listed). **Local:** Cleveland Trust Co. (ann-number of stations not listed).

METROPOLITAN ADVERTISING CO., 92 Liberty St., New York City; RE 2-0450. **President, Treasurer:** Harry D. Adair. **Vice-President:** Peter J. McKenna. **Secretary:** S. J. Simonic. **Account Executive:** Joseph N. Cirone. **Copy Chief:** Lawrence A. Reis. **Art Director:** Leo Bienvenu. **Assistant to the President:** Herman Sloane. **Publicity Director:** David G. Bareuther. **Branch Office:** 355 S. Broadway, Los Angeles, Calif.; Arthur F. Nelson in charge. **Spot:** Man O' War Publishing Co. (sports results-6). **Local:** Greenwich Savings Bank (pgm-1); Modern Industrial Bank (commentators, transcribed pgm-2); Modern Institute for Successful Living, Magazine (health talks-2).

ADVERTISING AGENCIES—Continued

HARRY M. MILLER, INC., 22 E. Gay St., Columbus, O.; Adams 7243. **President:** Harry M. Miller. **Vice-President:** James H. Warburton. **Secretary-Treasurer:** Jack Miller. **Director of All Radio Activities** (Cincinnati): Robert M. Fleming. **Branch Office:** 1235 Enquirer Bldg., Cincinnati; Robert M. Fleming, manager. **Regional:** The Streitmann Biscuit Co. (North Carolina Network-5, plus 6 individual stations). **Local:** Rego Gas & Oil Co. (football forecast-1, ann-1); Solo Works, Inc. (5 min. participation-2); Dorsel Flour Co. (5 min. participation-1).

RAY MILLS ADVERTISING AGENCY, INC., Auburn, Me.; Auburn 190. **Radio Director:** Lanning Pike. **Spot Time Buyer:** Ray Mills. **Talent, Continuity and Script Buyers:** Ray Mills, Lanning Pike. **Spot:** Nissen Baking Co. (ann-4). **Local:** Watkins, Inc., Cleaners (pgm-2); B. Peck C., Department Store (ann-2); Ward Bros., Dress Shop (pgm-1); also announcements sponsored by several other concerns.

DAN B. MINER CO., 1151 S. Broadway, Los Angeles, Calif.; Richmond 3101. **President:** Dan B. Miner. **Vice-Presidents:** J. C. Morse, Isabel Moses, Fred W. Meyer, Harold W. Clark. **Secretary:** Marie Sweeney. **Radio Director, Talent, Continuity and Script Buyer:** John Guedel. **Spot Time Buyers:** Fred W. Meyer, J. S. Miner. **Branch Office:** None as such but affiliated with Continental Agency Network. **Network:** Wilshire Oil Co. for Polly Gas, Economy Gas and Polly Penn Motor Oil (successively NBC Pacific Red-2, CBS Pacific-3, Mutual-Don Lee-15). **Spot:** Coast Fishing Co. for Puss 'n Boots Cat Food (participating pgm-1, participating pgm-1); Barbara Ann Baking Co. (time signals-2); Electrical Development League of Southern California, Electric Water Heater Promotion (transcribed ann-12); ADM Wheat Germ Oil (participating pgms-4). **Local:** Forest Lawn Memorial Park, Cemetery-Mortuary (pgms-aggregate of 4, participating pgm-1, participating pgm-1); Coast Fishing Co. for Balto Dog Food (pgm-1, participating pgm-1); Barbara Ann Baking Co. (3 participating pgms-1, participating pgm-1); Globe Mills for Globe A 1 Biscuit Flour, Pancake and Waffle Flour (pgm-2); Blecho, Clothes Bleach (participating pgm-1); Roberts Public Markets (quiz-1); Western Auto Supply Co. (pgm-2). **Writers:** John Guedel (Wilshire Oil, Forest Lawn), Donald Clark, Jerome Schwartz, Maurice Zimm, Edward Dynn, Daniel Lundberg (Forest Lawn), Gary Coon (Western Auto Supply), Walter Guedel (Roberts

Public Markets). **Producers:** John Guedel (agency producer for all programs), Sam Pierce, Jim Burton (Wilshire Oil, for Mutual-Don Lee), Ernest Jarvis (Forest Lawn, for CBS).

MITCHELL-FAUST ADVERTISING CO., 230 N. Michigan Ave., Chicago, Ill.; State 6610. **President:** Paul E. Faust. **Treasurer:** Lyman L. Weld. **Secretary:** R. A. Herweg. **Vice-Presidents:** P. H. Faust, L. H. Copeland, Remy L. Hudson. **Radio Director:** Paul Holman Faust. **Spot Time Buyers:** C. J. Turner, Dorothy L. Parsons. **Talent Buyer:** Dorothy L. Parsons. **Regional:** Consolidated Biscuit Co. for Hampton's Fresh-Baked Crackers (participating pgm, Yankee Network-7); Chr. Hansen's Laboratory for Junket Quick Fudge Mix (ann, Yankee Network-19), for Junket Rennet Powder-Tablets (participating pgm, Yankee Network-10); W. F. Straub & Co. for Lake Shore Honey (participating pgm, Yankee Network-10). **Spot:** American Brewing Co. for Regal Beer (5 mins-1, pgm-1); Centlivre Brewing Corp. for Old Crown Ale (10 mins-1, 10-mins-1, ann-1); Consolidated Biscuit Co. for Crackin' Good Crackers (ann-1); Peter Hand Brewery Co. for Meister Brau Beer (ann-4, 5 mins-1, 10 mins-1, 10 mins-1, pgm-1, pgm-1); Chr. Hansen's Laboratory, Inc., for Junket Danish Dessert (ann-2, participating pgm-1), for Junket Freezing Mix (ann-19, participating pgm-1), for Junket Quick Fudge Mix (ann-28, participating pgms-3), for Junket Rennet Powder-Tablets (ann-2, participating pgms-2); The Quaker Oats Co. for Quaker Macaroni and Spaghetti (ann-18), for Muffets (ann-5); Rapinwax Paper Co. for Rap-in-Wax (participating pgms-2); W. F. Straub & Co. for Straub's Vitamin Capsules (ann-1). **Writers:** Agency staff. **Producers:** Agency staff; Norman Schwartz of Transamerican Broadcasting & Television Corp. (Chr. Hansen's Laboratory, Inc.), AMP (Chr. Hansen's Laboratory, Inc.), RCA Chicago (Quaker Oats Co.), NBC Transcription Division, Chicago (Quaker Oats Co.).

EMIL MOGUL COMPANY, INC., 625 Madison Ave., New York, N. Y.; Eldorado 5-1756. **President:** Emil Mogul. **Secretary, Treasurer:** Helene Mogul. **Radio Director:** Emil Mogul. **Spot Time Buyer:** Helen Munroe. **Spot:** Fruit Wine Co. of America for Lady Lynn Wine, Lord Jean Wine and Goldberg's Kosher Wine (pgm, ann-3). **Spot and Local:** Barney's Clothes (news, pgm, ann-6) Man O' War Sports & Turf Weekly (5 min scratches, flashes, resumes-4). **Writers:** Alfred Paul Berger, Stanley Fields.

ADVERTISING AGENCIES—Continued

RAYMOND R. MORGAN CO., 6362 Hollywood Blvd., Hollywood, Calif.; Hempstead 4194. **President:** Raymond R. Morgan. **Manager, Secretary, Treasurer:** R. E. Messer. **Account Executives:** J. J. McCleery, L. W. Hobson. **Art Director:** Howard Wookey. **Radio Director:** Sam Pierce. **Spot Time Buyer:** R. E. Messer. **Talent Buyer:** Ruth Johnson. **Continuity and Script Buyer:** Raymond R. Morgan. **Manager Copy Department:** H. M. Bourne. **Publicity:** William A. Wood. **Branch Office:** Goodkind, Joice & Morgan, Palmolive Bldg., Chicago. **Regional:** Los Angeles Soap Co. for White King Granulated (CBS Pacific Network-7), for Sierra Pine Toilet Soap (CBS Pacific Network-7). **Spot:** Los Angeles Soap Co. for White King Granulated (ann-32, ann-5), for Sierra Pine Toilet Soap (ann-1), for Scotch Soap (news-3, participating-1); Planters Nut & Chocolate Co. (pgm-1); J. A. Folger & Co. for Folger's Coffee (pgm-3, 5 mins-16). **Local:** Owl Drug Co. (pgm-1). **Writers:** James McCleery, Phil Stewart, Margaret McKay, Eric Strutt, Sam Pierce, Herb Conner, Mayfield Kaylor.

MORRIS-SCHENKER-ROTH, INC. See Roth, Schenker & Bernhard, Inc.

H. C. MORRIS & CO., INC., 420 Lexington Ave., New York City; Lexington 2-8650. **Spot:** Eastern Wine Corp. for Chateau Martin Wines (ann-15); Look Magazine (ann-8); Doubleday, Doran & Co., Inc. (ann-7); Agash Refining Corp. (ann-3). **Local:** Friday Magazine (ann-1); Agash Refining Corp. (pgm-1).

MORSE INTERNATIONAL, INC., 122 East 42nd St., New York City; LE 2-6727. **President:** Roy Head. **Vice-Presidents:** C. J. Balliett, E. P. Anderson. **Secretary-Treasurer:** Shaw Newton. **Radio Director, Talent, Script and Continuity Buyer:** Richard Nicholls. **Assistant Radio Director and Tune Buyer:** William Hines. **Regional:** Vick Chemical Co. for VapoRub, Va-tro-nol (pgm, Pacific Coast-11). **Spot:** Vick Chemical Co. for VapoRub and Va-tro-nol (ann, news, pgms, etc.—aggregate of 134, ann-14 Canadian), for Cough Drops (ann-42).

FARAON JAY MOSS, INC., 1462 N. Stanley Ave., Hollywood, Calif.; Granite 8878. **President:** Faraon Jay Moss. **Treasurer:** Ardys M. Moss. **Space Buyer:** J. K. Gibson. **Production Manager:** W. S. Weeks. **Radio Director:** Ardys M. Moss. **Local:** Pierce School of Practical Nursing (pgm-2); Townsend National Recovery Plan (pgm-1); F. Arnold Young, English Lessons (pgm-4); Richard Harrison Food

Products (pgm-1); Jonathon LeMire, French Lessons (pgm-1); Calirox Cookies (pgm-1); Rev. Sheldon Shepard (pgm-2); Hoytt Construction Co. (ann-2).

C. WENDEL MUENCH & CO., 210 E. Ohio St., Chicago, Ill.; Whitehall 7717. **President:** C. Wendel Muench. **Radio Director, Continuity and Script Buyer:** George Euwema. **Spot Time and Talent Buyer:** C. E. Forsberg. **Network:** Durkee Famous Foods for Margarine (NBC Blue-29). **Spot:** Chappel Bros. for Ken-L-Ration Products (pgm-17, ann-5); The Julep Co. for Howel's Root Beer (1 min dramas-30, ann-19); Blue Moon Foods, Inc. for Cheese Spreads (ann-12); Durkee Famous Foods for Margarine (ann-15); Sokol & Co. (ann-1); Durkee Famous Foods (ann-5). **Writers:** Howard McKent Barnes (Durkee's Margarine), Don Thompson and Robert Gingrich (Ken-L-Ration), Robert Gingrich (Howel's Root Beer). **Producers:** Don Thompson (Durkee's Margarine, Ken-L-Ration), Jim Dickert (Ken-L-Ration, Howel's Root Beer).

NEEDHAM, LOUIS & BRORBY, INC., 360 N. Michigan Ave., Chicago, Ill.; State 5151. **President:** Maurice H. Needham. **Vice-Presidents:** John J. Louis, Melvin Brorby, W. Raymond Fowler, Jr., Harry E. Phelps. **Secretary, Treasurer:** Otto R. Stadelman. **Radio Directors:** Cecil Underwood (Hollywood), W. Raymond Fowler and Harrie K. Richardson (Chicago). **Spot Time Buyers:** Otto R. Stadelman, Evolvyn Hardinge. **Branch Office:** 1680 N. Vine St., Hollywood; Cecil Underwood, manager. **Network:** S. C. Johnson & Son for Wax, Glo-Coat and Auto Wax (NBC Red-100). **Spot:** S. C. Johnson & Son for Wax and Glo-Coat (pgm-6, ann-26); Eagle-Picher Sales Co. (ann-7); Kraft Cheese Company for Parkay (ann-36, cut-in ann on Kraft Music Hall-26). **Local:** Kraft Cheese Company for Parkay (pgm-1); Wieboldt Stores, Inc. (pgm-1).

NEFF-ROGOW, INC., 30 Ruckerfeller Plaza, New York City; CI 7-4230. **President:** Walter J. Neff. **Vice-President:** William Rogow. **Radio Directors, Spot Time Buyers:** Walter J. Neff, William Rogow. **Copy Chief:** John H. Hines. **National Spot:** J. W. Beardsley's Sons for Foods (pgm-3); Bond Stores, Inc., for Bond Clothes (pgm-40); Melville Shoe Corp. for Thom McAn Shoes (pgm-8). **Local:** Fisher Baking Co. (pgm-2); Frederick Lowenfels & Son for Hotel Bar Butter (pgm-1); D'Arrigo Bros. Co. for Andy Boy Broccoli (ann-2); Liggett Drug Co.,

ADVERTISING AGENCIES—Continued

Inc. (pgm-1); Dorman Farms Co. for Winter Garden Carrots (ann-1); Jos. Martinson & Co. for Martinson's Coffee (pgm-1); Sears, Roebuck & Co., New England Group (pgm-1).

NEISSER - MEYERHOFF, INC., 410 N. Michigan Ave., Chicago, Ill.; Delaware 7860. **President:** Arthur E. Meyerhoff. **Vice-President:** Frederick W. Hinrichs. **Secretary, Treasurer:** Walter R. Neisser. **Director of All Radio Activities:** Nelson A. Shawn. **Branch Offices:** 759 N. Milwaukee St., Milwaukee; F. W. Hinrichs, vice-president in charge. 530 West 6th St., Los Angeles; George A. Taylor, manager. **Network:** Illinois Meat Co. (Mutual-5); Wilmington Transportation Co. for Catalina Island (CBS-5); Wm. Wrigley, Jr., Co. (CBS-74). **Regional:** Wm. Wrigley, Jr., Co. (Yankee Network-19). **Spot:** The Cho-Cho Co. (ann-6); Fitzpatrick Bros. for Kitchen Klenzer (ann-1); Manchester Biscuit Co. for Crackers (pgm-1, ann-1); Wilmington Transportation Co. (ann-6); Chicago National League Baseball Club (pgm-4); Lakeside Biscuit Co. for Crackers (pgm-1); Los Angeles Baseball Club (ann-1); Sawyer Biscuit Co. for Crackers and Butter Cookies (ann-2). **Local:** Edwards Motor Co. (ann-2); Fitzpatrick Bros. for Kitchen Klenzer (pgm-1, pgm-1, pgm-1, ann-1, 5 mins-1); Andy Lotshaw Co. for Body Rub (pgm-1); Milwaukee Electric Railroad & Transport Co. (ann-3); Chicago National League (pgm-3, reenactment of game-1); Los Angeles Baseball Club (ann-1); Roundy, Peckham & Dexter Co. for Coffee (ann-1); Sawyer Biscuit Co. (pgm-1); Schaaf Sausage Co. (pgm-1).

TED NELSON ASSOCIATES, 1650 Broadway, New York City; CI 7-2830. **Director of All Radio Activities:** Ted Nelson. **Spot:** Hollingshead Corp. for All-Nu Floor Wax (ann-2); Fellows Medical Co. for Fellows Syrup of Hypophosphites (ann-10); Iroquois for Herb Tea (ann-4).

THE NESBITT SERVICE CO., 1462 Hanna Bldg., Cleveland, O.; CH 4804-5-6. **Radio Director, Spot Time Buyer:** M. C. Nesbitt. **Spot:** Cedar Point-on-Lake Erie (pgm-9).

NEWBY, PERON & FLITCRAFT, INC., 222 W. Adams St., Chicago, Ill.; Andover 3311. **President:** A. W. Newby. **Vice-President:** E. R. Flitcraft. **Secretary-Treasurer:** A. H. Peron. **Radio Directors:** Walter Zivi, A. H. Peron. **Spot Time, Talent, Continuity and Script Buyer:** Walter Zivi. **Publicity Director:** E. R. Flitcraft. **Spot:** General Transformer

Corp. for Porta-Power (test ann-1); Wonder Heat Pad Co. (pgm-3); Albert Laboratories for Respirine (pgm-9); Skrudland Photo Service (pgm-15); 4-Penny Products for Dandruff Remover (test ann-1). **Local:** Raab Brothers, Men's Clothing (pgm-1); Chicago Furniture Mart (pgm, news-2); Bismarck Brewing Co. (ann-1); Quality Wet Wash Laundry (ann-4); Dr. A. A. Dubin, Dental Manufacture (news-1); Whiteeth Products Co. for Toothpowder (ann-1); Prince Ice Cream Castle (pgm-1).

NEWELL-EMMETT CO., INC., 40 East 34th St., New York City; AS 4-4900. **President:** C. D. Newell. **Vice-Presidents:** L. D. Mahon, C. S. Walsh, William Reydel, J. P. Cunningham, F. H. Don-shea, G. S. Fowler, Richard L. Strob-ridge. **Treasurer:** Fred H. Walsh. **Radio Directors:** William Reydel, George Ogle, Don Langan. **Spot Time and Talent Buyer:** N. F. McEvoy. **Network:** Liggett & Myers Tobacco for Chesterfield Cigarettes (NBC Red-90), for Chesterfield Cigarettes and Granger Rough Cut (CBS-95, plus transcriptions on WOR); Pepsi-Cola (news, CBS-112). **Regional:** Loose-Wiles Biscuit Co. (news, Yankee Network plus spot stations-24, participating pgm, NBC Pacific Red-6). **Spot:** Loose-Wiles Biscuit Co. (ann-4, transcribed pgm-1, transcribed pgm-3, transcribed pgm-3, pgm-1); Pepsi-Cola (ann, jingles contests-26); Chesterfield Cigarettes (ann-9); Beech-Nut Packing Co. (chain breaks-23); White Rock Mineral Springs Co. (transcribed pgm-1).

ROBERT S. NICHOLS AGENCY, 701 Lloyd Bldg., Seattle, Wash.; EL 7417. **Owner:** Robert S. Nichols. **Continuity Writer:** Jack McClintock. **Feature Writer:** Robert Hillis. **Secretary:** Howard Youngman. **Local:** Columbia Lumber Co. (pgm-1); Delteet Furniture Co. (transcribed pgm-1); Westermans Clothier (ann-1); J. G. Fox & Co. (pgm-1); Mast, Inc. (pgm-1); City Light (pgm-1); Dr. Mellor Dentists (news-1); Bartell Drug Co. (pgm-2); Rhodes Bros. (pgm-1); Arthur A. Wright & Sons (pgm-1).

NORTHWEST RADIO ADVERTISING CO., INC., 802 American Bank Bldg., Seattle, Wash.; Main 9282. **President, General Manager:** Edwin A. Kraft. **Radio Directors, Spot Time and Talent Buyers:** Edwin A. Kraft, W. L. Paul. **Spot:** Gardner Nursery Co. (pgm, ann-305); Compagnie Parisienne, Inc., (5 mins-75); Blue Ribbon Books (pgms, ann-approximately 100). **Writer:** Edwin A. Kraft (Gardner Nursery Co.).

ADVERTISING AGENCIES—Continued

O'DEA, SHELDON & CANADAY, INC., 400 Madison Ave., New York City; Plaza 3-1670. **President:** Mark O'Dea. **Executive Vice-President:** George H. Sheldon. **Vice-Presidents:** L. C. McElroy, C. E. Nelson. **Treasurer, General Manager:** John F. Quick. **Secretary:** Agnes R. Volk. **Spot Time Buyer:** C. Wohlpart. **Branch Office:** First National Bank Bldg., Baltimore, Md. **Network:** Commercial Credit Co., Auto Financing (news, CBS-69). **Spot:** Chilean Nitrate Sales, Inc., for Chilean Nitrate of Soda (pgm-17); Charles E. Hires Co. for Hires Root Beer (pgm-55). **Producers:** Jean V. Grombach (Chilean Nitrate of Soda and Hires Root Beer), Transamerican Broadcasting & Television (Hires Root Beer).

OHIO ADVERTISING AGENCY, 1740 East 12th St., Cleveland, O.; Prospect 7177. **President:** Samuel L. Abrams. **Vice-President:** John V. Williams. **Treasurer:** Arthur Roth. **Radio Director:** John V. Williams. **Publicity Director:** John V. Williams. **Spot:** Lyon Tailoring Co. (ann-2); M. & N. Cigar Manufacturers, Inc. (time signals-3, news-1). **Local:** H. Blonder Co. (ann-1); Clothing Clearing House (5 mins-1); Ohio Clothing Co. (5 mins-1).

OLMSTED-HEWITT, INC., 1200 Second Ave., Minneapolis, Minn.; Atlantic 0202. **President:** Ward H. Olmsted. **Secretary-Treasurer:** Harriet W. Olmsted. **Vice-President:** John T. Foley. **Radio Director:** Ward H. Olmsted. **Spot Time Buyer:** John T. Foley. **Continuity Writers:** Gordon A. Daline, Robert C. Millar. **Regional:** Archer-Daniels-Midland Co. for A-D-M Wheat Germ Oil (pgm, Minnesota Network-4). **Spot:** Northrup, King & Co., Feeds and Seeds (pgm-1, ann-4); International Milling Co. for Seal of Minnesota Flour (pgm-1, news-1, pgm-1), for Robin Hood Flour (news-1). **Local:** Nevens Co. for Laundry and Dry Cleaning (station breaks-1); Ohleen Dairy for Dairy Products (pgm-1, participating pgm-1, participating, pgm-1).

PACIFIC NATIONAL ADVERTISING AGENCY, 605 Union St., Seattle, Wash.; Eliot 4884. **President:** William H. Horsley. **Secretary:** H. O. Stone. **Treasurer:** Marjorie Humphrey. **Production Manager:** Harry S. Pearson. **Assistant Manager:** George R. Dunham. **Radio Director, Spot Time and Talent Buyer:** Marjorie McPherson. **Continuity and Script Buyers:** Marjorie McPherson, Barbara Curran. **Publicity Director:** Florence V. Montgomery.

PARIS & PEART, 370 Lexington Ave., New York City; Caledonia 5-9840. **Partners:** A. G. Peart, J. H. Rehm. **Account Executives:** H. C. Miner, W. F. James, W. G. Jones, D. C. Manson, B. Alexander. **Radio Director, Business Manager:** E. J. Cogan. **Spot Time Buyer:** F. Pamentel. **Regional:** The Great A & P Tea Co., A & P Retail Grocery Stores (pgm, CBS New England-3).

B. J. PAULSON ASSOCIATES, 623 N. Second St., Milwaukee, Wis.; Marquette 6877. **General Manager:** B. J. Paulson. **Account Executives:** A. J. Gerlach, E. J. Schickel, Herman H. Sinako. **Account Executive, Art Director:** Pete Keck. **Production Manager:** Roy A. Franke. **Radio Director:** None, handled by account executives. **Spot:** Chr. Hansen's Laboratory for Dairy Chemicals (cheese market reports-3). **Local:** United Coal & Dock Co. (ann-1); Trapp's Golden Rule Dairy (ann-1); M. A. Gerret Co. (ann-1); Black Eagle Oil Co. for Gasoline and Motor Oil (weather forecasts, temperature reports-1); Clover Lane Dairy for Dairy and Milk Products (participating pgm-1); The Heath Bakery (sports pgm-1).

HANCOCK PAYNE ADVERTISING ORGANIZATION, Public Ledger Bldg., Philadelphia, Pa.; Lombard 2405. **President, Treasurer:** W. Hancock Payne. **Vice-President:** A. E. Story, Jr. **Secretary:** Charles D. Ledyard. **Director of All Radio Activities:** Miss M. J. Shields. **Publicity Director:** Charles D. Ledyard. **Spot:** Monopad (at press time, details were not set). **Local:** Corn Exchange National Bank (ann-1); Geutings, for Shoes (pgm-1). **Producer:** Miss M. J. Shields.

PECK ADVERTISING AGENCY, 444 Madison Ave., New York City; PL 3-0900. **Chairman of Board:** Harry Peck. **President:** A. H. Messing. **Secretary:** Harry Krawitz. **Treasurer:** David Bloch. **Radio Director:** Arthur Sinshelmer. **Spot:** Beverwyck Breweries (news-4); Tasty-east, Inc. (ann-16); Roxy Clothes (news-5); Long Island Outfitting Co. (ann-3); Fairfax Tobacco Co. (ann-8); S. Grover Graham Co. (ann-3); Hammondsport Wineries (ann-5); Glyco Thymoline (news, ann-2); Olde Dutch Mills Coffee (ann-3); Advertising Distributors of America (ann-4); Gulf Recovery Corp., Refiners (ann-3); Krasne Bros., Grocery Jobbers (ann-2); Tournau Watches (ann-2); Joseph P. Day, Manhattan Beach (ann-3). **Local:** Wise Shoe Co. (news-1); Casin Druggists (news-2).

ADVERTISING AGENCIES—Continued

PEDLAR & RYAN, INC., 250 Park Ave., New York City; EL 5-7700. **President:** Thomas L. L. Ryan. **Vice-Presidents:** Lawrence L. Shenfield, Frank J. Doherty. **Secretary, Treasurer:** Arthur Cobb, Jr. **Radio Director:** Gregory Williamson. **Time Buyer:** Frank G. Silvernail. **Spot Time Buyer:** Tom Carson. **Talent Buyers:** Edgar G. Sisson, Jr., Elisabeth Howard. **Radio Copy Chief:** John Archer Carter. **Script Buyer:** Finis Farr. **Network:** P & G for Camay Soap (NBC Red-50, NBC Blue-16, CBC, French and English-29); P & G for Chipso (NBC Red-23, CBS-24, NBC Blue-7, CBC, English and French-30); Bristol-Myers for Vitalis (NBC Red-51); Lady Esther, Ltd., for Cosmetics (CBS-63). **Regional:** P & G for Camay Soap (California Radio System-5); P & G for Dash (California Radio System-4). **Spot:** P & G for Camay Soap (pgm-11); P & G for Chipso (pgm-4); P & G for Dash (pgm-6); Bristol-Myers for Ipana Toothpaste (pgm-5); J. C. Penney (pgm-6). **Writers:** Elaine Sterne Carrington, Rejane des Rameaux, Frank Polimeni (Camay), Irna Phillips, Orin Tovrov, Henri Deyglun, Kay Chase (Chipso), Don Becker (Ipana), Jettabee Ann Shafer (J. C. Penney), Sam Carlton, Al Miller, Ed Ettinger (Vitalis). **Staff Writers:** Cyril J. Mullen, Jack Finney, Beth Judson, Donald Wallace, Finis Farr, Howard Merrill. **Producers:** Edwin Wolfe, Elisabeth Howard (Camay), Gilbert Gibbons, of Carl Wester, Inc., Howard Merrill, Basil Lougheran, Elisabeth Howard (Chipso), Chick Vincent, John McClean, Jr. (Ipana), Ed Wolfe, John McClean, Jr. (J. C. Penney), Lester Vail, Edward A. Byron (Vitalis), Edgar G. Sisson, Jr. (Lady Esther).

HAROLD W. PICKERING ADVERTISING AGENCY, 310 Templeton Bldg., Salt Lake City, Utah; Wasatch 2658. **Owner:** Harold W. Pickering. **Associate:** L. H. Malzahn. **Local:** Bennett Glass & Paint Co. (ann-3); Utah State Fair Association (ann-3); Boyd Park Jewelers, Inc. (ann-1); Gray's Motor Service, Inc. (ann-1) Bennett Motor Co. (ann-3); First Security Trust Co. (ann-1); Redman Van & Storage Co. (ann-1).

PLATT-FORBES, INC., 386 Fourth Ave., New York City; CA 5-4440. **President, Treasurer:** William A. Forbes. **Vice-Presidents:** Rutherford Platt, Thomas F. Cosgrove, John Monsarrat. **Secretary:** William S. Walker. **Radio Director:** Rutherford Platt. **Spot Time Buyers:** William S. Walker, J. K. L. Peterson, Parmelee Lyman. **Spot:** Peter Paul, Inc., for Mounds and Ten Crown Gum (pgm, 5 mins, ann-75); Oxo, Ltd. (ann-16).

Local: Oxo, Ltd. (pgm-1). **Producers:** World Broadcasting System, Inc. (Peter Paul, Inc.); NBC (Oxo, Ltd.).

POTTS-TURNBULL ADVERTISING CO., 912 Baltimore Ave., Kansas City, Mo.; Victor 9400. **President:** W. J. Krebs. **Vice-president:** D. E. Dexter. **Treasurer:** E. T. Chester. **Secretary:** G. F. McGill. **Radio Director, Spot Time Buyer:** G. F. McGill. **Talent Buyer:** N. P. Rowe. **Continuity and Script Buyer:** C. R. Lawson.

F. W. PRELLE CO., 983 Main St., Hartford, Conn.; 7-1117. **General Manager:** F. Wallace Prella. **Accountant:** Blanche Ainsworth. **Production Manager:** Ida Friedman. **Art Director:** Robert F. Little. **Copy Chief:** Philip Frank. **Radio Director, Space Buyer:** Leonard R. Schoenfeld. **Spot:** Diamond Ginger Ale, Inc. (ann-8); Republican State Central Committee of Connecticut (pgm-9, pgm-7, ann-9, talks-9); Connecticut Ice Manufacturers Assn. (pgm-4). **Local:** New England Laundry (ann-1); Lux, Bond & Green, Jewelry (pgm-2); Schultz Beauty Salons (pgm-1); Connecticut Mfgs. of Carbonated Beverages (ann-2).

PRESBA, FELLERS & PRESBA, INC., 360 N. Michigan Ave., Chicago, Ill.; Central 7683. **President:** Bert S. Presba. **Vice-President:** E. A. Fellers. **Secretary:** Will B. Presba. **Director of All Radio Activities:** E. A. Fellers. **Spot:** DeForest Training, Inc., for Correspondence Courses (5 mins, pgm-9); Flex-O-Glass Mfg. Co. (5 mins, pgm-21); Household Magazine (5 mins, pgm-35); Mantle Lamp Co. for Kerosene Lamps (5 mins, pgm-60); Olson Rug Co. (5 mins, pgm-60); Dr. Scholl's Foot Comfort for Foot Appliances and Shoes (5 mins, pgm-3); Battle Creek Drugs (ann-4); Colonial Poultry Farms (pgm, ann-2); Dick Niles Packing Co. for Grapefruit (ann-7); Fuller Laboratories for Reducing Candy (pgm-1); Pioneer Life Insurance Co. (5 mins-1); Pure Milk Assn. (pgm-1); Woodmen Accident Co. for Insurance (5 mins, pgm-5); Haskins Bros. & Co. for Soap (5 mins, pgm-7). **Writers:** William Meredith, Mark Smith. **Producer:** William Meredith.

PUBLICITY ASSOCIATES, 350 Fifth Ave., New York City; LO 5-3210. **President, Radio Director:** Josef Israels II. **Branch Office:** 20 N. Wacker Drive, Chicago (State 2211); William R. Harshe, in charge. **Local:** New York Post (pgm-2).

RADIO-RUNDFUNK CORP., 207 East 84th St., New York City; RH 4-9609. **President:** Herbert F. Oetgen. **Radio Di-**

ADVERTISING AGENCIES—Continued

rector, **Spot Time Buyer:** Herbert F. Oettgen. **Local:** Bolle & Detzel, Inc. (pgm-1); Express Exchange (pgm-1); Gambarelli & Davitto (pgm-1); Haenlein & Esch (pgm-1); Red Ball Van Lines (ann-1); Europa Import Co. (ann-1); Charles von der Bruck, Inc. (pgm-1); Berthold Mucke (ann-1); White Sewing Machine Service (ann-1); Steneck Travel Bureau (pgm-1). (All programs are in German and recorded abroad).

THE L. W. RAMSEY CO., 430 Union Bank Bldg., Davenport, Ia.; 3-1889. **President:** L. W. Ramsey. **Vice-President:** F. L. Eason. **Secretary:** E. G. Naeckel. **Radio Director, Talent, Continuity and Script Buyer:** E. G. Naeckel. **Spot Time Buyers:** E. G. Naeckel, L. W. Ramsey. **Branch Office:** 230 N. Michigan Ave., Chicago (Franklin 8155); French Eason, executive in charge. **Network:** F. W. Fitch Co. for Fitch Shampoo (NBC Red-79); Chamberlain Laboratories for Chamberlain Lotion (CBS-17, NBC split network-9). Also spot announcements for various clients. **Writer, Producer:** Ward Byron (Fitch Shampoo).

THE RANDALL CO., 75 Pearl St., Hartford, Conn.; 7-8233. **President:** Wilbur Randall. **Vice-President, Treasurer:** Robert Dorfman. **Branch Office:** 6 East 45th St., New York City (Vanderbilt 6-4952); Robert Dorfman in charge. **Spot:** Blackstone Products for Blackstone's Aspirin and other products (pgm-25). **Local:** Bacon Bottling Co. (ann-1); Harry Glotzer (ann-1); Imperial Dyeing & Cleaning Co. (baseball scores-1); Maurice the Jeweler (ann-2); New England Furriers (ann-1); Polish National Home (pgm-1); Reichlin & Levin (ann-1); S. Max & Co. (ann-1); Stackpole, Moore, Tryon Co. (ann-1).

HOWARD RAY ADVERTISING AGENCY, 320 West 9th St., Los Angeles, Calif.; Trinity 8532. **Owner:** Howard Ray. **Radio Director:** Robert Allan. **Regional:** Dr. W. J. Ross Co. (5 mins, Don Lee Network-32). **Spot:** Dr. W. J. Ross Co. (5 mins participating-1, ann-1).

CHARLES DALLAS REACH CO., 58 Park Place, Newark, N. J.; Market 3-5100. **Executives:** Charles Dallas Reach, Howard E. Sands, E. N. Deacon, Walling Minster, Francis R. Risley, James S. Little. **Radio Director, Talent Buyer:** Charles Dallas Reach. **Associate Radio Director:** Charles Gains. **Spot Time Buyer:** Richard N. Gulick. **Continuity and Script Buyer:** Francis R. Risley. **Branch Office:** 6 East 45th St., New York

(VA 6-5924). **Regional:** Cut-Rite Waxed Paper, Koppers Coke, Admiracion Oil Shampoos (further details, as to number of stations, etc., not listed).

REDFIELD-JOHNSTONE, INC., 247 Park Ave., New York City; PL 3-6120. **Chairman of the Board:** L. L. Redfield. **President:** E. F. Johnstone. **Vice-President, Space Buyer:** B. L. Rottenberg. **Vice-President:** Edward T. T. Williams. **Vice-President in Charge of Industrial Advertising:** J. J. McNevin. **Secretary, Assistant Treasurer:** A. Hollander. **Director of All Radio Activities:** Norman S. Livingston. **Network:** Local Cooperative Campaigns (Mutual-53, Mutual-76, Don Lee-27); Irrisistible, Inc., for Cosmetics (participating, Mutual-2). **National Spot:** Grace Donohue, Inc., for Cosmetics (ann-3); New York Harbor Steamship Co. (ann-6); Posto-Photo, Inc., Photo Finishers (pgm-2, pgm-2); Hall & Ruckel, Inc., for X-Bazin (pgm-1); Block Drug Co. for Gold Medal Haarlem Oil (transcribed ann-7); Kirkwood Laboratories for Har-Ex (pgm-1). **Spot:** Venzamer Rotenone Corp. (ann-1). **Writers:** Owen Crump, Sam Carleton, William Barr (local cooperative campaigns). **Producers:** Norman S. Livingston, of the agency; Ernest Chappell and Charles Schenck, of Roche Productions; Owen Crump, of Warner Bros. (local cooperative campaign).

KNOX REEVES ADVERTISING, INC., 600 First National Bank Bldg., Minneapolis, Minn.; Bridgeport 7701. **President:** E. E. Sylvestre. **Executive Vice-President:** Wayne Hunt. **Vice-Presidents:** John H. Sarles, Helen Brown, Elizabeth Reeves. **Secretary:** K. P. Torgerson. **Treasurer:** C. L. Greenwood. **Radio Program Director:** Lloyd Griffin. **Radio Production Manager:** Russell Neff. **Dramatic Script Editor:** Elizabeth Reeves. **Radio Service Manager:** Mildred Shulind. **Publicity Director:** W. Raschick. **Branch Office:** 925 Chanin Bldg., 122 East 42nd St., New York City (Murray Hill 4-3982); B. N. Robinson, manager. **Network:** General Mills, Inc., for Bisquick (NBC Red-27), for Wheaties (CBS-30, NBC Red-16, plus 67 spot stations). **National Spot:** General Mills, Inc., for Wheaties (baseball-97). **Writers:** Talbot Munday, Ruth Borden, C. C. Thomas. **Producers:** Rikel Kent, Edwin Morse.

MORGAN REICHNER & CO., INC., 400 Madison Ave., New York City; WI 2-3100. **President, Treasurer:** Morgan S. A. Reichner. **Secretary:** William B. Mosle. **Vice-Presidents:** Harold A. Bowman, Chandler S. (Doc) Woolley. **Audi-**

ADVERTISING AGENCIES—Continued

- tor:** Irving Sachar. **Account Executives:** Brandt Aymar, Ernest H. Wiener, Robert Roberts. **Radio Director, Spot Time Buyer:** George J. Arkedis. **Local:** Baur Brothers Bakery for Aunt Hannah's Bread (pgm-1); Pearson Pharmacal Co. for Dew Deodorants (station breaks-1).
- EMIL REINHARDT,** 324 Thirteenth St., Oakland, Calif.; Templebar 2408. **Spot Time Buyer:** Mildred McMahon. **Talent Buyer:** Dove Lane. **Continuity and Script Buyer:** LaFayette Mathews. **Network:** Kilpatrick's Bakery (Mutual-4). **Local:** Standard Beverages (ann-5); Kilpatrick's Bakery (ann-6); J. L. Tuttle Co., Inc., for Tuttle's Cottage Cheese (ann-3).
- RUFUS RHOADES & CO.,** 909 de Young Bldg., San Francisco, Calif.; Exbrook 6469. **Spot:** Yellow Cab Co. (ann-3); Denalan Co. for Artificial Dental Plate Cleanser (ann, pgm-3). **Local:** California Macaroni Co. (pgms, ann-2); Cook Products Corp. for Girard's French Dressing (pgms, ann-4).
- ROBERTSON, ADVERTISING,** 721 U. S. N. Bldg., Denver, Colo.; KE 4657. **President:** Marshall G. Robertson. **Vice-President:** Mary A. Robertson. **Radio Director, Spot Time Buyer, Talent, Continuity and Script Buyer:** Brian Elliott. **Local:** Miller's Groceries (news-1); Cassidy Hicks Wallpaper Co. (pgm-1); Millar Coffee Co. (pgm-1); Grayson Apparel (ann-1); Gaylord's Apparel (ann-1); Rainbow Ballroom (pgm-1); Cottrell Clothing Co. (news-2); Frumess Jewelry (news-3); Graham Furniture Co. (pgm-1); Puritan Pie Co. (ann-1); Weicker Transfer (ann-1).
- ROCHE, WILLIAMS & CUNNINGHAM, INC.,** 310 S. Michigan Ave., Chicago, Ill.; Harrison 8490. **President:** John P. Roche. **First Vice-President:** Lloyd Maxwell. **Executive Vice-President:** Guy C. Pierce. **Vice-Presidents:** J. M. Cleary, S. Weston. **Secretary:** M. F. Williamson. **Treasurer:** D. J. Kelly. **Radio Director:** N. J. Cavanagh. **Branch Office:** 1500 Chestnut St., Philadelphia (Rittenhouse 3750); Guy C. Pierce, executive vice-president. **Network:** The Cudahy Packing Co. for Old Dutch Cleanser (CBS-19, Mutual-32); Sun Oil Co. (NBC Blue-22). **Spot:** Studebaker Corp. (pgm-94); The Milwaukee Road (transcribed ann-12); Horlick's Malted Milk Corp. (pgm-2); National Toilet Co. for Nadinola (chain breaks-6); Kenton Pharmacal Co. for Brownatone (ann-8). **Local:** E. J. Brach & Sons for Grub Stake Candy Bar (station breaks-2). **Writers:** Bess Flynn (Old Dutch Cleanser); Pauline Hopkins (Horlick's Malted Milk). **Producers:** Russell Young (Old Dutch Cleanser); Ray Wilson (Horlick's Malted Milk).
- ARTHUR F. RODRIGUEZ CO.,** 369 Lexington Ave., New York City; Caledonia 5-6100. **President:** Arthur F. Rodriguez. **Secretary:** Delma Forte. **Production Manager:** R. H. Mershon. **Radio Director:** Frank McCabe. **Talent Buyers:** Arthur F. Rodriguez, Frank McCabe. **Time Buyer:** Arthur F. Rodriguez.
- ROGERS & SMITH,** 20 North Wacker Drive, Chicago, Ill.; Dearborn 0021. **President:** Walter E. Smith. **Vice-President:** Ray H. Reynolds. **Treasurer:** Charles B. Rogers. **Secretary:** Howard N. Smith. **Director of All Radio Activities:** Roland R. Blair. **Script Writer:** Barbara Winthrop. **Branch Office:** Service affiliation with Rogers & Smith, Dallas, Texas; Herbert A. Rogers and Howard N. Smith, executives. **Spot:** Reid, Murdoch & Co. for Monarch Finer Foods (ann-65); Little Crow Milling for Coco-Wheats (pgm-15, ann-4); G. E. Conkey Co. for Poultry Feeds (ann-11); James Heddon's Sons for Fishing Tackle (ann-13); Furst-McNess Co., for Specialty Salesman (ann-6); Arzen Laboratories (ann-2); Flower Foods, Inc. (ann-3); Berd Products, Inc., for Grandma Green's Ant Killer (ann-2); Stainless Steel Products, Inc., for Cooking Utensils (pgm-1, ann-1). **Local:** Cracker Jack Co. (pgm-1); Stover Water Softener Co. (ann-1); Burgess Seed & Plant Co. for Plants (ann-1); Hinkley & Schmitt, Inc., for Hire's Root Beer (pgm-1); Mangel's Apparel Shop (ann-2); Spic, Inc., for Spic Deodorant (pgm-1). **Writer:** Barbara Winthrop. **Producer:** Roland R. Blair.
- E. C. ROGERS AGENCY,** 80 East Ave., Rochester, N. Y.; Stone 2367. **President:** E. C. Rogers. **Manager:** W. W. O'Brien. **Copy and Art Departments Manager:** Randall G. Beachner. **Director of All Radio Activities:** George B. Tucker. **Local:** Weed & Co. (ann-1); E. E. Bausch (ann-1); Weis & Fisher's (pgms, 5 mins, ann-1); Langie Fuel Co. (ann-1); Likly's Luggage Co. (ann-1).
- ROGERS, GANO & GIBBONS, INC.,** National Bank of Tulsa Bldg., Tulsa, Okla. **President:** R. C. Gano. **Vice-President:** J. Burr Gibbons. **Secretary:** Victor Shenk. **Radio Director:** J. Burr Gibbons. **Branch Office:** Chicago; J. C. Bachrodt, vice-president. **Spot:** Griffin Grocery Co. (news, ann-2); Atlas Life Insurance Co. (pgm-2).

ADVERTISING AGENCIES—Continued

RONALDS ADVERTISING AGENCY, LTD., Keefer Bldg., Montreal, Que.; Plateau 4803. **President:** R. C. Ronalds. **Vice-President:** E. M. Putnam. **Director:** G. W. Brown. **Radio Directors:** E. M. Putnam and N. K. Vale (Montreal), R. J. Avery (Toronto). **Branch Office:** 137 Wellington St., W., Toronto, Ont. (Adelaide 0237); R. J. Avery, manager. **Spot:** United Drug Co., Ltd., for Bisma-Rex (ann-39); Louis K. Liggett Co. (ann-11). **Local:** Reliable Toy Co., Ltd., for Dolls (pgm-1); Bristol-Myers Co. of Canada, Ltd., for Ipana, Sal Hepatica, Ingram's Milkweed Cream (pgm-1); Charles Gurd & Co., Ltd., for Gurd's Beverages (pgm-1); Roe Farms Milling Co. (pgm-2); Lyman Agencies, Ltd., for Tintex and others (pgm-1). **Writer:** Claire Wallace (Bristol-Myers). **Writer, Announcer:** Tod Russell. **Producer:** Charles Hutchings (Reliable Toy Co.).

WILLIAM GANSON ROSE, INC., 522 Terminal Tower, Cleveland, O.; Prospect 6171. **President, Treasurer:** William Ganson Rose. **Vice-President:** Frank H. Pelton. **Secretary:** L. C. Brown. **Radio Director:** L. C. Brown. **Spot Time, Talent, Continuity and Script Buyer, Publicity Director:** Clay Herrick. **Local:** Spencerian College, Business Education (5 mins-1); Stadler Products Co., for Soil-Bil-Der and Gard-N-Gro (5 min garden talks-1). **Writers:** Clay Herrick, E. G. Whitney.

ROSE-MARTIN, INC., 21 West 46th St., New York City; Bryant 9-4621. **President:** Irl W. Rose. **Secretary-Treasurer:** John B. Martin. **Vice-Presidents:** Alvin H. Kaplan, Carl J. McCracken. **Radio Director, Talent, Continuity and Script Buyer:** Alvin H. Kaplan. **Spot Time Buyer:** Gus M. Rundbaken. **Publicity Director:** Vaughn G. Hannington. **Spot:** Lewis Hotel Training Schools for Correspondence Course (news-6).

ROSS-GOULD CO., 10th & Olive Sts., St. Louis, Mo.; Central 1646. **President:** H. O. Ross. **Vice-Presidents:** W. K. Eckles, Harry Meyer. **Treasurer:** H. M. Ross. **Radio Director:** None. **Spot:** Absorene Mfg. Co., for Absorene Wallpaper Cleaner, HRH Paint Cleaner, Abso Crystals Watersoftening Cleanser (ann-30).

ROTH AGENCY, 1619 Broadway, New York City, CI 7-8220. **President:** Bud Roth. **Vice-President:** Arthur L. Ross. **Secretary:** Edna Calvalli. **Radio Director, Continuity and Script Writer:** Jimmy Lyons. **Spot Time Buyer:** Bud Roth. **Talent Buyers:** Robert H. Calvert, Fred Robbins, Larry Marks. **Account Execu-**

tive: Sam Freundel. **Local:** Gottfried Baking (pgm-1); Hanscom Bake Shops (news-1); Jacksonville Chamber of Commerce (pgm-1); Charlotte Chamber of Commerce (pgm-1); Los Angeles Times (pgm-1); Quiet May Burners (news-1); Berkley Razor Blades (news-1); Borck & Stevens (pgm-1). **Writers:** Jimmy Lyons, Sam Freundel, Mort Wolff. **Consultant:** Thornby Carlton. **Producers:** Jimmy Lyons (Gottfried Baking, Borck & Stevens), Matt Trainer (Quiet May, Berkley Razor Blades), Dan Macquire (Los Angeles Times), Jack Gordon (Jacksonville Chamber of Commerce), Gene McHugh (Charlotte Chamber of Commerce).

ROTH, SCHENKER & BERNHARD, INC. (formerly Morris-Schenker-Roth, Inc.), 230 N. Michigan Ave., Chicago, Ill.; Whitehall 6030. **President:** Sydney M. Roth. **Vice-President:** Ben W. Schenker. **Secretary:** Edgar Bernhard. **Treasurer:** Harry Roth. **Spot Time Buyer:** A. C. Coleman. **Radio Director, Talent Buyer:** Ralph Schoolman.

RUTHRAUFF & RYAN, INC., 405 Lexington Ave., New York City; MU 6-6400. **President:** F. B. Ryan. **Vice-President, Treasurer:** W. B. Ruthrauff. **Vice-Presidents:** C. J. McCarthy, P. E. Watson, E. J. Grady, R. F. Sullivan, W. P. Littell, J. R. Busk, F. B. Ryan, Jr., E. W. Garbish, C. Lawton Campbell, Kenneth Groesbeck, Ellis J. Travers, K. D. Stewart. **Secretary, Assistant Treasurer:** R. Van Buren. **Radio Director:** C. Lawton Campbell. **Assistant Radio Director:** S. Heagan Bayles. **Manager:** C. T. Ayres. **Supervisor Daytime Programs:** Herschel Williams. **Assistant Supervisor Daytime Programs:** Pat Dougherty. **Supervisor Evening Programs:** Merritt W. Barnum. **Time Buyer:** T. Fisher. **Production:** Nate Tufts, Wilson Tuttle, John Loveton. **Commercial Writers:** Regina Morgan, Vivian Washburn, Avery Giles, Florence Miles, Bob Mann, W. W. Mead. **Hollywood Office Production:** T. Freebairn-Smith. **Chicago Office Radio Director:** Ros M. Metzger. **Branch Offices:** 360 N. Michigan Ave., Chicago (Randolph 2625); P. E. Watson and W. P. Littell, vice-presidents; Ros Metzger, radio director; Arthur Trask, assistant radio director; Warren Johnson, in charge of production; John Dennison, producer, daytime shows; Paul Bia Gioni, producer, nighttime shows; Catherine Haynie, in charge of script; Baker Ostrin, Irene Small and Robert Gardner, commercial writers; Albert Callies, time buyer. 7430 Second Blvd., Detroit (Madison 1980). Ellis J. Travers; William E. Betts, manager. 812

ADVERTISING AGENCIES—Continued

Olive St., St. Louis (Main 0128); O. A. Zahner, manager. 1680 N. Vine St., Hollywood (Hillside 7593); Charles Perrine, manager. 236 Montgomery St., San Francisco; Frederick Duerr, manager. Northern Life Bldg., Seattle; Frances C. Mullins, manager. **Network:** Campbell Soup Co. for Franco American Spaghetti (CBS-15, CBS-55); Bromo-Seltzer (NBC Blue-65); Chrysler Corp. (CBS-83); Ironized Yeast Co. (NBC Blue and Inter-City-45, CBS-68); Lever Bros. for Rinso (CBS-70, CBS-65), for Spry (CBS-65); Noxzema Chemical Co. (quiz, CBS-45, news, CBS-40); Penn Tobacco Co. (CBS-58); D. L. & W. Coal Co. (Mutual and spot-45); Quaker Oats Co. (NBC Red-60, NBC Red-60, NBC Red-60). **Spot:** Chrysler Corp. (ann, news-80); Gunther Brewing Co. (pgm-2); Noxzema Chemical Co. (pgm-4); Ruppert Brewery (sports comment-1, singing ann-12); B. F. Goodrich Co. (sports news-25); Kitchen Bouquet (participating pgm-1, news comment-1).

SCHECK ADVERTISING AGENCY, INC., 9 Clinton St., Newark, N. J.; MA 2-0480. **President:** Julius Scheck. **Vice-President:** Morris Scheck. **Radio Directors:** Julius Scheck, Morris Scheck. **Spot:** Philadelphia Dairy Products Co., Inc. (news-7); Zy-vo (ann-2, pgm-1). **Local:** Philadelphia Dairy Products Co., Inc. (pgm-4, weather reports-1); Woodlawn Farm Dairy Co. (news-1, weather reports-1); Anna Myers Pure Foods for Jams and Jellies (ann-4); Dr. Shirley W. Wynne's Food Forum (pgm-1).

SCHWIMMER & SCOTT, 75 E. Wacker Drive, Chicago, Ill.; Dearborn 1816. **Partners:** Walter Schwimmer, R. J. Scott. **Radio Director, Talent Buyer:** N. E. Heyne. **Spot Time Buyer:** John B. Davies. **National Spot:** Rudolph Wurlitzer Co. for Musical Instruments (pgm-8); Lea & Perrins, Inc., for Worcestershire Sauce (ann-30); Parker Bros., Inc. for Games (ann-8); Salerno-Megowen Biscuit Co. for Cookies and Crackers (ann-2); Peter Fox Brewing Co. for Beer (ann, pgm-15); Mohawk Bedding Co. for Mattresses (ann, pgm-5); Walgreen Co., Drugs (ann, pgm-8). **Local:** Walgreen Co. (baseball-1); Hirsch Clothing Co. (pgm-3); Butler Motors, Inc. (pgm-1); National Tea Co. (pgm-2).

SCOTT-TELANDER, 411 E. Mason St., Milwaukee, Wis.; Daly 1080. **Partners:** N. L. Telander, Harry H. Scott. **Radio Director:** Harry H. Scott. **Spot Time Buyer:** Esther Block. **Spot:** Wadhams Oil (sports pgm-2, sports-1 or more,

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

RUSSEL M. SEEDS CO., Palmolive Bldg., Chicago, Ill.; Delaware 1045. **President:** Freeman Keyes. **Vice-Presidents:** Paul Richey, T. J. Wallace. **Treasurer:** Jack Harding. **Secretary:** H. J. Smith. **Radio Director:** Watson Humphrey. **Spot Time Buyer:** H. J. Rollinson. **Talent Buyer:** T. J. Wallace. **Branch Office:** Lemcke Bldg., Indianapolis; Jack Harding, manager. **Network:** Brown & Williamson Tobacco Corp. for Bugler Tobacco (NBC Red and Blue-75), for Avalon Cigarettes (NBC Red and Blue-63), for Raleigh Tobacco (NBC Red-75), for Raleigh Cigarettes (NBC Red-20). **Spot:** Keystone Steel & Wire Co. (pgm-2); Pinex Co. (pgm-8, ann-43, news-6); Brown & Williamson for Bugler Tobacco (pgm-10), for Big Ben Tobacco (pgm-1, pgm-6), for Avalon Cigarettes (pgm-8, ann-5, sports-5); Beaumont Co. for 4 Way Vaporizing Rub (ann-2). **Writers:** Fred Kress, Al Morey, Don Lee, Whitey Ford (Brown & Williamson). **Producers:** John Lair (Pinex, Keystone Steel & Wire Big Ben Tobacco); T. J. Wallace, Watson Humphrey (Brown & Williamson).

THEODORE H. SEGALL ADVERTISING AGENCY, 544 Market St., San Francisco, Calif.; Sutter 6557. **President:** Theodore H. Segall. **Vice-President:** Edward G. Lansdale. **Radio Director:** Frank Wright. **Branch Office:** Paramount Bldg., Los Angeles (Michigan 6062). **Regional:** Calwey Co. for Health Food (Mutual-2). **Local:** Calo Food Products for Calo Dog Food (pgm-1); Tiltons, Men's Clothiers, San Francisco (fight broadcast-1); Tiltons, Seattle (pgm-1); Milens, Jewelers (news-1, ann-2); Fred Benioff, Furs (ann-1); Mohawk Petroleum for Gasoline (sports events-1).

ROSCOE W. SEGAR, ADVERTISING AGENCY, 2125 N.E. 48th Ave., Portland, Ore.; TA 3445. **Owner, Manager:** Roscoe W. Segar. **Secretary, Treasurer:** D. D. Segar. **Art Director:** D. D. Fitchard. **Radio Directors:** Roscoe W. Segar, D. D. Segar. **Publicity Director:** Roscoe W. Segar. **Writer:** D. Thompson. **Local:** Froskist Ice Cream Co. (ann-3); Niklas & Son, Floral Headquarters (ann-3); Jewel Ice Cream Co. (ann-2).

ADVERTISING AGENCIES—Continued

SHERMAN & MARQUETTE, INC. (successors to Benton & Bowles-Chicago, Inc.), 919 N. Michigan Ave., Chicago, Ill.; Delaware 8000. **President:** Stuart Sherman. **Vice-President:** Arthur Marquette. **Radio Director:** Henry Selinger. **Spot Time Buyer:** Miss C. E. Bonnesen. **Network:** Colgate-Palmolive-Peet for Colgate Brushless and Rapid Shave Creams (NBC Blue-47), for Cashmere Bouquet Toilet Preparations and Halo (CBS-65), for Colgate Toothpowder (CBS-38); Quaker Oats Co. for Farina (NBC Red-4). **Spot:** Dr. W. B. Caldwell, Inc., for Dr. Caldwell's Laxative (ann-65); Quaker Oats Co. for Full-O-Pep Feeds (transcribed pgm-15); Colgate-Palmolive-Peet for Vel (transcribed pgm-13); Fitger Brewing Co. for Fitger's Nordlager Beer (pgm-5). **Writers:** Henry Hayward (Cashmere Bouquet), Bill Stern (Colgate Shave Creams), Mrs. Ruth Borden (Colgate Toothpowder), Chuck Acree (Quaker Ful-O-Pep Feeds, Quaker Farina). **Producers:** Henry Hayward (Cashmere Bouquet), Les Weinrott (Colgate Toothpowder), Al Boyd (Ful-O-Pep Feeds, Quaker Farina).

SHORT & BAUM, ADVERTISING (formerly Blitz & Short, Advertising), 301 Rothchild Bldg., Portland, Ore.; Beacon 5872. **Partners:** Hal E. Short, Charles L. Baum. **Radio Director:** Charles L. Baum. **Local:** Rawlinson's New System Laundry (pgm-1); Director's Furniture Co. (ann-1); Hilaire's Restaurant (ann-1); Stein's Bread (ann-1); Jewel Ice Cream (ann-1); Joe Fisher, Dodge & Plymouth Distributor (quiz-1).

SIMMONDS & SIMMONDS, INC., 201 N. Wells St., Chicago, Ill.; Central 1166. **President:** Phil W. Tobias. **Vice-President:** F. M. Simmonds, Jr. **Secretary-Treasurer:** C. O. Brewer. **Director of All Radio Activities:** C. O. Brewer. **Spot:** Nutrena Mills, Inc., for Poultry Feeds (news-3, ann-10). **Local:** Fairyfoot Products Co. for Foot Remedies (ann-2, pgm-1).

SIMONS-MICHELSON CO., 1207 Washington Blvd., Detroit, Mich.; Cherry 3000. **Partners:** Leonard N. Simons, Lawrence J. Michelson. **Radio Directors:** Ivan Frankel, Glenn Kyker. **Spot Time, Continuity and Script Buyer:** Glenn Kyker. **Spot:** Benrus Watch Co. (ann-6); Pokon Plantfood Corp (pgm-3). **Local:** Detroit White Lead Works (ann-2); Grinnell Bros., Music Store (ann-2); Hudson

Cleaners (ann-3); Forest Cleaners (ann and 5 mins-3); Cunningham Drug Stores, Inc. (news, ann-5); People's Outfitting Co. (5 min baseball preview-1); Plymouth Dealers of Greater Detroit (pgm-1); Schmidt Brewing Co. (ann-1); Simmons & Clark, Jewelers (ann-1); Colonial Department Store (ann-4); Kleen-Ezy Paint (ann-1); Nadell's Furs (ann-1); Frazer Paint Co. (ann-2); Wayne Short Wave (5 mins-1); Dr. Dix Dentists (ann-2); Detroit Suspender & Belt Co. (ann-1).

JAY H. SKINNER ADVERTISING AGENCY, 504 Sterling Bldg., Houston, Tex.; Capitol 6278-9. **President:** Francis Gilbert. **Secretary-Treasurer:** S. Sherrill. **Production Manager:** D. Williams. **Radio Director, Spot Time, Continuity and Script Buyer:** Francis Gilbert. **Talent Buyers, Publicity Directors:** Francis Gilbert, D. Williams. **Spot:** Galveston-Houston Breweries, Inc. for Southern Select Beer (sports, news, transcriptions, ann-10). **Local:** Geo. H. Dentler & Sons for Potato Chips and Salad Dressing (pgm-1); Fehr Baking Co. (quiz-1, ann-2); Fidelity Chemical Corp. (ann-2); Lone Star Creamery Co. (ann-1); Raymond Pearson, Ford and Lincoln Dealers (ann-1); Rettig's Ice Cream Co. (ann-1).

SMITH, HOFFMAN & SMITH, INC., 323 Fourth Ave., Pittsburgh, Pa.; Atlantic 9313. **President:** Lambert Smith. **Vice-President:** C. F. Hoffman. **Secretary:** Leo M. Dillon. **Director of All Radio Activities, Publicity Director:** Ronald P. Taylor. **Spot:** Dr. Ellis Sales Co., Inc., for Beauty Aids (participating pgms-4). **Local:** Pittsburgh Provision & Packing Co. for Meat Products (ann-1); Unatin 7-Up Co. for Soft Drinks (pgm, ann-1, pgm, ann-1); Pittsburgh Brewing Co. for Iron City, Dutch Club and Blue Label Beer (news-1, 2 pgms, baseball pgm-1, ann-1, 3 participating pgms, news-1, 2 participating pgms-1, baseball ann and station breaks-1). **Writer:** Ronald P. Taylor (all clients). **Producer:** Ronald P. Taylor (Pittsburgh Brewing Co.).

GORDON SMITH ADVERTISING SERVICE, 24½ N. Second St., Yakima, Wash.; 6334. **Owner:** K. Gordon Smith. **Local:** Lee Semon Store (ann-1); W. P. Fuller & Co. (ann-1); Harold H. Schultz (ann-1); Red Cross Pharmacy (ann-1); Yakima Artesian Ice Co. for Fuel (ann-1); Cascade Milk Products Co. (ann-1); Pomona Products Co. for New West Apple Juice (ann-1); Yakima County Horticultural Union for Apples (ann-1); Arbuckle, King & Goeckner for Footwear (ann-1).

ADVERTISING AGENCIES—Continued

- SOUTHERN ADVERTISING CORP.**, 111 Corcoran St., Durham, N. C.; F 9031. **President:** R. S. Williamson. **Secretary:** B. C. Williamson. **Treasurer:** M. V. Barker. **Vice-President, Art Director:** Mitchell Cox. **Production Manager, Publicity Director:** W. A. Kindel, Jr. **Director of All Radio Activities:** R. S. Williamson. **Spot:** Florence-Mayo Co. (5 mins-2); Keeley Institute (5 mins-1, transcribed ann-5); Johnston Chemical Co. (5 mins-4). **Local:** Roxboro Tobacco Market (ann-1); Durham Hospitality Committee (ann-1); Smithfield Board of Trade (5 mins-1). **Writers:** W. A. Kindel, Jr. (Florence-Mayo Co.), R. S. Williamson (all others).
- SPAULDING ADVERTISING**, 520 Temple Bldg., Rochester, N. Y.; Stone 2299. **Owner:** James B. Spaulding. **Local:** Rochester Business Institute (pgm-1); Star Palace Laundry (pgm-1).
- ROLFE C. SPINNING, INC.**, 1236 Macca-bees Bldg., Detroit, Mich.; Columbia 0531. **Radio Director:** Paul Hale Bruske. **Local:** Detroit District Dental Assn. (pgm-1); Michigan Macaroni Mfg. Co. (ann-1); Koeplinger's Health Bread (ann-1); Colonial Laundry (ann-1).
- STACK-GOBLE ADVERTISING AGENCY**, 8 S. Michigan Ave., Chicago, Ill.; Randolph 0160. **President, Treasurer:** E. R. Goble (Chicago). **Secretary:** E. A. Goble (Chicago). **Vice-Presidents:** H. L. Hulsebus (Chicago), R. A. Porter (New York), J. A. Butler (New York). **Radio Directors:** E. A. Goble (Chicago), Harold F. Kemp (New York). **Spot Time Buyers:** H. L. Hulsebus (Chicago), V. H. Schultz (New York). **Talent, Continuity and Script Buyers:** Harold F. Kemp (New York), E. A. Goble (Chicago). **Branch Offices:** 400 Madison Ave., New York City (Plaza 3-7444); R. A. Porter, vice-president in charge. 1397 Jefferson St., E., Detroit (Cherry 5313); Cliff Knobbe, vice-president in charge. San Francisco; James Houlihan, vice-president in charge. **Network:** Cummer Products for Molle (NBC Red-54), for Energine (NBC Blue-44); Grove Laboratories for Bromo Quinine (NBC Blue-39); Swift & Co. for Sunbrite Cleanser (NBC Blue-55); Lewis-Howe Medicine Co. for Tums (NBC Red-81). **Spot:** Graham-Paige Motors (dramatized ann); American Express Co. (ann); Bromo Quinine (ann); Swift & Co. for Ice Cream (ann). (Number of stations used by these spot advertisers not listed). **Writers:** Welbourn Kelley (Molle), Edith Meiser (Bromo Quinine). **Producers:** E. A. Goble, Wynn Orr, Harold F. Kemp, Himan Brown.
- BARTON A. STEBBINS**, 811 West 7th St., Los Angeles, Calif.; Trinity 8821. **Owner:** Barton A. Stebbins. **Account Executives:** W. V. S. Arnold, Nat Jeffras, John L. Rogers, Robert L. Nourse. **Space Buyer, Production:** A. W. Gudelman. **Radio Director, Talent, Continuity and Script Buyer:** Paul Conlan. **Spot Time Buyer:** A. W. Gudelman. **Branch Office:** 247 Park Ave., New York City (Plaza 3-8280). **Writer:** Marvin Fisher. **Producer:** Dave Elton.
- STEELE ADVERTISING AGENCY, INC.**, 714 M & M Bldg., Houston, Tex.; Preston 9997. **President:** H. Wirt Steele. **Vice-President:** C. W. Stephenson, Jr. **Secretary-Treasurer:** Samuel H. Peak. **General Radio Purchasing Director:** C. W. Stephenson, Jr. **Regional Network:** Duncan Coffee Co. for Admiration Coffee (Texas State Network-4), for Bright & Early Coffee (Texas Quality Network plus KNOW-4).
- LOU STERLING & ASSOCIATES**, North Hollywood, Calif.; SU 2-3877. **Executives:** Lou Sterling, Sr., Lou Sterling, Jr. **Radio Director, Talent Buyer:** Lou Sterling, Sr. **Spot Time, Continuity and Script Buyer:** Lou Sterling, Jr. **Regional:** O. M. Tablet Co. (Pacific Coast-4); Sal-Ro-Cin (Pacific Coast-2). **Local:** St. George Winery (pgm-1); Rome Chemical Co. (pgm-1); Dana Point Oil Co. (pgm-1); Major Land Co. (pgm-1).
- STERNFIELD-GODLEY, INC.**, 280 Broadway, New York City; BA 7-3030. **President:** Samuel I. Godley. **Treasurer:** Samuel S. Sternfield. **Vice-President:** Earl R. Cotter. **Secretary:** F. C. Costello. **Radio Directors:** Earl R. Cotter, Philip Scheft. **Spot Time, Continuity and Script Buyer:** Philip Scheft. **Talent Buyer:** Samuel I. Godley.
- STEWART, HANFORD & CASLER, INC.**, 11 James St., Rochester, N. Y.; Stone 1453. **President:** A. T. Stewart. **Treasurer:** L. A. Casler. **Secretary:** R. S. Hanford. **Radio Directors, Talent Buyers:** A. T. Stewart, L. A. Casler. **Spot Time Buyer:** A. T. Stewart. **Publicity Director:** K. F. Stedman. **Local:** Stromberg-Carlson Telephone Mfg. Co. for Radios and Telephones (pgm-1); P. W. Minor & Son, Inc., for Treadeasy Shoes for Women (pgm-1); Andrew Radel for Oysters (ann-1); Comstock Canning Corp. for Comstock's Pie-Quik Sliced Apples (ann-2). **Producer:** E. M. Kern.

ADVERTISING AGENCIES—Continued

STOCKTON, WEST, BURKHART, INC.
905 First National Bank Bldg., Cincinnati, O.; CH 3517. **President:** William Z. Burkhardt. **Vice-President, Treasurer:** Eric W. Stockton. **Secretary, Production Director:** Ranald S. West. **Radio Director, Talent, Continuity and Script Buyer:** Ranald S. West. **Spot Time Buyers:** Ranald S. West, Eric Stockton, Charles H. Butler, Russel G. Phillips. **Spot:** Estate Stove Co. (ann-placed by dealers); United States Shoe Corp. (5 min transcriptions placed by dealers-160). **Local:** Clyffside Brewing Co. (news-1, pgm-1); Cincinnati Gas & Electric Co. (pgm-1).

STODEL ADVERTISING CO., 411 West 7th St., Los Angeles, Calif.; TR 8577. **President:** E. C. Stodel. **Secretary, Copy:** Selma Schonfeld. **Copy:** I. Anthony Rainger. **Account Executives:** C. R. Reed, Michael B. Shore. **Radio and Publicity Director:** E. C. Stodel. **Spot:** Warner Bros. Theatres (ann-8); Guaranty Union Life Insurance Co. (pgm-25 to 50); Eastern—Columbia Department Store (news-2); Brooks Clothing (news-2). **Local:** Central Chevrolet Co. (pgm-1).

STONE - STEVENS - HOWCOTT - HALSEY, INC., 1332 Whitney Bldg., New Orleans, La.; MA 1684. **President:** Roger T. Stone. **Vice-President:** Lawrence H. Stevens. **Treasurer:** Coryell McKinney. **Secretary:** Margot Burvant. **Radio Director, Talent Buyer:** John Bell Simpson. **Local:** Cloverland Dairy Products, Inc. (pgm-1); Zetz 7-Up Bottling Co. for Delaware Punch and 7-Up (pgm-1, ann-2); Standard Brewing Co. (ann-3); White System, Inc. (ann-1); Security Building & Loan Assn. (One min pgm-1).

STRANG & PROSSER, Smith Tower, Seattle, Wash.; Elliott 1322. **President:** William T. Prosser. **Production** (news-papers, periodicals): William Burke. **Radio Director:** Grant Merrill. **Local:** Puget Sound Power & Light Co. (pgm-1, farm talks-1, pgm-1, market quotations-1, pgm-1, ann-3); U & I Sugar Co. (time signals-4); White & Ballard (5 min news-1); Schwabacher Bros. & Co. (news-1); Main Laboratories (ann-1). **Writer, Producer:** Grant Merrill (Puget Sound Power & Light Co.).

STREET & FINNEY, 330 West 42nd St., New York City; BR 9-2400. **President, Treasurer:** F. N. Finney. **Secretary:** Foxhall Finney. **Vice-President:** John F. Mayer. **Radio Director:** Walter Craig.

CHARLES R. STUART, 625 Market St., San Francisco, Calif.; DO 2438. **Director**

of All Radio Activities, Account Executive: Charles P. Johnson. **Space Buyer, Account Executive:** Georgia Friedman. **Branch Office:** 1402 Park Central Bldg., 412 West 6th St., Los Angeles; Charles Levitt, manager. **Network:** Bank of America National Trust & Savings Assn. (NBC Pacific Coast Blue-3, plus 6 individual stations). **Spot:** Bank of America National Trust & Savings Assn. (ann, one min transcriptions-17). **Writers:** Sam Dickson (one minute transcriptions), John Nesbitt (network program).

SWAFFORD & KOEHL, INC., 341 Madison Ave., New York City; MU 6-8860. **President, Secretary:** Charles K. Swafford. **Vice-President, Treasurer:** Albert E. Koehl. **Vice-Presidents:** Royal W. Ryan, Arthur D. Osborne.

SWEENEY & JAMES CO., Bulkley Bldg., Cleveland, O.; Main 7142. **Partners:** John F. Sweeney, Frank G. James. **Radio Director:** Frank G. James. **Network:** Firestone Tire & Rubber Co. (NBC Red-53).

J. WALTER THOMPSON CO., 420 Lexington Ave., New York City; Mohawk 4-7700. **President:** Stanley Resor. **Secretary:** Howard Kohl. **Treasurer:** Gilbert Kinney. **Senior Vice-Presidents:** Gilbert Kinney, Henry T. Stanton, James W. Young. **Vice-Presidents:** Lloyd W. Baillie, William L. Day, Sidney W. Dean, Jr., Henry C. Flower, Jr., Howard Henderson, Walter R. Hine, Thayer Jaccaci, Marvin S. Knight, William C. McKeehan, Jr., Samuel W. Meek, William G. Palmer, Russell Pierce, William Resor, Philip Richardson, S. Hunter Richey, Henry M. Stevens, Clement H. Watson, Elwood Whitney. **Vice-President in Charge of Radio:** John U. Reber. **Radio Time Buyer:** Linnea Nelson. **Radio Talent Buyer:** Tom Luckenbill. **Radio Production Staff:** Richard Eastland, Calvin Kuhl, Frank O'Connor, A. K. Spencer. **Continuity Writers:** Samuel Carter, Robert T. Colwell, Joe Bigelow, John Leinbach, Robert Mosher, Carl Seabergh, Tiffany Thayer. **Radio Publicity Director:** W. Crider. **Branch Offices:** 1549 N. Vine St., Hollywood (Hillside 7241). **Vice-President:** Danny Danker. **Radio Production Staff:** Sanford Barnett, Robert Brewster, John Christ, Maury Holland. **Continuity Writers:** Carroll Carroll, Edward Helwick, Harry Kerr, Dick Mack, Stan Quinn, George Wells. **Radio Talent Buyer:** Paul Rickenbacher. **Publicity Director:** James Bealle. 410 N. Michigan Ave., Chicago (Superior 0303). **Vice-President, General Manager:** Henry T. Stanton. **Vice-Presidents:**

ADVERTISING AGENCIES—Continued

Chester A. Foust, Kennett W. Hinks, Willard F. Lochridge, Merton V. Wieland, James D. Woolf. **Radio Director:** B. W. Gunn. **Radio Time Buyer:** Margaret Wylie. 1221 Locust St., St. Louis (Central 8040). **General Manager:** R. A. Mott. 100 Bush St., San Francisco (Garfield 3510). **Vice-President, General Manager:** Arthur C. Farlow. 821 Second Ave., Seattle (Seneca 0655). **General Manager:** Norton W. Mooge. **Network:** General Cigar Co. (commentator, Mutual-71); J. B. Williams for Shaving Cream (NBC Red-42); Kellogg Co. for Corn Flakes (NBC Red-52, CBS-40); Standard Brands for Chase & Sanborn (NBC Red-69), for Fleischmann's Foil Yeast (NBC Blue-31, NBC Red-46), for Royal Desserts (NBC Red-46), for Royal Desserts and Fleischmann's Foil Yeast (NBC Red-51), for Tender Leaf Tea (NBC Red and CBC-61); Lever Bros. for Lux Flakes and Toilet Soap (CBS-94, CBS-86); Kraft Cheese Co. (NBC Red-77); Wm. Wrigley, Jr., Co. (CBS-67). **Regional:** Atlantis Sales Corp. for French's Mustard (participating pgm, Yankee Network-7); Penick & Ford for Brer Rabbit Molasses (participating pgm, Yankee Network-7); Northam Warren for Cutex (station breaks, Pacific Coast-4). **Spot:** Calsodent Co. (pgm-1); City Baking Co. (ann-2, ann-3); Emerson Drug Co. for Bromo Seltzer (ann-1); Johns-Manville (5 min participating-1); Lamont, Corliss for Danya (participating pgm-3); Penick & Ford for Brer Rabbit Molasses (participating pgm-1); Planters Peanuts (transcribed ann-12); Scott Paper Co. (participating pgms-34); Shell Oil Co., Eastern Division (station breaks-21); Shell Oil Co., Mid Continent (station breaks-49); Universal Pictures (ann-1); J. B. Williams for Shaving Cream (news-1, transcribed pgm-1, news-1), for Glider Shave Cream (pgm-1); Kraft Cheese Co. (participating pgm-1); Seeck & Kade for Pertussin (ann-1). **Local:** Northern Trust Co. (pgm-1).

J. WALTER THOMPSON CO., LTD., 80 Richmond St., W., Toronto, Ont., Canada; Waverly 2646. **Manager:** Adrian Head. **Account Executives:** Roy Madden, Mark Napier, Rhoda Howe, Perry Acland, Gilbert Nunns, Clemens Hathaway. **Space Buyer:** Norma Gibb. **Radio Directors, Talent Buyers, Production Directors:** Howard Lindsay, Edmund Rice. **Spot Time Buyer:** Norma Gibb. **Continuity and Script Buyer:** Howard Lindsay. **Network:** Lever Bros., Ltd. (CBC-28, CBC-34, CBC-11); Dominion Stores, Ltd. (CBC-2); Pond's Extract Co., Ltd. (French network-2); Kellogg Co., Ltd. (French network-2). **Local:** British

American Oil Co., Ltd. (news-1, pgm-1); Kellogg Co., Ltd. (pgm-2, pgm-1); John Labatt, Ltd. (pgm-1, pgm-1); Pond's Extract Co., Ltd. (pgm-1); Swift Canadian Co., Ltd. (ann-3); Bromo Seltzer Co. (pgm-1). **Writers:** Mrs. Kay Edge, Len Peterson, Andre Audet (Kellogg), Kim McIlroy, Francoise Loranger, Paul L'Anglais, Gabriel Langlais (Pond's), Woody Klose (Lever Bros.), William Strange (Bromo-Seltzer), O. Legare, Paul L'Anglais (British American Oil), Alfred Rousseau, Paul L'Anglais, Gibby Wall (John Labatt), Nelson Craig (Dominion Stores). **Producers:** Rai Purdy, Wilfred Charland, Charles R. Bell (Kellogg), Gibby Wall (John Labatt), Paul L'Anglais (Pond's, British American Oil, Bromo-Seltzer, Lever Bros., John Labatt).

NORMAN W. TOLLE & ASSOCIATES, 631 Third Ave., San Diego, Calif.; Franklin 6606. **President:** Norman W. Tolle. **Treasurer, Space Buyer:** Muriel M. Tolle. **Radio and Publicity Director, Talent, Continuity and Script Buyer:** Norman W. Tolle. **Spot Time Buyer:** Muriel M. Tolle. **Local:** San Diego Ice & Cold Storage Co. (ann-1); Cummings-Hansen Candy Co. (ann-1); Hage's, Ltd. (ann-1).

TOMASCHKE-ELLIOTT, INC., 1624 Franklin St., Oakland, Calif.; Glencourt 4941. **President:** F. L. Tomaschke. **Vice-President:** Wallace F. Elliott. **Secretary:** William M. Maxfield. **Account Executives:** Earle V. Weller, Bruce W. Elliott. **Radio Director, Spot Time Buyer:** Wallace F. Elliott. **Branch Office:** None, as such, but affiliated with Carter, Jones & Taylor, Associates Bldg., South Bend, Ind. **Network:** Cardinet Candy Co., Inc. (NBC Red—7 to 11). **National Spot:** Par Soap Co. (ann-7); Pacific Guano Co. (ann-3); Enasil Chemical Co. (pgm-1). **Local Spot:** Downtown Merchants Association (ann-5); H. C. Capwell Co. (ann-6). **Writer:** Harold P. Burdick (Cardinet Candy).

ARTHUR TOWELL, INC., 400 Commercial Bank Bldg, Madison, Wis.; Fairchild 682. **President:** Arthur Towell. **Secretary:** Margaret Tollack. **Production Manager:** Ralph Timmons. **Radio Director:** Ralph O'Connor.

TRACY-LOCKE-DAWSON, INC., 22 East 40th St., New York City; AS 4-1690. 1307 Pacific Ave., Dallas; 7-8655. **President:** Joe M. Dawson. **Executive Vice-President:** Raymond P. Locke. **Vice-Presidents:** Manfred Darmstadter, Joseph Scheideler. **Treasurer:** J. H. Wellenkamp. **Secretary:** Monty Mann.

ADVERTISING AGENCIES—Continued

Assistant Secretary-Treasurer: George A. Mitten, Sr. **Radio Directors, Talent, Continuity and Script Buyers:** Mario Messina (New York), James J. Jefferies (Dallas). **Spot Time Buyers:** H. E. Hendrick (New York), Monty Mann (Dallas). **Regional:** Dr. Pepper Co. (special network-26); Pancrust Plato Co. for Crustene (Texas Quality Network-4); Imperial Sugar Co. (Texas Quality Network-4, Texas Quality Network-4, Texas Quality Network-4). **Spot:** Dr. Pepper Co. (transcribed pgm-31). **Local:** Borden Co. for Milk (news-2); Imperial Sugar Co. (pgm-2); Mrs. Baird's Bread (pgm-2); Packard Dallas, Inc., for Motor Cars (news-1); Dr. Pepper Co. (pgm-1); Peters Weather Bird Shoes (transcribed pgm-1); also station breaks and announcements. **Writers:** Raymond P. Locke, James J. Jefferies, Glenn G. Addington. **Producers:** Raymond P. Locke, Erle Racey, Glenn G. Addington, Mario Messina, Monty Mann.

TURNER ADVERTISING AGENCY (formerly James H. Turner, Advertising), 520 N. Michigan Ave., Chicago, Ill.; Superior 2161. **Executives:** John K. Turner, J. Gordon Turner, Charles V. Haliday. **Director of All Radio Activities:** John K. Turner.

DAVID A. TYNION, ADVERTISING, 206 E. Genesee St., Syracuse, N. Y.; 3-3542.

U. S. ADVERTISING, 240 Huron St., Toledo, O.; Main 8205. **President, Treasurer:** Ward M. Canaday. **Vice-President:** Bryan Warman. **Branch Office:** 612 N. Michigan Ave., Chicago (Delaware 4466). **Network:** Brewers' Radio Show Association (CBS-46). **Spot:** Wilson & Co., Inc., for Wilson Lard (ann, 5 mins. pgm, news-6), for Wilson Ideal Dog Food (ann, 5 mins. pgm, news-15); Unitarian Fellowship for Social Justice (talks-11). **Local:** Foster-Dack Co. for Pharmaceutical Products (ann-1).

CHARLES E. VAUTRAIN ASSOCIATES, INC., 560 Dwight St., Holyoke, Mass.; 2-3884. **President, Treasurer:** Charles E. Vautrain. **Vice-President:** Stephen F. Tucker. **Secretary:** Frances M. Dobbs.

VICKERS & BENSON, LTD., Keefer Bldg., Montreal, Que.; Plateau 5051. **Executives:** R. H. Vickers, D. F. Benson, R. R. DeLong, A. C. Iler, C. M. Mutch, R. C. Gaisford. **Radio Director, Spot Time and Talent Buyer:** H. G. Gonthier. **Continuity and Script Buyer, Publicity Director:** Yvette Cadieux. **Branch Office:** 217 Bay St., Toronto, Ont. (WA 1603).

Network: Thos. J. Lipton, Ltd. for Lipton's Tea (Canadian network-6); L. O. Grothe, Ltd. (Canadian network-4). **Spot:** Thos. J. Lipton, Ltd. (pgm-26, ann-32); Canada Starch Co. for Crown Brand Syrup, Karo Syrup and other products (sports club-1, pgm-3, hockey school-1, ann-7, pgm-1, pgm-1, French ann-2, ann-3); Allan's Beverages, Ltd. (ann-1); D. L. & W. Coal Co. for Blue Coal (pgm-3, 5 mins-1); Lake of the Woods Milling (news-1, ann-6). **Writers:** Frank M. Harris (Canada Starch Co., Lipton's Tea), Stan Francis (Lipton's Tea), Gerard Delage (L. O. Grothe, Ltd.), Jean Robitaille (Lipton's Tea). **Producers:** Stan Francis (Lipton's Tea), Marcel Baulu (L. O. Grothe, Ltd.), Marcel Pare (Lipton's Tea), E. Ainger.

WADE ADVERTISING AGENCY, 208 W. Washington St., Chicago, Ill.; State 7369. **Proprietor:** Albert G. Wade. **Manager:** Walter A. Wade. **Radio Director:** Walter A. Wade. **Talent, Script and Continuity Buyer:** P. C. Lund. **Spot Time Buyer:** Edw. N. Nelson. **Assistant Spot Time Buyer:** L. J. Nelson. **Network and National Spot:** Miles Laboratories, Inc., for Alka-Seltzer (NBC Blue-64, NBC Red-30, NBC Red-44, 5 mins-45). **Local:** Illinois Bottled Gas Co. (ann-1); Murphy Products Co. (pgm-1); Morris B. Sachs (pgm-1); Wear Proof Mat Co. (5 min news-1, ann-1). **Writers:** P. C. Lund (Alka-Seltzer); Robert E. Dwyer (Murphy Products); Jeff Wade (Morris B. Sachs). **Producers:** William E. Jones, Edward E. Simmons (Alka-Seltzer); William E. Jones (Morris B. Sachs); Robert E. Dwyer (Murphy Products).

LOUIS E. WADE, INC., 312 Utility Bldg., Fort Wayne, Ind.; A-6282. **President:** Louis E. Wade. **Secretary-Treasurer:** George B. Buist. **Director of All Radio Activities:** Medford E. Maxwell. **Spot:** Allied Mills, Inc. for Livestock Feeds (ann-2); Horton Mfg. Co. for Home Laundry Equipment (ann-5). **Local:** Sigrist Furniture Co. (pgm, ann-1); Troy Laundry (ann-1); Sauders Poultry Farm (ann-1).

HUGO WAGENSEIL & ASSOCIATES, Talbott Realty Bldg., Dayton, O.; He. 1151. **Manager:** Hugo Wagenseil. **Radio Director:** Fred Harwood. **Spot Time Buyer:** Charles Fleming. **Talent Buyer:** Hugo Wagenseil.

WALKER & DOWNING, Oliver Bldg., Pittsburgh, Pa.; Grant 1900. **President:** William S. Walker. **Radio Director:** William W. Rose. **Writers, Producers:** Gene

ADVERTISING AGENCIES—Continued

- H. Eckerson, R. C. Woodruff. **Writer:** Fred Newmeyer. **Recording Technician:** James L. Baker. **Assistant Recording Technician:** Dell Matter. **National Spot:** Duquesne Brewing Co. (sports pgm, news, ann-12); Pittsburgh Coal Co. for Champion Coal (chain breaks, weather reports-5); Clark Bros. Chewing Gum Co. for Clark's Teaberry Gum (transcribed ann-34); American Fruit Growers, Inc., for Blue Goose Fruits and Vegetables (ann, 3 and 5 mins-19). **National Spot and Local:** Beauty Products Corp., for Lady Harding Cosmetics (pgms, ann, 3 mins-5). **Local:** Mail Pouch Tobacco Co. (pgm of news, sports, music-2); Colonial Biscuit Co. for Colonial Toasts (pgm-2); Spear & Co., Home Furnishings and Clothing (pgm, sports events, ann-5); A. Marsh & Son for Stogies (pgm-1).
- WARWICK & LEGLER, INC.,** 230 Park Ave., New York City; MU 6-8585. **President:** H. P. Warwick. **Vice-President:** Henry Legler. **Secretary, Treasurer:** Robert Hughes. **Radio Director, Talent, Continuity and Script Buyer:** Preston H. Pumphrey. **Spot Time Buyer:** Lester Malitz. **Casting Director:** Helen McDermott. **Publicity Director:** Russell Pierce. **Network:** Sherwin-Williams Co. for Paints (NBC Blue-90); Wm. R. Warner & Co. for Sloan's Liniment (NBC Blue-104, NBC Red-33). **Regional, Spot and Local:** Larus & Bro. Co. for Edgeworth Tobacco and Domino Cigarettes (hockey, Colonial Network-7, transcribed pgm-13, pgm-2, baseball-1). **Spot:** Krueger Brewing Co. (ann-6); Hygrade Sylvia Corp. (pgm-1); Larus & Bro. Co. for Domino, Edgeworth and Chelsea (ann-12). **Writer:** Anna Erskine (Sherwin-Williams).
- WATTS, PAYNE-ADVERTISING, INC.,** Tulsa, Okla.; 3-8108. **President:** Don Watts. **Treasurer:** Oscar Payne. **Secretary:** M. P. Randall. **Directors of All Radio Activities:** Don Watts, Oscar Payne, Burke Gilliam. **Local:** National Mutual Casualty Co. (news-1); The Ecuathol Co. for Medicinal Products (news-1); United Federal Savings & Loan Assn. (5 min news-1, ann-1); Ahrens Brewing Co. (pgm-1).
- WAXELBAUM & CO.,** 110 West 40th St., New York City; PE 6-0043. **Owner:** Benjamin Waxelbaum. **Director of All Radio Activities:** Benjamin Waxelbaum. **Publicity Director:** Dorothy Fineman. **Local:** Fairmont Creamery Co. (ann-2); Morris Plan Industrial Bank (ann-1); International Salt Co. (pgm-1); Tree Mark Shoe Co. (pgm-1, ann-3); Triebitz Shoes (ann-1); Daitch Dairy (ann-2). (Note: Agency specializes in Jewish programs.)
- TUCKER WAYNE & CO., INC.,** 629 Ten Pryor Street Bldg., Atlanta Ga.; Walnut 6701. **President:** Tucker Wayne. **Vice-Presidents:** James L. Battle, C. W. Burgess, C. C. Fuller. **Treasurer:** M. Fambro. **Secretary:** Douglas Duff Connah. **Radio Director:** Douglas Duff Connah. **Spot Time Buyer:** C. C. Fuller. **Talent, Continuity and Script Buyer:** C. W. Burgess. **Network:** Palmer Brothers Co. for Mattresses and Bedding (news pgm, NBC Blue-41). **National Spot:** American Bakeries Co. for Merita Bread, Cakes and Crackers (pgm-24); J. Allen Smith & Co. for White Lily Flour (ann-3); Southland Coffee Co. for Bailey's Supreme Coffee (ann-3).
- LUTHER WEAVER & ASSOCIATES,** 200 Globe Bldg., St. Paul, Minn.; Cedar 3777. **Owner:** Luther Weaver. **Account Executive:** Don F. Gardner. **Musical Director:** Edw. J. Megroth. **Radio Director:** Luther Weaver. **Script Writer:** Elizabeth A. Watkins. **Local:** Northern Pacific Railway (ann-3); Minnesota Federal Savings & Loan Association (pgm-1, pgm-1); Royal Laundry Co. (ann-1); Star Laundry Co. (ann-1); Northern States Power Co. (ann-1).
- WEILL & WILKINS, INC.** See Norman Weill, Inc.
- ARMAND S. WEILL CO., INC.,** 170 Franklin St., Buffalo, N. Y.; Washington 6250. **President:** Armand S. Weill. **Treasurer:** Harold C. Desbecker. **Assistant Secretary:** Robert K. Weill. **Radio Director:** Robert K. Weill.
- NORMAN WEILL, INC.** (formerly Weill & Wilkins, Inc.), 247 Park Ave., New York City; PL 8-0460. **President:** Norman Weill. **Vice-President:** H. R. Fletcher. **Secretary:** R. F. Weill. **Treasurer:** Max Friedman. **Spot:** National Seed & Bulb Co. (ann-6); Macleves' Personalized Perfume (ann-6).
- MILTON WEINBERG ADVERTISING CO.,** 325 West 8th St., Los Angeles, Calif.; Tucker 4111. **Co-Owners:** Milton Weinberg, Bernard Weinberg. **Account Executives:** George N. Laws, Hendry Bart, Walter Beans, C. W. Culpepper, William H. Krauch. **Radio Director, Talent, Continuity and Script Buyer:** Bernard Weinberg. **Spot Time Buyer:** E. Cousino. **Publicity Director:** William H. Krauch.

ADVERTISING AGENCIES—Continued

WEISS & GELLER, INC., 400 N. Michigan Ave., Chicago, Ill.; Delaware 1124. **President:** E. H. Weiss. **Secretary, Treasurer:** Max A. Geller. **Vice-President:** L. C. MacGlashan. **Media Director:** John Clayton. **Radio Director, Spot Time Buyer:** John Clayton. **Branch Office:** 538 Fifth Ave., New York City (Vanderbilt 6-6370); Max A. Geller in charge. **Network:** Axton-Fisher Tobacco Co. for Twenty Grand Cigarettes (news, CBS Pacific-7). **Spot:** Axton-Fisher Tobacco for Twenty Grand (sports pgms-aggregate of 11, news-aggregate of 4, pgm-1, ann-1, 5 min news oddities-1); Sprague, Warner & Co. for Food Products (participating pgm-1, ann-1).

WENDT ADVERTISING AGENCY, Spitzer Bldg., Toledo, O.; Adams 4713. **Radio Director:** H. F. Wendt. **Local:** The O & M Seed Co. (pgm-2); The Athletic Supply Co. (ann-2); The Lion Store, for Sporting Goods (ann-2); Ohio Sporting Goods Co. (ann-2).

THE WESSEL CO., 458 East 30th St., Chicago, Ill.; Victory 1300. **President:** E. Wessel. **Executive Vice - President, Treasurer:** Stanley L. Wessel. **Vice-President:** Theodore T. Weldon. **Secretary:** Alfred Flesham. **Radio Director:** T. T. Weldon. **Spot Time Buyer:** R. Moore. **Talent Buyer:** W. B. Levin. **Continuity and Script Buyer:** Irene M. Gregori. **Radio Clients:** Cooperative disk and live spot campaigns for local banks, dairies, funeral directors, automotive supplies, etc.

WESTCO ADVERTISING AGENCY, 625 Market St., San Francisco, Calif.; Sutter 6744. **President:** E. E. Sylvestre. **Vice-President, Manager:** R. W. Stafford. **Production Manager, Space Buyer:** W. A. Johnson. **Radio Director:** Hal Burdick. **Spot Time Buyer:** R. W. Stafford. **Network:** Sperry Flour Co. for Wheat Hearts (CBS Pacific-8); Sperry Flour for Sperry Pancake and Waffle Flour (NBC Pacific Red-6, participation, NBC Pacific Red-6); Sperry Flour for Cereals and Flour (NBC Pacific Red-7); Sperry Flour Co. (NBC Pacific Red-6); Sperry Flour Co. (pgms, ann-32 Don Lee, plus 4 to 6 individual stations). **Spot:** General Mills for Wheaties (baseball games-10); B. F. Goodrich Co. for Tires (baseball games-7). **Writers:** Hal Burdick (Sperry Cereals and Flour). **Producers:** Hal Burdick (Wheat Hearts), Cameron Prud'homme, of NBC (Sperry Pancake and Waffle Flour).

WESTHEIMER & CO., 315 N. 7th St., St. Louis, Mo.; Garfield 4080. **Partners:** Louis E. Westheimer, Samuel West-

heimer. **Radio Director:** None; handled by account executives. **Spot:** Peters Shoe Co., Division of International Shoe Co. (transcribed pgm-1); Missouri Apple Institute (ann-5 to 10). **Local:** Walter Freund Bread Co. for Sunbonnet Bread (pgm-1); Progress Brewing Co. for Progress Select Beer (ann-1).

WESTON-BARNETT, INC., Arts & Crafts Bldg., Waterloo, Ia.; 766. **President, Treasurer:** Wells H. Barnett. **Secretary:** Phillips Taylor. **Radio Directors:** Phillips Taylor, Wells H. Barnett. **Branch Office:** 520 N. Michigan Ave., Chicago (Whitehall 7725); A. C. Barnett, vice-president. **Network:** American Bird Products (Mutual-6). **Spot:** Walker Remedy Co. (ann-17); Clay Equipment Co. (ann-5); Iowa Soap Co. (transcribed pgm-1, ann-1). **Local:** Vinton Hybrid (ann-1).

WARD WHELOCK CO., 2400 Lincoln Liberty Bldg., Philadelphia, Pa.; Rittenhouse 7500. **President:** Ward Wheelock. **Vice-President:** Lt. Col. Ralph K. Strassman. **Secretary, Treasurer:** Herbert R. Doak. **Radio Director (New York):** Diana Bourbon. **Spot Time Buyer:** C. M. Rohrabough. **Talent Buyer:** Diana Bourbon. **Continuity and Script Buyers:** C. M. Rohrabough, Diana Bourbon. **Branch Offices:** 444 Madison Ave., New York City (Plaza 3-6490); Lt. Col. Ralph K. Strassman, vice-president; Diana Bourbon, radio director. **Equitable Bldg., Vine St. and Hollywood Blvd., Hollywood (Hillside 0191);** Mary Garvin, in charge. **Network:** Campbell Soup Co. for Soup and Beans (CBS-96), for Soups, Pork and Beans, Tomato Juice (CBS-108, CBS-96), for Soups, Pork and Beans (CBS-96), for Tomato Juice (CBS-48); Columbia Recording Corp. (CBS-31). **Local:** Campbell Soup Co. for Clam Chowder, Tomato Juice (5 min news-1).

MAC WILKINS & COLE, INC., Corbett Bldg., Portland, Ore.; BR 6401. **President:** Mac Wilkins. **Vice-President, Treasurer:** A. E. Cole. **Vice-Presidents:** Showalter Lynch, George Weber. **Secretary:** G. E. Conner. **Director of All Radio Activities:** Showalter Lynch. **Branch Office:** Republic Bldg., Seattle, Wash. (EL 1335); George Weber, vice-president in charge. **Network:** Neighbors of Woodcraft for Life Insurance (Don Lee, Pacific Coast-31). **Spot:** Montag Stove & Furnace Works (ann-3). **Local:** United States Bakery (pgm-1, ann-4); Fahey-Brockman (pgm-1); Arthur L. Fields Co. (pgm-1). **Writer, Producer:** Showalter Lynch.

ADVERTISING AGENCIES—Continued

ED WOLFF & ASSOCIATES, 428 Taylor Bldg., Rochester, N. Y.; Stone 191. **Proprietor:** Ed Wolff. **Technical Chief:** Lawrence Sterling. **Production Manager:** Mrs. Henrietta S. Feeser. **Account Executives:** Lawrence Sterling, Ed Wolff, Alfred Scheible. **Radio Directors:** Ed Wolff, Mrs. Henrietta Feeser, Alfred Scheible. **Spot Time, Talent, Continuity and Script Buyer:** Mrs. Henrietta Feeser. **Local:** Rochester Brewing Co. for Old Topper Ale (pgm-1); First Federal Savings & Loan Association (pgm-1); Hess Co. for Hair-I-Dry (ann-1). **Writers:** Alfred Scheible (First Federal Savings & Loan), Ed Wolff, Alfred Scheible (Rochester Brewing). **Producers:** H. G. Goodman Co. (Rochester Brewing).

WOOLLEY & HUNTER, INC., 306 Steel Bldg., Denver, Colo.; KE 8194. **President:** Cloyd F. Woolley. **Vice-President:** Ed. M. Hunter. **Secretary, Treasurer:** Mark L. Mulligan. **Radio Director, Talent, Continuity and Script Buyer:** Ed. M. Hunter. **Spot Time Buyer:** Mark L. Mulligan. **Publicity Director:** Ed. M. Hunter. **Local:** Campbell-Sell Baking Co. for Butter-Nut Bread (ann-1, pgm-1); Gates Service Station for Tires and Batteries (ann-1); Denver Real Estate Exchange (ann-2); We-G Magic Cleaner, Silverware Cleaner (ann-1); Eagle Flour Mills (ann-1).

WORLD WIDE ADVERTISING CORP., 11 West 42nd St., New York City; LO 5-4500. **President:** Emil M. Scholz. **Secretary:** Phoebe C. Marks. **Radio Directors:** Emil M. Scholz, Bryce Oliver. **Local:** National Transportation Co. (pgm-1); Fifth Avenue Coach Co. (pgm-1). **Writers:** Bryce Oliver (National Transportation); Amie B. Brunn (Fifth Avenue Coach).

YOUNG & RUBICAM, INC., 285 Madison Ave., New York City; AS 4-8400. **Chairman:** Raymond Rubicam. **President:** Chester J. LaRoche. **Vice-President, Chairman Plans Board:** Charles L. Whittier. **Vice-President, Director of Media and General Production:** A. V. B. Geoghegan. **Space Buyers:** E. J. Byrne, A. B. Pratt, Thomas M. Hackett, George F. Leithner, Henry L. Sparks, George M. Finley, G. Ward Randall, Jr. **Space Buyer (Outdoor):** Robert P. Mountain. **Traffic Manager:** H. J. O'Sullivan. **Office and Mechanical Production Manager:** John F. Aldinger. **Executive Vice-Presidents:** Sigurd S. Larmon, Arthur Andrews, Donald Payne, Edward Barnes. **Vice-Presidents:** John E. Grimm, Jr., Louis N. Brockway, Curtis G.

Pratt, Bryan Houston. **Vice-President, Merchandising Director:** Samuel Cherr. **Manager, Merchandising:** John M. Van Horson. **Manager, Market Research:** Donald S. Frost. **Vice-President, Copy Director:** H. S. Ward. **Manager, Copy Department:** Robert D. Work. **Associate Copy Directors:** Louise Taylor Davis, John B. Rosebrook, Ted Patrick, T. S. Repplier. **Vice-President, Director of Copy and Radio Research:** George Gallup. **Assistant Director of Copy and Radio Research:** G. T. Sewell. **Vice-President, Art Director:** Vaughn Flannery. **Secretary, Treasurer:** J. H. Geise. **Assistant Treasurers:** Harry G. Brown, Harry H. Enders. **Radio Director:** Thomas F. Harrington. **Manager of Radio Department:** Tom Lewis. **Assistant to Radio Director:** Frederic W. Wile, Jr. **Manager of Talent Bureau:** Hubbell Robinson, Jr. **Manager, Commercial Copy Bureau:** Joseph A. Moran. **Manager, Station Relations Bureau:** Carlos Franco. **Assistant Manager:** Joseph J. Holmes, Jr. **Special Announcer:** Harry von Zell. **Manager, Publicity Department:** William H. Jenkins. **Manager, Radio Publicity Bureau:** W. J. Thomas, Jr. **Branch Offices:** 333 N. Michigan Ave., Chicago (Central 3144); A. E. Tatham, vice-president, manager; D. G. Schneider, vice-president, merchandising director; T. S. Garrett, copy director; L. P. Cottman, copy; J. F. Hunt, K. Laird, C. O. Husting, account executives. 7430 Second Blvd., Detroit (Madison 4300); John F. Reeder, vice-president, manager; H. K. Jones, E. T. Lifner, account executives; George Davis, contact, copy. 6253 Hollywood Blvd., Hollywood (Hollywood 2734); Joseph R. Stauffer, manager; Carroll O'Meara, assistant; John Van Nostrand, radio production supervisor. Young & Rubicam, Ltd., 660 St. Catherine St., W., Montreal, Que. (Plateau 4691); E. D. Ring, vice-president, Canadian manager; Irene Kon, copy, contact; L. C. Arbuthnot, director of media and research. 80 King St., W., Toronto, Ont. (Elgin 0397); F. Goodman, copy, contact. **Network:** American Tobacco Co. for Half & Half Smoking Tobacco (CBS-53); Bristol-Myers for Ipana and Sal Hepatica (NBC Red-53, NBC Red-63); Fels & Co. for Fels Naptha Soap Chips (CBS-57); General Foods for Calumet Baking Powder, Swans Down Cake Flour (CBS-77, CBS-67), for Calumet, Swans Down, Diamond Crystal Salt (CBS-66), for Grape Nuts (NBC Red-58); for Jell-O (NBC Red-75, plus CBC; NBC Blue-63), for Jell-O, Chocolate Pudding, Sanka Coffee (CBS-73), for La

ADVERTISING AGENCIES—Continued

France, Satina, Minute Tapioca (CBS-51, CBS-40), for Postum (CBS-56); Gordon Baking Co. (NBC Red and Blue-3); Gulf Oil Corp. (CBS-66, CBS-63, CBS-66); Hawaiian Pineapple Co. for Dole Pineapple Jems and Juice (CBS-62); International Silver Co. for 1847 Rogers Bros. and Wm. Rogers & Son Silverware (CBS-53, plus 30 CBC, CBS-26); Metropolitan Life Insurance Co. (Mutual-2). **Spot:** Borden Co. (ann-5); Cluett-Peabody, Sanforized (pgm-8); Bristol-Myers for Minit Rub (ann-29, news-12), for Sal Hepatica (news-9); General Foods for Birds Eye Frosted Foods (ann, news-14); Fels & Co. for Fels Soap and Chips (pgm-20, ann-1); Lipton's Tea (ann-79, news-4); Gulf Oil Corp. for Gulf Spray (transcribed pgm-26); General Foods for Postum (pgm-1), for Jell-O, Jell-O Pudding, Minute Tapioca (pgm-1), for Calumet (pgm-1), for Swans Down Flour (pgm-1); American Cigarette & Cigar for Pall Mall Cigarettes (ann-8); Rit Products for Rit Curtain Dye (ann-3). **Local:** Metropolitan Life Insurance (pgm-3, transcribed pgm-3, ann-1); Borden (pgm-1); R. H. Macy Co., Institutional (pgm-1); General Foods for Birds Eye Frosted Foods (pgm-1); Pharma-Craft Corp. (ann-1).

ZIMMER-KELLER, INC., 2210 Park Ave., Detroit, Mich.; Cadillac 9151-4. **President:** Walter F. Zimmer. **Vice-President:** R. E. Keller. **Secretary:** H. R. Klein. **Radio Director, Talent, Continuity and Script Buyer:** Walter F. Zimmer. **Spot Time Buyer:** H. R. Klein. **Regional:** Stroh Brewery Co. (ann, Michigan Radio Network-7); Farmers & Manufacturers Beet Sugar Association for Michigan Beet Sugar (ann, Michigan Radio Network-7). **Spot:** Stroh Brewery Co. (ann-2); Farmers & Manufacturers Beet Sugar Association (5 mins-3). **Writers:** E. LeRoy Pelleter (Farmers & Manufacturers Beet Sugar Association), R. E. Keller (Stroh Brewery Co., Farmers & Manufacturers Beet Sugar Association).

FREDERIC W. ZIV, INC., 2436 Reading Rd., Cincinnati, O.; University 6124. **President:** Frederic W. Ziv. **Vice-Presidents:** John L. Sinn, William Ziv. **Treasurer:** M. R. Ziv. **Radio Directors:** John L. Sinn, George B. Hart. **Spot Time Buyer:** John L. Sinn. **Continuity and Script Buyer:** George B. Hart. **Publicity Director:** Ralph Rosenberg.

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PRODUCTION AIDS

MUSIC LICENSING SOCIETIES

THE AMERICAN SOCIETY OF COMPOSERS, AUTHORS AND PUBLISHERS (ASCAP)

Gross ASCAP 1939 and 1938 Receipts:

| | 1939 | 1938 |
|-----------------------------------|-----------------------|-----------------------|
| Radio (total) | \$4,142,024.44 | \$3,845,206.34 |
| { Advertising fee | \$3,277,836.47 | |
| { Sustaining fee | 864,187.97 | |
| Motion Pictures | 1,166,232.77 | 1,139,682.38 |
| Restaurants | 673,787.57 | 531,127.11 |
| Hotels | 226,890.03 | 214,240.07 |
| Dance Halls | 143,845.45 | 135,497.28 |
| Miscellaneous | 158,973.33 | 221,597.41 |
| Total Gross Receipts | \$6,511,753.59 | \$6,087,350.59 |

ASCAP history and purpose: Founded in 1914 to protect the legal rights of its publisher and composer-author members against infringement by unlawful public performance of music for profit. ASCAP is a voluntary, unincorporated and non-profit association.

Scope: ASCAP membership includes some 1,450 authors and composers, about 130 publishing firms controlling 155 subsidiaries, plus 50,000 composers, authors, and publishers in 20 foreign nations (via affiliated societies in those nations). The complete repertoire of ASCAP music, while difficult to total at any one time, may be said to include about 2,000,000 separate compositions.

ASCAP licenses: Only "small" (i. e., strictly non-dramatic) performing rights are licensed by ASCAP. The license is issued in blanket—as distinguished from per-piece—form; hence frequency or infrequency of use has no bearing on rates charged. Radio licenses now in effect were negotiated between ASCAP and the National Association of Broadcasters on a basis which runs to Dec. 31, 1940. The

license contract stipulates the following: (1) that the station pay a sustaining program fee; (2) that the station pay ASCAP 5% of its net receipts—"net" being defined as the full amount of the station's receipts from the sale of broadcast time less 15% advertising agency commission if actually paid; (3) that ASCAP will protect the station against litigation resulting from law-suits against domestic ASCAP music. In the case of newspaper-owned stations (51% or more owned by a newspaper) the fee is a straight 5% of net receipts from time sold for programs containing ASCAP music; but the station must agree that in no event shall the total payment to ASCAP fall below a certain minimum.

As of Jan. 1, 1941, it is proposed to effect a new licensing arrangement with the radio industry. Under this new plan the major networks are, for the first time, asked to pay a license fee on the music issued over their chains. Revisions in station payments have meantime been made. Facsimiles of future contracts for both single stations and chains are appended to this article.

ASCAP—Continued

Availability of music: Licensees may play any and all ASCAP compositions, except certain numbers from musical comedies and/or films which are temporarily placed on a restricted list to protect their popularity and life. To play restricted numbers requires a "special permission," but no charge is made if such permission is granted.

Division of ASCAP royalties: ASCAP's annual gross receipts are disbursed as follows:

| | |
|------------------------------------|------|
| Total gross receipts..... | 100% |
| Deduct for operating expenses..... | 21% |
| Deduct for foreign affiliates..... | 10% |
| Net distributable royalties..... | 69% |

Of the net distributable royalties 50% (or 34.5% of the total net receipts) goes to publishers, and 50% (or the other 34.5% of net receipts) goes to composers-authors. The composers-authors have a committee which apportions the money among nine classes (AA down to D) and also awards four quarterly bonuses of \$12,500 each to young writers in the lower brackets as encouragement money attached to the best songs.

Publishers divide their money 20% on a seniority basis, 30% according to value of catalogue, and 50% according to number of performances accredited compositions published under each respective aegis. Provisions are made in all instances for protests or disagreements over payments.

ASCAP headquarters: The main office is located at 30 Rockefeller Plaza, New York City. The phone is COLUMBUS 5-7464.

ASCAP officers: Gene Buck, president; Louis Bernstein and Otto A. Harbach, vice-presidents; George W. Meyer, secretary; Gustave Schirmer, treasurer; J. J. Bregman, assistant secretary; Irving Caesar, assistant treasurer; E. C. Mills, chairman administrative committee; John G. Paine, general manager; Schwartz & Frohlich, general counsel.

ASCAP board of directors: Fred E. Ahlert, Louis Bernstein, Saul Bornstein, J. J. Bregman, Gene Buck, Irving Caesar, Max Dreyfus, George Fischer, Walter Fischer, Otto A. Harbach, Raymond Hubbell, Jerome Kern, Edgar Leslie, George W. Meyer, Jack Mills, Herman Starr, John O'Connor, J. J. Robbins, Gustave Schirmer, Oley Speaks, Deems Taylor, Will Von Tilzer, Oscar Hammerstein II.

ASCAP SINGLE STATION LICENSE

AGREEMENT made between the AMERICAN SOCIETY OF COMPOSERS, AUTHORS AND PUBLISHERS (hereinafter referred to as "SOCIETY") and (hereinafter referred to as "LICENSEE") as follows:

1. SOCIETY grants to LICENSEE and LICENSEE accepts for a period of five years from a license to publicly perform by non-visual broadcasting from Radio Station located at (hereinafter referred to as "LICENSEE'S Station"), non-dramatic renditions of the separate musical compositions heretofore or hereafter during the term hereof copyrighted or composed by members of SOCIETY, or of which SOCIETY shall have the right to license such performing rights.

2. The within license does not extend to or include the public performance by broadcasting or otherwise of any rendition or performance of any opera, operetta, musical comedy, play or like production, as such, in whole or in part.

3. Nothing herein contained shall be con-

strued as authorizing LICENSEE to grant to others any right to reproduce or perform publicly for profit by any means, method or process whatsoever, any of the musical compositions coming within the purview of the within license performed pursuant hereto or as authorizing any receiver of any such broadcast rendition to publicly perform or reproduce the same for profit by any means, method or process whatsoever.

4. The within license is limited to the separate musical compositions heretofore or hereafter during the term hereof copyrighted or composed by members of SOCIETY or of which SOCIETY shall have the right to license the performing rights hereinbefore granted in programs rendered at or from LICENSEE'S Station, or at or from any hotel, cabaret, night club, dance hall or similar place of entertainment, duly licensed by SOCIETY to perform such works (unless the performance originates at a place or from a source which SOCIETY does not customarily license), from

ASCAP STATION LICENSE—Continued

which place rendition of such works is transmitted directly to such radio station for the purpose of being broadcast therefrom.

LICENSEE shall be guilty of a breach under this article "4" only in case it continues to broadcast a program rendered at such places other than said station, after LICENSEE shall have received notice from SOCIETY that such places are not licensed by SOCIETY to perform.

5. (a) The license herein granted by SOCIETY to LICENSEE shall apply solely to broadcast performances which originate at a place or source described in Paragraph "4" hereof and which performances are broadcast only by LICENSEE'S station and by no other station.

(b) No license is hereby granted to perform by means of broadcasting, any programs originating in any other broadcasting station or in any studio other than the one maintained by LICENSEE at which LICENSEE represents is wholly owned, operated, controlled and supervised by it.

(c) Notwithstanding the foregoing, LICENSEE shall have the right to broadcast through its station, programs containing musical compositions in the repertory of SOCIETY, as part of a chain hook-up (i.e., the simultaneous broadcast of a program over two or more stations), provided such chain hook-up shall have been duly licensed under SOCIETY'S Chain Broadcast License.

Should LICENSEE'S Station broadcast any program containing any musical compositions in the repertory of SOCIETY, originating in any other broadcasting station or studio, not in accordance with the provisions of the preceding paragraph, LICENSEE agrees to pay SOCIETY and SOCIETY agrees to accept in lieu of any damages a sum equal to 10% of the highest card rate (as published by the station or by any party in any way representing or dealing on behalf of the station or by the chain broadcaster) for the period consumed by the entire program of which the composition is a part, LICENSEE to be given credit against such 10% for any amounts allocated and paid to SOCIETY for the use of LICENSEE'S broadcasting facilities for such program under Article "8" hereof.

(d) No license is hereby granted to LICENSEE to broadcast or permit the broadcasting of programs originating in LICENSEE'S Station over or through or by any other broadcasting station.

Should LICENSEE desire to have pro-

grams originating in LICENSEE'S Station broadcast over or through or by any other broadcasting station, SOCIETY and LICENSEE agree to execute a separate and independent license agreement therefor, such license agreement to be the regular Chain Broadcast License of SOCIETY.

6. LICENSEE agrees upon request to furnish to SOCIETY during the term of the within license a list of all musical compositions (or, at the option of LICENSEE, a list of all musical compositions heretofore or hereafter during the term hereof copyrighted or composed by members of SOCIETY or of which SOCIETY shall have the right to license the performing rights hereinbefore granted) broadcast from or through LICENSEE'S Station, showing the title of each composition and the composer and author thereof; provided that LICENSEE shall not be obligated under this article "6" to furnish such a list covering a period or periods in the aggregate during any one calendar year in excess of three (3) months. The lists so furnished by LICENSEE to SOCIETY shall be strictly confidential and SOCIETY covenants that it will make no disclosure thereof or of the contents thereof.

7. SOCIETY reserves the right, at any time, and from time to time, to withdraw from its repertory and the operation of this license, any musical composition or compositions, provided, however, that if more than one thousand (1,000) compositions contained in SOCIETY'S repertory heretofore or hereafter during the term hereof copyrighted or composed by members of SOCIETY, shall be withdrawn or placed on the restricted list at any given time, LICENSEE may terminate this license by giving immediate written notice to SOCIETY of its election so to do, which notice shall become effective sixty (60) days after receipt thereof, unless at any time during such sixty-day period SOCIETY shall reduce the number of compositions on the restricted list to one thousand (1,000) or less, in which event the notice shall become inoperative and this agreement shall continue with the same full force and effect as if such notice had not been given. The right of termination under the conditions heretofore mentioned in this paragraph shall be the sole and exclusive remedy of LICENSEE.

In the event of any such termination of this license, SOCIETY shall refund to LICENSEE pro rata license fees, if any, paid for a period beyond the effective date of such termination.

Musical compositions contained in SOCIETY'S repertory but not heretofore or hereafter during the term hereof copy-

ASCAP STATION LICENSE—Continued

righted or composed by members of SOCIETY, are embraced within this license to the extent only that SOCIETY may have the right, from time to time, to license the performing rights hereinabove granted and the withdrawal of any of such musical compositions from SOCIETY'S repertory and from the operation of this license, shall not affect this license or the compensation payable hereunder.

8. In consideration of the license herein granted, LICENSEE agrees to pay to SOCIETY the sums specified in Subdivision of Schedule "A" hereto attached and made part hereof and to make the accountings therein specified, all at the times and in the manner therein set forth, and all the definitions, provisions and agreements contained in Subdivision "V" of said Schedule "A" shall apply and be binding upon the parties hereto.

In case there shall be any reclassification, from time to time, of LICENSEE, as provided in and in accordance with the provisions of Subdivision "IV" of said "Schedule A," then in any and all such cases, LICENSEE agrees to pay to SOCIETY for the period as fixed in such Subdivision "IV" the sums therein specified in lieu and in place of those provided in the preceding paragraph of this article, and LICENSEE shall make accountings all as hereinabove provided, based upon such reclassification.

9. SOCIETY shall have the right, by its duly authorized representative, at any time during customary business hours, to examine the books and records of account of LICENSEE only to such extent as may be necessary to verify any such monthly statement of accounting as may be rendered pursuant hereto. SOCIETY shall consider all data and information coming to its attention as a result of any such examination of books and records as completely and entirely confidential.

10. Upon any breach or default of any terms herein contained, SOCIETY may give LICENSEE thirty (30) days' notice in writing to cure such breach or default, and in the event that such breach or default has not been cured within said thirty (30) days, SOCIETY may then forthwith terminate said license.

11. In case the State or any subdivision thereof, in which LICENSEE'S Station is located should enact any laws which, in the opinion of SOCIETY, impede or prevent the full performance of this agreement in such State, or impose discriminatory or confiscatory taxes upon SOCIETY, SOCIETY reserves the right to terminate this agreement.

12. SOCIETY agrees to indemnify, save

and hold LICENSEE harmless, and defend LICENSEE from and against any claim, demand or suit that may be made or brought against LICENSEE with respect to renditions given during the term hereof in accordance with this license of musical compositions contained in SOCIETY'S repertory heretofore or hereafter during the term hereof copyrighted or composed by members of SOCIETY.

In the event of the service upon LICENSEE of any notice, process, paper or pleading, under which a claim, demand or action is made or begun against LICENSEE on account of any such matter as is hereinabove referred to, LICENSEE shall forthwith give SOCIETY written notice thereof and simultaneously therewith deliver to SOCIETY any such notice, process, paper or pleading, or a copy thereof, and SOCIETY shall have the sole and complete charge of the defense of any action or proceeding in which any such notice, process, paper or pleading is served. LICENSEE, however, shall have the right to engage counsel of its own, at its own expense, who may participate in the defense of any such action or proceeding and with whom counsel for SOCIETY shall cooperate. LICENSEE shall cooperate with SOCIETY in every way in the defense of any such action or proceeding, and in any appeals that may be taken from any judgments or orders entered therein, and shall execute all pleading, bonds or other instruments but at the sole expense of SOCIETY, that may be required in order properly to defend and resist any such action or proceeding, and properly to prosecute any appeals taken therein.

In the event of the service upon LICENSEE of any notice, process, paper or pleading under which a claim, demand or action is made, or begun against LICENSEE on account of the rendition of any musical composition contained in SOCIETY'S repertory but not heretofore or hereafter during the term hereof copyrighted or composed by members of SOCIETY, SOCIETY agrees at the request of LICENSEE to cooperate with and assist LICENSEE in the defense of any such action or proceeding, and in any appeals that may be taken from any judgment or orders entered therein.

13. All notices required or permitted to be given by either of the parties to the other hereunder shall be duly and properly given if mailed to such other party by registered United States mail addressed to such other party at its main office for the transaction of business.

14. This agreement shall enure to the benefit of and shall be binding upon the

ASCAP STATION LICENSE—Continued

parties hereto and their respective successors and assigns.

IN WITNESS WHEREOF, this agreement has been duly signed by SOCIETY and LICENSEE and their respective seals hereto attached, this day of, 194..

AMERICAN SOCIETY OF COMPOSERS,
AUTHORS AND PUBLISHERS

SCHEDULE "A"

SUBDIVISION I.

GROUP "1" STATION

The Group "1" Station shall pay a sustaining fee of Twelve (\$12.00) Dollars per year during the term hereof, plus a sum equal to three (3%) percent of the gross amount paid for the use of its broadcasting facilities, during the term hereof, subject to no deduction of any character other than those hereinafter specifically permitted under Subdivision "V".

SUBDIVISION II.

GROUP "2" STATION

LICENSEE'S Station shall be regarded as a group "2" station. LICENSEE shall pay a sustaining fee of (\$.....) Dollars per year during the term hereof, plus a sum equal to four (4%) percent of the gross amount paid for the use of its broadcasting facilities, during the term hereof, subject to no deduction of any character other than those hereinafter specifically permitted under SUBDIVISION "V".

When the total amount paid by LICENSEE to SOCIETY (exclusive of the sustaining fee) shall be (\$.....) Dollars in any year of the term hereof, no further payments shall be made by LICENSEE to SOCIETY in such year on the next (\$.....) Dollars of payments for use of LICENSEE'S broadcasting facilities. The said sum of four (4%) percent, however, shall be paid by LICENSEE to SOCIETY in such year on all sums over and above (\$.....) Dollars.

SUBDIVISION III.

GROUP "3" STATION

LICENSEE'S Station shall be regarded as a group "3" station. LICENSEE shall pay a sustaining fee of (\$.....) Dollars per year during the term hereof, plus a sum equal to five (5%) percent of the gross amount paid for the use of its broadcasting facilities, during the term hereof, subject to no deduction of any character other than those hereinafter specifically permitted under SUBDIVISION "V".

When the total amount paid by LICENSEE to SOCIETY (exclusive of the

sustaining fee) shall be (\$.....) Dollars in any year of the term hereof, no further payments shall be made by LICENSEE to SOCIETY in such year on the next (\$.....) Dollars of payments for use of LICENSEE'S broadcasting facilities. The said sum of five (5%) percent, however, shall be paid by LICENSEE to SOCIETY in such year on all sums over and above (\$.....) Dollars.

SUBDIVISION IV.

SECTION A.

For all purposes of this subdivision, the following shall apply:

A Group "1" Station shall be deemed to be a station to which the gross amount paid for the use of its broadcasting facilities in a year shall amount to \$50,000 or less.

A Group "2" Station shall be deemed to be a station of which the gross amount paid for the use of its broadcasting facilities in a year shall amount to more than \$50,000 but shall not exceed \$150,000.

A Group "3" Station shall be deemed to be a station to which the gross amount paid for the use of its broadcasting facilities in a year shall amount to more than \$150,000.

There shall also be included in the "gross amount" mentioned in each of the above named groups all sums paid for the use of LICENSEE'S station facilities in rebroadcasting programs originating in other stations.

In case in any year during the term hereof, the gross amount paid for the use of its broadcasting facilities shall in accordance with the foregoing definitions, place LICENSEE in a Group other than that in which LICENSEE shall be during such current year, then for the ensuing year, LICENSEE shall be deemed to be automatically reclassified and placed in a Group in accordance with such definitions and shall pay the percentage rate allocable to such Group in accordance with subdivisions "I", "II", or "III" hereof, as the case may be.

The foregoing provision shall apply to each and every year of the term of this agreement.

SECTION B.

Upon any change in the classification of a LICENSEE as above provided, then the sustaining fee shall be likewise changed for the same period as follows:

If as a result of such change, LICENSEE shall be re-classified from Group "2" or Group "3" to Group "1" then LICENSEE shall pay a sustaining fee of \$12.00 per year.

ASCAP STATION LICENSE—Continued

If as a result of such change, LICENSEE shall be re-classified from Group "1" to Group "2", then LICENSEE shall pay a sustaining fee of \$..... If such re-classification shall be from Group "3" to Group "2", there shall be a decrease of 25% in the sustaining fee theretofore paid.

If as a result of such change, LICENSEE shall be re-classified from Group "1" to Group "3", then LICENSEE shall pay a sustaining fee of \$..... If such re-classification shall be from Group "2" to Group "3", there shall be an increase of 33½% in the sustaining fee theretofore paid.

In case of re-classification of LICENSEE into Group "2" or Group "3", when the gross amount paid to LICENSEE for the use of its broadcasting facilities (on which LICENSEE has made the percentage payments to SOCIETY) shall equal the sums paid to LICENSEE during the year immediately preceding such re-classification, no further payments shall be made by LICENSEE to SOCIETY on so much of the next gross sums, the re-classified percentage on which shall equal the sustaining fee required to be paid under such re-classification. However, on all sums in excess thereof the percentage payable by LICENSEE shall be paid to SOCIETY.

SECTION C.

Anything in the foregoing notwithstanding and in addition thereto whether or not there has been any change in classification from one Group to another, if in any year there shall be a material increase or decrease in LICENSEE'S operating power, number of hours per day, coverage, or a material change in the time when the broadcast take place or in frequency, then LICENSEE'S sustaining fee shall be changed to conform to that of stations in the same classification, that shall generally be comparable to LICENSEE in operating power, number of hours per day, time when broadcasts take place, location, frequency and coverage, such change to be effective upon the commencement of the next year of the term of this agreement.

SUBDIVISION V.

(a) "Broadcasting," as used in this agreement, does not include transmission by means of television or any other method of transmitting sound in synchronized relationship or simultaneously with visual images or for the purpose of being received or reproduced in connection with visual images.

(b) "Broadcasting facilities," as used in this agreement, shall include all personnel

regularly employed in the operation of the station and all services of any nature whatsoever contracted for and used by the station in the conduct of its business.

"Personnel" shall include, in addition to all persons associated in any manner with the operation of the station, all artists such as dramatic actors, actresses, singers and musicians, whether separate or in group or in orchestra or band form.

"Station" shall include the studio described in Article 5, subdivision (b).

"Services" shall include service of every nature, and without limiting the generality of the foregoing, the same shall include wire service and electrical transcriptions.

The cost of all personnel and services shall not be deductible from the gross amounts paid for the use of the station's broadcasting facilities. The foregoing shall apply whether any such personnel or services are employed or furnished directly by LICENSEE'S Station or where the same are furnished to LICENSEE'S Station by any party, person, firm or corporation directly or indirectly controlled by or a subsidiary of or affiliated with the station or LICENSEE.

However, if any dramatic actors, actresses, singers and other artists or musicians, whether separate or in group or in orchestra or band form, are furnished by the station to a sponsor (i.e., the advertiser) pursuant to an express written contract therefor, and any such person or group is not regularly employed in the operation of the station but is actually engaged by the station for any such sponsor or for a specific program and is actually paid separately therefor and provision for the charge for furnishing the same has been separately added to and included in the charge made to the sponsor by the station, then and in such event LICENSEE shall have the right to deduct the actual bona fide direct cost thereof to it from the gross amount paid for the use of its broadcasting facilities provided that in no event shall the amount allocated as the payment for broadcasting facilities be less than the highest rate charged for a similar given period of time over LICENSEE'S Station.

(c) "Gross amount paid for the use of its broadcasting facilities," as used in this agreement, shall include all payments made (whether in money or in any other form) by the sponsor of each program (i.e. the advertiser) for the privilege of using LICENSEE'S broadcasting facilities.

All gross payments by each such sponsor shall be applicable to the above per-

ASCAP STATION LICENSE—Continued

centage payment whether such payment shall have been made directly to the station or to any other persons, firms or corporations.

The percentage shall be applicable to the gross amount paid by the sponsor although the party to whom or which such payment has been made shall pay a lesser sum to the station for the use of its broadcasting facilities, and this shall also apply if there shall be more than one intervening party between the sponsor and the station.

The foregoing is subject solely to a deduction for commission hereinafter provided for in Subdivision (d) and for amounts received for rebroadcasting such programs as are exempt from payments under Subdivision (e).

Where payment is made in any form other than money or negotiable instrument, then the fair value of the commodity or other property involved or service furnished shall be included in the gross amount to which the percentage is applicable, provided, that, in no case shall such amount be less than the highest rate charged for a similar use of LICENSEE'S broadcasting facilities.

(d) In the event that advertising commissions are paid to an independent agency not employed or owned in whole or in part by LICENSEE, and in which LICENSEE has no stock or other interest, directly or indirectly, the amount of such actual payments not exceeding fifteen (15%) percent may be deducted from the gross amount paid for the use of LICENSEE'S broadcasting facilities in computing the percentage payments hereinabove specified. This deduction shall be permitted whether the advertising commission is paid directly by the sponsor or by LICENSEE. But in no event shall such deductions, regardless of by whom paid, exceed in the aggregate the sum of fifteen (15%) percent.

(e) LICENSEE shall not be required to account for any sums received for the use of LICENSEE'S Station facilities in rebroadcasting programs originating in other stations having a Chain Broadcast License from SOCIETY authorizing the rebroadcasting of such programs.

(f) LICENSEE shall not be required to account for any sums received from political broadcasts, nor shall it be required to account for sums received from religious broadcasts where the amount paid is solely in reimbursement for the costs of lines, wire charges, and technical personnel.

(g) LICENSEE shall have the right to charge against the gross amount paid for the use of its broadcasting facilities by the

sponsor of any news program the actual cost of such news program to the station, provided that if the cost to the station of such news program covers programs for which there are no sponsors, LICENSEE shall have the right to charge against the gross amounts paid by the sponsor of such news program only such proportion thereof as such sponsored news program bears to all the news programs contracted for by the station, and provided further that in no event shall the amount allocated as the payment for broadcasting facilities be less than the highest rate charged for a similar given period of time over LICENSEE'S Station. If, however, the gross amount paid for the use of its broadcasting facilities by the sponsor shall be less than the highest rate charged as aforesaid, then the percentage payable by LICENSEE shall be computed upon such gross amount paid for the use of its broadcasting facilities.

(h) With respect to athletic events, such as baseball, football, hockey, boxing, racing and other athletic events, LICENSEE shall have the right to deduct from the gross amount paid for the use of its broadcasting facilities such extraordinary expenses as shall be necessarily incurred for such special broadcasts, such as special line charges, special announcers and extra engineers, but no part of the cost of the general and regular operation of the station shall be deductible, and in no event shall the amount allocated as the payment for broadcasting facilities hereunder be less than the highest rate charged for a similar given period of time over LICENSEE'S Station. If, however, the gross amount paid for the use of its broadcasting facilities by the sponsor shall be less than the highest rate charged as aforesaid, then the percentage payable by LICENSEE shall be computed upon such gross amount paid for the use of its broadcasting facilities.

(i) LICENSEE shall pay the sustaining fee in equal monthly installments on or before the tenth day of each month during the term hereof.

(j) LICENSEE shall render monthly statements to SOCIETY on or before the tenth of each month covering the period of the preceding calendar month, on forms supplied gratis by SOCIETY with respect to all gross amounts paid for the use of its broadcasting facilities as hereinabove defined, without exception, and the percentage thereof payable to SOCIETY, which said statement shall be rendered under oath and accompanied by the remittances due SOCIETY under the terms hereof.

ASCAP CHAIN BROADCAST LICENSE

AGREEMENT made between the AMERICAN SOCIETY OF COMPOSERS, AUTHORS AND PUBLISHERS (hereinafter referred to as "SOCIETY"), and (hereinafter referred to as "LICENSEE") as follows:

1. SOCIETY grants to LICENSEE and LICENSEE accepts for a period of five years from a license to publicly perform by non-visual broadcasting on a chain hook-up from or through the radio stations listed on Schedule "A" hereto annexed and made part hereof, non-dramatic renditions of the separate musical compositions heretofore or hereafter during the term hereof, copyrighted or composed by members of SOCIETY or of which SOCIETY shall have the right to license such performing rights.

2. The within license does not extend to or include the public performance by broadcasting or otherwise of any rendition or performance of any opera, operetta, musical comedy, play or like production, as such, in whole or in part.

3. Nothing herein contained shall be construed as authorizing LICENSEE to grant to others than the radio stations mentioned and described in Schedule "A," any right to reproduce or perform publicly for profit by any means, method or process whatsoever, any of the musical compositions coming within the purview of the within license performed pursuant here to, or as authorizing any receiver of any such broadcast rendition to publicly perform or reproduce the same for profit by any means, method or process whatsoever.

Should LICENSEE own, control or operate any broadcasting station, directly or indirectly, (and regardless of whether such Station is included in Schedule "A") LICENSEE and SOCIETY agree to execute or cause to be executed simultaneously herewith a separate and independent license agreement therefor, such license agreement to be the regular "Single Station License." The foregoing shall also apply in case, during the term hereof, LICENSEE shall become the owner, take control of or become the operator of any other broadcasting stations.

4. The within license is limited to the separate musical compositions heretofore or hereafter during the term hereof, copyrighted or composed by members of SOCIETY or of which SOCIETY shall have the right to license the performing rights

hereinbefore granted, in programs transmitted on a chain hook-up rendered at or from any of the radio stations or studios described in Schedule "A," or at or from any hotel, cabaret, night club, dance hall or similar place of entertainment duly licensed by SOCIETY to perform such works (unless the performance originates at a place or from a source which SOCIETY does not customarily license), from which place rendition of such works is transmitted directly to such radio station or stations for the purpose of being broadcast therefrom.

LICENSEE shall be guilty of a breach under this article "4" only in case it continues to broadcast a program rendered at such places other than the said stations or studios described in Schedule "A" after LICENSEE shall have received notice from SOCIETY that such other places are not licensed by SOCIETY to perform.

5. No license is hereby granted to LICENSEE to broadcast or permit the broadcasting of programs over a single station unless such broadcast is given on such station as part of a chain hook-up.

No license is hereby granted to LICENSEE to broadcast or permit the broadcasting of programs over or through or by any broadcasting station except those listed on Schedule "A" without SOCIETY'S written consent thereto.

6. LICENSEE agrees to furnish SOCIETY during the term of the within license with a list of each and every station participating in each program on a chain hook-up together with a list of all musical compositions (or, at the option of LICENSEE, a list of all musical compositions heretofore or hereafter during the term hereof copyrighted or composed by members of SOCIETY or of which SOCIETY shall have the right to license the performing rights hereinbefore granted) broadcast over or through each of said stations on such chain hook-up, showing the title of each composition and the composer and author thereof. The lists so furnished by LICENSEE to SOCIETY shall be strictly confidential and SOCIETY covenants that it will make no disclosure thereof or of the contents thereof.

7. SOCIETY reserves the right, at any time, and from time to time, to withdraw from its repertory and the operation of this license, any musical composition or

ASCAP CHAIN LICENSE—Continued

compositions, provided, however, that if more than one thousand (1,000) compositions contained in SOCIETY'S repertory heretofore or hereafter during the term hereof copyrighted or composed by members of SOCIETY, shall be withdrawn or placed on the restricted list at any given time, LICENSEE may terminate this license by giving immediate written notice to SOCIETY of its election so to do, which notice shall become effective sixty (60) days after receipt thereof, unless at any time during such sixty-day period SOCIETY shall reduce the number of compositions on the restricted list to one thousand (1,000) or less, in which event the notice shall become inoperative and this agreement shall continue with the same full force and effect as if such notice had not been given. The right of termination under the conditions heretofore mentioned in this paragraph shall be the sole and exclusive remedy of LICENSEE.

In the event of any such termination of this license, SOCIETY shall refund to LICENSEE pro rata license fees, if any, paid for a period beyond the effective date of such termination.

Musical compositions contained in SOCIETY'S repertory but not heretofore or hereafter during the term hereof copyrighted or composed by members of SOCIETY, are embraced within this license to the extent only that SOCIETY may have the right, from time to time, to license the performing rights hereinabove granted and the withdrawal of any of such musical compositions from SOCIETY'S repertory and from the operation of this license, shall not affect this license or the compensation payable hereunder.

8. In consideration of the license herein granted, LICENSEE agrees to pay to SOCIETY as compensation for the within license, a sum equal to seven and one-half percent (7½%) of the gross amount paid for the use of broadcasting facilities of the stations listed on Schedule "A" (including the station or stations added pursuant to Article "5"), during the term hereof, on a chain hook-up and to make the accountings specified in Schedule "B" hereto attached and made part hereof, all the times and in the manner therein set forth, and all the definitions, provisions and agreements contained in Schedule "B" shall apply and be binding upon the parties hereto.

If Schedule "A" includes any station (other than a station owned, controlled or operated by LICENSEE, directly or indirectly, which is required in any event to hold such license under Article 3) not holding the regular Single Station License

from SOCIETY, LICENSEE shall pay to SOCIETY (in addition to the sums provided in the preceding paragraph), the sum of \$2,500 per station per year during each year of the term hereof for each such station over which LICENSEE shall broadcast or permit the broadcasting of any sustaining programs, containing musical compositions in SOCIETY'S repertory, as part of a chain hook-up. By "sustaining program" is meant a program for which no sponsor pays any gross amount for the use of broadcasting facilities.

9. SOCIETY shall have the right by its duly authorized representative at any time during customary business hours, to examine the books and records of account of LICENSEE only to such extent as may be necessary to verify any such monthly statement of accounting as may be rendered pursuant hereto. SOCIETY shall consider all data and information coming to its attention as a result of any such examination of books and records as completely and entirely confidential.

10. Upon any breach or default of any terms herein contained, SOCIETY may give LICENSEE thirty (30) days' notice in writing to cure such breach or default, and in the event that such breach or default has not been cured within said thirty (30) days, SOCIETY may then forthwith terminate said license.

11. In case the State or any subdivision thereof, in which LICENSEE'S principal place of business or domicile is located should enact any laws, which, in the opinion of SOCIETY impede or prevent the full performance therein of this agreement or impose discriminatory or confiscatory taxes upon SOCIETY, SOCIETY reserves the right to terminate this license agreement; and if any State, Territory or the District of Columbia should enact such laws, SOCIETY reserves the right to withdraw the license herein granted with respect to any station located in such State, Territory or District. In the event of such withdrawal there shall be deducted from the sum allocable to percentage payments hereunder an amount equal to the pro-rata portion fairly allocable to the station or stations with respect to which this license shall have been withdrawn.

12. SOCIETY agrees to indemnify, save and hold LICENSEE harmless, and defend LICENSEE from and against any claim, demand or suit that may be made or brought against LICENSEE with respect to renditions given during the term hereof in accordance with this license of musical compositions contained in SOCIETY'S repertory heretofore or hereafter during the

ASCAP CHAIN LICENSE—Continued

term hereof copyrighted or composed by members of SOCIETY.

In the event of the service upon LICENSEE of any notice, process, paper or pleading, under which a claim, demand or action is made or begun against LICENSEE on account of any such matter as is hereinabove referred to, LICENSEE shall forthwith give SOCIETY written notice thereof and simultaneously therewith deliver to SOCIETY any such notice, process, paper or pleading, or a copy thereof, and SOCIETY shall have sole and complete charge of the defense of any action or proceeding in which any such notice, process, paper or pleading is served. LICENSEE, however, shall have the right to engage counsel of its own, at its own expense, who may participate in the defense of any such action or proceeding and with whom counsel for SOCIETY shall cooperate. LICENSEE shall cooperate with SOCIETY in every way in the defense of any such action or proceeding, and in any appeals that may be taken from any judgements or orders entered therein, and shall execute all pleadings, bonds or other instruments but at the sole expense of SOCIETY, that may be required in order properly to defend and resist any such action or proceeding, and properly to prosecute any appeals taken therein.

In the event of the service upon LICENSEE of any notice, process, paper or pleading under which a claim, demand or action is made, or begun against LICENSEE on account of the rendition of any musical composition contained in SOCIETY'S repertory but not heretofore or hereafter during the term hereof copyrighted or composed by members of SOCIETY, SOCIETY agrees at the request of LICENSEE to cooperate with and assist LICENSEE in the defense of any such action or proceeding, and in any appeals that may be taken from any judgments or orders entered therein.

13. All notices required or permitted to be given by either of the parties to the other hereunder shall be duly and properly given if mailed to such other party by registered United States mail addressed to such other party at its main office for the transaction of business.

14. This agreement shall enure to the benefit of and shall be binding upon the parties hereto and their respective successors and assigns.

IN WITNESS WHEREOF, this agreement has been duly signed by SOCIETY and LICENSEE and their respective seals hereto affixed this day of, 194..

SCHEDULE "A"

Broadcasts as part of LICENSEE'S chain hook-up on the following stations and which emanate from any of said stations or from one of the studios hereinafter described, shall come within the purview of this agreement under the terms and conditions hereinbefore set forth:

SCHEDULE "B"

(A) "Broadcasting," as used in this agreement, does not include transmission by means of television or any other method of transmitting sound in synchronized relationship or simultaneously with visual images or for the purpose of being received or reproduced in connection with visual images.

(B) "Chain hook-up," as used in this agreement, shall include two or more stations described in Schedule "A," over or through or by which programs shall be transmitted simultaneously, furnished by or through or by arrangement with LICENSEE or the arrangements for the transmission of which shall be made by or through or by arrangement with LICENSEE. "LICENSEE" shall include the LICENSEE hereunder and also any person, firm or corporation, directly or indirectly controlled by or associated with LICENSEE, or which is a subsidiary of or affiliated with LICENSEE, or of which LICENSEE is a subsidiary.

(C) "Broadcasting facilities," as used in this agreement, shall include all personnel regularly employed by LICENSEE, as well as all personnel regularly employed in the operation of the stations in the chain hook-up, and all services of any nature whatsoever contracted for and used by LICENSEE, as well as by the stations in the conduct of their business.

"Personnel" shall include, in addition to all persons associated in any manner with the operation of the stations, all artists such as dramatic actors, actresses, singers and musicians, whether separate or in group or in orchestra or band form.

"Station" shall include the studios used in chain broadcasting by and for LICENSEE or in the operation of such respective stations.

"Services" shall include service of every nature and without limiting the generality of the foregoing the same shall include wire service and electrical transcriptions.

The cost of all personnel and services shall not be deductible from the gross amounts paid for the use of the station's broadcasting facilities. The foregoing shall apply whether any such personnel or ser-

ASCAP CHAIN LICENSE—Continued

vices are employed or furnished directly by LICENSEE or by the stations involved or where the same are furnished to LICENSEE or the station by any party, person, firm or corporation, directly or indirectly controlled by or a subsidiary of or affiliated with the station or LICENSEE.

However, if any dramatic actors, actresses, singers and other artists, musicians, whether separate or in group or in orchestra or band form, are furnished by LICENSEE or the station to a sponsor (i.e., the advertiser) pursuant to an express written contract therefor, and any such person or group is not regularly employed in the operation of the station but is actually engaged by LICENSEE or the station for any such sponsor for a specific program and is actually paid separately therefor, and provision for the charge for furnishing the same has been separately added to and included in the charge made to the sponsor by LICENSEE or the station, then and in such event, LICENSEE shall have the right to deduct the actual bona fide direct cost thereof to it from the gross amount paid for the use of broadcasting facilities, provided that in no event shall the amount allocated as the payment for broadcasting facilities be less than the highest rate charged for a similar given period of time over the chain hook-up involved.

(D) "Gross amount paid for the use of broadcasting facilities," as used in this agreement, shall include all payments made (whether in money or in any other form) by the sponsor of each program (i.e., the advertiser) for the privilege of using the broadcasting facilities of two or more stations on a chain hook-up; and all gross payments by each sponsor, whether made directly to LICENSEE or to any other person, firm or corporation, shall be applicable to the above percentage payment.

The percentage shall be applicable to the gross amount paid by the sponsor, although the party to whom or which such payment has been made shall pay a lesser sum to LICENSEE for the use of the broadcasting facilities of the stations involved, and this shall also apply if there shall be more than one intervening party between the sponsor and LICENSEE.

The foregoing is subject solely to a deduction for commission hereinafter provided for in subdivision (E).

Where payment is made in any form other than money or negotiable instrument, then the fair value of the commodity or other property involved or service furnished shall be included in the gross

amount to which the percentage is applicable; provided that in no case shall such amount be less than the highest rate charged for a similar given period of time over the chain hook-up involved.

(E) In the event that advertising commissions are paid to an independent agency not employed or owned in whole or in part by LICENSEE, and in which LICENSEE has no stock or other interest, directly or indirectly, the amount of such actual payments not exceeding fifteen percent (15%) may be deducted from the gross amount paid for the use of the broadcasting facilities of the chain hook-up in computing the percentage payments hereinabove specified. This deduction shall be permitted whether the advertising commission is paid directly by the sponsor or by LICENSEE. But in no event shall such deductions, regardless of by whom paid, exceed in the aggregate the sum of fifteen percent (15%).

(F) LICENSEE shall not be required to account for any sums received from political broadcasts, nor shall it be required to account for sums received from religious broadcasts where the amount paid is solely in reimbursement for the costs of lines, wire charges, and technical personnel.

(G) LICENSEE shall have the right to charge against the gross amount paid for the use of broadcasting facilities of the chain hook-up by the sponsor of any news program, the actual cost of such news programs to LICENSEE; provided that if the cost to LICENSEE of such news program covers programs for which there are no sponsors, LICENSEE shall have the right to charge against the gross amounts paid by the sponsor of such news programs only such proportion thereof as such sponsored news program bears to all news programs contracted for by the station, and provided further that in no event shall the amount allocated as the payment for broadcasting facilities be less than the highest rate charged for a similar given period of time over the chain hook-up involved. If however, the gross amount paid for the use of its broadcasting facilities by the sponsor shall be less than the highest rate charged as aforesaid, then the percentage payable by LICENSEE shall be computed upon such gross amount paid for the use of its broadcasting facilities.

(H) With respect to athletic events, such as baseball, football, hockey, boxing, racing, and other athletic events, LICENSEE shall have the right to deduct from the gross amount paid for the use of broadcasting facilities such extraordinary ex-

ASCAP CHAIN LICENSE—Continued

penses as shall be necessarily incurred for such special broadcasts, such as special line charges, special announcers and extra engineers, but no part of the cost of the general and regular operation of LICENSEE's business or of the stations on the chain hook-up shall be deductible, and in no event shall the amount allocated as the payment for broadcasting facilities be less than the highest rate charged for a similar given period of time over the chain hook-up involved. If, however, the gross amount paid for the use of its broadcasting facilities by the sponsor shall be less than the highest rate charged as aforesaid, then the percentage payable by LICENSEE shall be computed upon such gross amount paid for the use of its broadcasting facilities.

(I) LICENSEE shall pay the sustaining fees, if any, of \$2,500 per station per year provided for in article "8," as follows: The full amount shall become payable as to each station on or before the tenth day of the calendar month following the date of

the broadcast of the first sustaining program broadcast over such station. The year embraced by such payment shall be computed from the date of broadcast of such first sustaining program. If any such year shall run beyond the date of this license, then such year period shall terminate upon the date of the termination of this license, and there shall be a pro rata refund to LICENSEE of any such payment.

(J) LICENSEE shall render monthly statements to SOCIETY on or before the tenth day of each month covering the period of the preceding calendar month on forms supplied gratis by SOCIETY, with respect to all gross amounts paid for the use of broadcasting facilities of the chain hook-up as hereinabove defined, without exception, and the percentage thereof payable to SOCIETY, which said statement shall be rendered under oath and accompanied by the remittances due SOCIETY under the terms hereof.

ASSOCIATED MUSIC PUBLISHERS, INC. (AMP)

Founding of AMP: Associated Music Publishers, Inc., was founded as a private corporation in the State of New York on Dec. 22, 1926. Radio licenses have been issued since August, 1928. The corporation conducts a wholesale and retail music business, including the rental of music, and is engaged in the manufacture of transcriptions for library service and commercial purposes.

Scope: Represented in the AMP repertoire are 18 U. S. and European music houses and their 19 subsidiaries. Virtually all of these houses have assigned to the AMP their U. S. copyrights. The AMP catalogues contain over 500,000 entries of which approximately 15,000 are copyrights.

AMP licenses: Licenses cover performing and mechanical rights, "small" (i. e., strictly musical) and "grand" (i. e., musical-dramatic). AMP's radio license is

unique in that it is the only radio license which covers "small" and "grand" rights simultaneously under a single fee. The radio license stipulates that: (1) the annual fee shall be equal to the sum of a station's 12 highest quarter-hour rate charges; (2) that AMP will sell the licensee any music (covered by the license) which is for sale, and rent such music as is not for sale; (3) that AMP will defend the licensee against claims arising out of the use of music covered by the license; (4) that both "small" and "grand" rights are fully covered.

AMP headquarters: Located at 25 W. 45th Street, New York City. The phone is Bryant 9-0847.

AMP officers: Waddill Catchings, chairman of the board; C. M. Finney, president; Anna M. Kerner, secretary; John R. Andrus, treasurer.

BROADCAST MUSIC, INC. (BMI)

BMI history and purpose: Organized Oct. 14, 1939, under the laws of the State of New York, pursuant to a resolution to carry out the building of an alternate

source of music suitable for broadcasting, and to make such music available to broadcasters and others, adopted at a convention of the National Assn. of Broadcasters

BROADCAST MUSIC, INC.—Continued

in Chicago, Sept. 15, 1939. BMI is authorized to issue 100,000 shares of capital stock, all of one class, par value \$1. Broadcasters have been offered 80,000 shares of such stock at \$5 per share. The stock is not offered for sale to the general public.

Scope: BMI is owned and operated by more than 310 broadcasting stations to which it supplies music. It has leased the musical catalogues of M. M. Cole and subsidiaries of Chicago for a 10-year period, beginning Jan. 1, 1941, and has purchased all music and musical rights of Hinds, Hayden & Eldredge, Inc. Plans presently pending will bring other catalogues into BMI's possession.

BMI licenses: BMI grants its subscribers a non-exclusive license to perform all music controlled by it. Stockholder-licensees purchase BMI stock in the amount of 10% of their 1937 payments to ASCAP, and in return for all BMI music for the period from April 1, 1940, to April 1, 1941, pay a sum equalling 40% of their 1937 ASCAP payments. These fees are to be paid upon demand, not in excess of 15% of the total within any 30-day period.

BMI transcription licenses: These licenses concern "small" (strictly musical) rights only, for which the transcription company pays BMI 2c for each transcription side. (See appended facsimile of license).

BMI offices: The main offices are located at 580 Fifth Avenue, New York City (L.A. 4-8011). The West Coast offices are at 1438 Ridgley Drive, Los Angeles, Calif.

BMI officers: Neville Miller, president; Sydney M. Kaye, vice-president; M. E. Tompkins, general manager and secretary; and C. E. Lawrence, treasurer.

BMI directors: Walter J. Damm (WTMJ, Milwaukee, Wis.); John Elmer (WCBM, Baltimore, Md.); Edward Klauber (CBS); Lenox R. Lohr (NBC*); Paul W. Morency (WTIC, Hartford); John Shepard, III (Yankee-Colonial Networks).

* Mr. Lohr has subsequently resigned as president of NBC, and will be replaced on the BMI board by an election at the next board meeting.

BMI PERFORMING RIGHTS LICENSE

AGREEMENT made this day of, 19.., between BROADCAST MUSIC, INC., a corporation organized under the laws of the State of New York (hereinafter called MUSIC) with principal offices in New York, New York, and (hereinafter called BROADCASTER) with offices located at City of, State of

WITNESSETH:

I. MUSIC hereby grants to BROADCASTER a non-exclusive license to perform by radio broadcasting over Station all musical works the copyrights or rights to grant broadcasting performing licenses of which MUSIC may, during the term hereof, own. MUSIC agrees to deliver to Broadcasters from time to time during the term hereof lists of musical works covered by this license. The rights granted hereby shall include the right to broadcast dramatic performances of such musical works as MUSIC at any time shall have given notice to BROADCASTER that it owns the dramatic performing rights thereof.

II. BROADCASTER agrees to pay to

MUSIC, as a licensee fee hereunder, such sum, not in excess of \$....., as MUSIC may require BROADCASTER to pay, payment to be made in instalments as and when required by MUSIC, within ten days after written demand therefor, provided that no demand shall be made for the payment of any instalment or instalments aggregating in excess of 15% of the foregoing maximum total license fee during any consecutive thirty-day period. In the event that BROADCASTER shall fail to make any payment when and as due, MUSIC may, in addition to any and all other remedies which it has at law or in equity, terminate this license upon ten day's notice in writing.

III. MUSIC agrees to indemnify, save and hold harmless and to defend BROADCASTER, its advertisers and advertising agencies, from and against all claims, demands and suits that may be made or brought against BROADCASTER, its advertisers and advertising agencies, with respect to the performance under this license agreement of any material licensed hereunder, provided that this indemnity shall not apply to broadcasts of any com-

BMI STATION LICENSE—Continued

position performed by BROADCASTER after written request from MUSIC to BROADCASTER that BROADCASTER refrain from performance thereof. BROADCASTER agrees to give MUSIC immediate notice of any such claim, demand or suit, and agrees immediately to deliver to MUSIC all papers pertaining thereto. MUSIC shall have full charge of the defense of any such claim, demand or suit, and BROADCASTER shall cooperate fully with MUSIC therein.

IV. The term of this license shall commence on the date of the receipt by BROADCASTER of an executed copy hereof and shall continue for such period of time as may be designated in writing by MUSIC, provided, however, that the term of this license shall expire not earlier than March 31st, 1941. This license shall be non-assignable, except to the person, firm or corporation legally acquiring the Federal Communications Commission license of the broadcasting station designated in Article I hereof.

V. BROADCASTER, on written request made on no less than one week's notice, agrees to furnish to MUSIC weekly lists of BROADCASTER'S performances of musical compositions under this license, indicating the compositions performed by title and composer or by such other convenient method as may be designated by MUSIC.

VI. In the event that the Federal Communications Commission revokes or fails to renew the broadcasting license of BROADCASTER, or in the event that the Governmental rules and regulations applicable to the station referred to in Article I hereof are suspended or amended so as to forbid the broadcasting of commercial programs by BROADCASTER, BROADCASTER may notify MUSIC thereof, and MUSIC, within ten days of the receipt of such notice, shall, by written notice to BROADCASTER, at MUSIC'S option, either terminate this license, or shall suspend this license and all payments and service hereunder for the period that such condition continues. In the event that MUSIC elects to suspend this license, such suspension shall not continue for longer than six months, and this license shall automatically terminate at the end of six months' suspension. In the event that the condition giving rise to the suspension shall continue for less than six months, MUSIC, at its option, and on written notice to BROADCASTER, may reinstate this license at any time within thirty days after the cessation of such condition.

VII. MUSIC agrees, (a) that all of the

initial performing right license agreements between MUSIC and its stockholders shall terminate simultaneously, (b) that no demand will be made by MUSIC for any instalment payment in accordance with the provisions of ARTICLE II hereof unless MUSIC simultaneously demands instalment payments in the same percentage from all other stockholders, and (c) that the initial performing right license agreements between MUSIC and its stockholders shall each provide for the payment to MUSIC of such sum as MUSIC shall demand, not, however, in the aggregate in excess of a sum equal to 40% of the total sums paid or payable to the American Society of Composers, Authors and Publishers as performing right fees for the entire calendar year, 1937, for or with respect to the radio broadcasting station named in such agreement with MUSIC (except that a different maximum amount may be specified in the initial license agreement of any stockholder if performing right fees were not paid or payable to the American Society of Composers, Authors and Publishers for the entire calendar year 1937, for or with respect to the radio broadcasting station named in such license agreement), or if there has been a material change in the power or hours of operation of the radio broadcasting station named in such license agreement).

VIII. The term "stockholder-licensee" as hereinafter used shall include only such stockholders as have uninterruptedly held performing right licenses from MUSIC during all periods that performing right licenses of MUSIC shall have been available. For the purposes of this paragraph, "stockholder-licensees" are hereby divided into the following categories: (1) stockholder-licensees whose radio stations have no network affiliations; (2) stockholder-licensees operating both radio stations and national networks; and (3) stockholder-licensees operating radio stations affiliated with, but not operated by, national networks. In the event that MUSIC, with respect to performing right license agreements for any period subsequent to the expiration of this license, shall propose, (a) the alteration of material terms of licenses or the method of fixing or allocating performing right license fees, so as to effect a change discriminatory against any of the foregoing categories of stockholder-licensees, or (b) the denial of licenses to stockholder-licensees, or (c) the omission from future performing right license agreements with MUSIC'S stockholders of provisions to the same effect as any of those contained in this Article VIII, then, MUSIC shall give notice of such proposal to all stockholder-licensees in any category

BMI STATION LICENSE—Continued

which contains adversely affected stockholder-licensees, and, in the event that notice of objection to such proposal shall not, within thirty days, be given to MUSIC by stockholder-licensees to whom such notice was given, and whose annual license payments to MUSIC under the license agreements with stockholders in effect at the time of such proposal shall aggregate one-third or more of the annual license payments made by all stockholder-licensees in the same category, such proposal may be put into effect.

IX. This agreement shall become effective as a license agreement upon the execution and delivery of a copy hereof by MUSIC. In consideration of MUSIC using its best efforts to obtain the signature of agreements similar to this by other broadcasters, and in consideration of the signature of agreements similar to this by other broadcasters, BROADCASTER agrees that this instrument shall constitute a continuing offer which cannot be revoked by BROADCASTER for twenty (20) days from the date of the receipt of this agreement by MUSIC.

X. All notices required or permitted to be given hereunder shall be duly and properly given if mailed to the party to whom such notice is required or permitted to be given, by United States mail, postage prepaid, addressed to said party at its main office for the transaction of business. This agreement constitutes the entire under-

standing between the parties and shall be construed in accordance with the laws of the State of New York.

BROADCAST MUSIC, INC.

[The National Broadcasting Company and the Columbia Broadcasting System have declared their approval of the principle of clearance at the source when an economically and legally feasible method of so clearing can be devised which is not unduly burdensome to the said networks in comparison with their present method of operation and payment, and they have declared that at an appropriate time the said networks will make an earnest co-operative effort with the network affiliates to work out such a feasible plan of clearance at the source.

The National Broadcasting Company and the Columbia Broadcasting System also have declared their willingness, at an appropriate time, to consider any proposals by their affiliates for a new method of distributing the cost of music, which is not unduly burdensome to the said networks in comparison with their present method of operation and payment, and that nothing in this license agreement shall be construed as working against an earnest co-operative effort by the various elements of the industry to such end, such effort to involve consideration not only of future payments of license fees to Broadcast Music, Inc., but also of payments to other organizations.]

BMI TRANSCRIPTION LICENSE

AGREEMENT made 194., between BROADCAST MUSIC, INC., of 580 Fifth Avenue, New York City (herein called "BMI") and (herein called "Licensee").

1. BMI hereby grants to Licensee, its distributors and affiliated companies, the non-exclusive right, privilege and authority to arrange and to use in the manufacture (in the United States of America, its territories and possessions) of parts of instruments serving to reproduce mechanically musical works, the words or music or both of a certain musical work (herein referred to as "work") of which BMI is the copyright owner, entitled ".....," written by, identified by certificate of United States copyright registration in Class E, in such instrumentation or form as will adapt the work for use upon records, such parts of instruments being limited to electrical transcriptions, which may be sold or marketed in any part of the world.

2. Licensee, in consideration of the license aforesaid, hereby agrees to pay therefor to BMI a royalty of two cents for each and every electrical transcription (or side thereof if the work is contained on more than one side), manufactured by it, serving to reproduce the said work, its words or music or both; in no event are double royalties to be paid by Licensee on electrical transcriptions shipped to any foreign country. Licensee hereby agrees to render to BMI quarterly statements of all of said electrical transcriptions manufactured by it as aforesaid in the following manner, to wit: On the 1st of February, for the quarter ending the 31st of the preceding December; on the 1st of May, for the quarter ending the 31st of the preceding March; on the 1st of August, for the quarter ending the 30th of the preceding June; and on the 1st of November, for the quarter ending the 30th of the preceding September.

BMI TRANSCRIPTION LICENSE—Continued

Licensee agrees to keep accurate books showing all electrical transcriptions manufactured by it in accordance with this agreement; and further agrees that BMI may from time to time during reasonable business hours examine such books at BMI'S expense in so far as said books pertain to said work.

3. Licensee agrees to place on the catalog cards of the electrical transcriptions reproducing the said work, the title of the composition, the last name of the composer and lyricist, and the name "BMI," and to place on the labels of said transcriptions the title of the composition, the name "BMI" and such other language as may be mutually agreed upon.

4. In consideration of the covenant of

Licensee to pay the royalty aforesaid, BMI covenants and agrees that it has good and lawful right to the aforesaid copyright and to the aforementioned work, both as to words and music and good and lawful right to give and grant the license hereby given; and does hereby indemnify and covenant to hold harmless Licensee against loss or damage by reason of any adverse claims by others in and to the subject matter thereof or by reason of any adjudication invalidating said mechanical reproduction right and/or copyright privileges under which this license is granted.

5. This agreement shall be binding upon the successors and assigns of both parties hereto.

BROADCAST MUSIC, INC.

MUSIC PUBLISHERS' PROTECTIVE ASSN. (MPPA)

History: The MPPA came into existence as an unincorporated voluntary association in April, 1917, to correct certain existing evils in the music publishing industry and encourage music and music writing. The Association in subsequent years brought about agreements to discontinue payments to actors for singing songs, established facilities for the registration of titles, provided regulations for mechanical recording (and later for sound pictures), installed a credit and collection bureau, inveighed against piracies and the unlawful manufacture and sale of song sheets, supported favorable copyright legislation, and at times acted on behalf of its members in the settlement of claims against licensees. In 1935 the MPPA was reorganized and incorporated, but its aims and functions have remained virtually the same as prior to reorganization.

The MPPA actively entered the field of licensing mechanical rights in 1927 when an agreement was negotiated with Electrical Research Products, Inc. (ERPI), a Western Electric subsidiary, to cover reproduction of copyrighted musical compositions by devices serving to synchronize the same with the presentation of motion pictures.

In 1933 the MPPA through an agent and trustee took another step in the same direction by becoming the central licensing bureau for its members with reference to electrical transcriptions for radio broadcasting.

In 1938, the MPPA extended its activity in the mechanical field by acting as a central agency for the licensing of phonograph recording rights for 78 publishers. Phonograph licensing operations (previously conducted separately by the publishers) are effected through an agent and trustee connected with the MPPA.

Scope: Music available for radio transcription purposes comes from a reservoir to which 62 MPPA members among several other publishers contribute.*

MPPA transcription licenses: These licenses concern "small" (strictly musical) rights only. The scale of fees is as follows: *sponsored transcriptions* are billed at 25c per popular composition per broadcast, and if the composition is derived from a film or theatrical production, the fee is 50c; in this respect, each broadcast is considered a separate manufacture. *Sustaining transcriptions* are billed at \$15 per composition per year.

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

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

* *Note:* MPPA membership includes only publishers.

NATIONAL ASSOCIATION OF PERFORMING ARTISTS (NAPA)

NAPA history and purpose: Founded in 1934 by Fred Waring, Meyer Davis, Paul Whiteman, Frank Crumit, Don Voorhees, Lewis James, Guy Lombardo, Walter O'Keefe, the late Josef Pasternack and Fritz Reiner. NAPA's purpose is described as "a mutual, voluntary, non-profit group engaged in protecting its members (performing artists) against unauthorized use of their artistic performances; unfair competition; and illegal exploitation of their names and personalities." Several years ago the NAPA inspired the famous case of Fred Waring vs. WDAS (Philadelphia) in which the Pennsylvania Supreme Court held that: (1) the unauthorized use by a radio station of an artist's phonograph records is unfair competition; (2) that such an act invades the artist's right of privacy; and 3) that it violates the artist's common law property right in the rendition.

The NAPA opposes "piratical off-the-air recordings" and has sponsored legislation to this effect. The Association has also advocated Congressional legislation giving artists Federal copyright in renditions, and is fighting for "equitable recording con-

tracts to give musicians rights in recorded renditions."

NAPA headquarters: The main office is located at 630 Fifth Avenue, New York City. The phone is Circle 7-8194.

NAPA officers: James J. Walker, president; Fred Waring, Meyer Davis, Al Jolson and Paul Whiteman, vice-presidents; Josef Hofmann, honorary president; Frank Crumit, secretary; Don Voorhees, treasurer; Fred Waring, chairman of the board; Maurice J. Speiser, general counsel

NAPA board of directors: Fred Waring (chairman), Connie Boswell, Noel Coward, Richard Crooks, Bing Crosby, Frank Crumit, Meyer Davis, Mary Garden, Benny Goodman, Jascha Heifetz, Lewis James, Al Jolson, Hal Kemp, Arthur W. Levy, Guy Lombardo, John McCormack, Grace Moore, Ray Noble, Walter O'Keefe, Dick Powell, Fritz Reiner, Fabien Sevitzky, Nathaniel Shilkret, Lawrence Tibbett, Rudy Vallee, Don Voorhees, Paul Whiteman, Victor Young, Efrem Zimbalist.

SOCIETY OF EUROPEAN STAGE AUTHORS AND COMPOSERS, INC. (SESAC)

Date of founding: SESAC, a private corporation, was founded in 1930.

Scope: The SESAC reservoir is comprised of approximately 125 separate catalogues of American and foreign publishers and organizations. The majority of its affiliates are American publishers. Radio station licensees thus have available some 40,000 compositions including operettas, symphonic works, plays, dramas, and radio sketches.

SESAC licenses: These licenses separately cover "small" (strictly musical) rights, "grand" (musical-dramatic) rights, and recording rights. The regular license in effect between SESAC and radio stations provides that: (1) the station pay a scheduled blanket license fee for use of SESAC's catalogue; (2) all SESAC musical compositions must be announced by title and composer, and, if taken from a musical production or sound film, the name of the production or film be mentioned;

(3) that SESAC may from time to time place certain compositions on a restricted list, but that the list cannot at any time exceed 10% of the total SESAC reservoir; (4) that the license extends only to "small" rights, "grand" rights requiring a special license and separate fees.

The license for recording electrical transcriptions states that: (1) only "small" rights are covered in the contract; (2) that the transcription manufacturer pay \$15 per year per SESAC composition; (3) that the transcriptions containing SESAC compositions may be broadcast only on sustaining or local commercial programs, and that they may be so performed for one year following issuance of the license, with a longer period requiring a special extension of license; (4) that the contract does not permit the existence of any artistic or interpretive rights arising from the participation of any party in the recorded rendition.

SESAC—Continued

Division of SESAC royalties: The annual intake is divided via a system based on five major points: (1) number of performances; (2) availability; (3) current activity; (4) seniority; and (5) diversity.

SESAC headquarters: Executive headquarters are at 113 West 42nd Street, New

York City. The phone is Bryant 9-3223. SESAC has field representatives visiting stations, and a program service department to assist stations in copyright clearance, etc.

SESAC officers: President of the corporation is Paul Heinecke.

G. RICORDI & CO. (MILAN)

History: G. Ricordi & Co. of Milan (not to be confused with G. Ricordi & Co., Inc., of New York) was established in Italy in 1808 as a music publishing house. Until 1933 its reservoir of compositions was available through ASCAP, but in that year Ricordi withdrew from the *Societa Italiana Degli Autori Ed Editori* (an ASCAP affiliate), and began to do its own licensing.

Scope: Ricordi's catalogue contains about 130,000 compositions. Some 500 of these are operas, while hundreds of others are symphonies.

Ricordi licenses: These licenses separately cover not only "small" (i.e., strictly musical), but also "grand" (i.e., musical-dramatic) rights. Ricordi further provides

licenses for mechanical and synchronization rights. The contract issued to radio stations states that: (1) payment for use of the music shall be in a pre-arranged lump sum; (2) the license shall cover only "small" rights, and shall not extend to symphonic works, operas, operettas, plays, revues, ballets, or arias and songs performed with full orchestra accompaniment. "Grand" rights licenses may be obtained on payment of a special fee.

Ricordi headquarters: The U. S. headquarters are located at 12 West 45th Street, New York City. The phone is Murray Hill 2-0300.

Ricordi officers: Dr. Renato Tasselli is managing director in the U. S.

THE SOCIETY OF JEWISH COMPOSERS, PUBLISHERS AND SONG WRITERS

Date of founding: The Jewish Society was founded on February 5, 1932.

Scope: The Jewish Society's reservoir includes approximately 2,500 separate compositions which are the property of its 23 member writers and publishers.

Jewish Society license: This license covers only "small" (strictly musical) rights. It stipulates that: (1) access to the Society's reservoir may be had on payment

of an annual pre-arranged sum; (2) that "grand rights" are not included.

Jewish Society headquarters: Located at 152 West 42nd Street, New York City.

Jewish Society officers: Sholom Secunda, president; Cantor Pincus Jassinowsky, vice-president; Henry Lefkowitz, secretary; Alexander Olshanetsky, treasurer; Salom J. Pearlmuter, general manager; A. Edward Moskowitz, counsel.

POPULAR SONGS: 1930-1939

This list is intended to be a miniature "cavalcade" of popular music for the past decade. In reading it, however, the following allowances should be kept in mind:

1. The years under which certain songs are listed are not necessarily the years of copyright. In such instances, however, copyright years are also noted. The criterion for assigning songs to years was the peak of popularity, song by song. This procedure necessarily involved a certain amount of judgement. However, careful checks with members of the music publishing industry were made.

2. While sheet music sales are the general standard on which the list is based, several other considerations have been kept in mind: (a) the song should have some remembrance at the present day; (b) if a song heralded a change in musical style, or in any other way set a new standard professionally for the industry, that fact was given due weight; and (c) a few purely instrumental numbers are included, but they are plainly marked to stand off in a list intended primarily as a song list.

3. Some songs are classified by year only with great difficulty due to steady sales, continual use as theme or background melodies, etc.

Attention is hereby also called to the popular "Song Cavalcade, 1907-1937" which appeared in the VARIETY RADIO DIRECTORY, Vol. I, pages 101-106, and the "Musical-Historical Cavalcade: 1800-1935" which appeared in Vol. II, pages 33-158.

1930

Body and Soul.
Cheerful Little Earful.
Dancing with Tears in My Eyes.
Exactly Like You.
I Got Rhythm.
[Maine] Stein Song (revival).
On the Sunny Side of the Street.
Three Little Words.
Two Hearts in $\frac{3}{4}$ Time.
What Is This Thing Called Love?

1931

All of Me.
Goodnight, Sweetheart.
I Found a Million Dollar Baby—in a
Five and Ten Cent Store.
The Peanut Vendor.
River, Stay 'Way From My Door.
Someday I'll Find You.
Time on My Hands (c. 1930).
When the Moon Comes over the Mountain.
When Your Hair Has Turned to Silver
(c. 1930).
You're Driving Me Crazy! (c. 1930).

1932

Forty-Second Street.
How Deep Is the Ocean?
In a Shanty in Old Shanty Town.
I've Told Every Little Star.
Just an Echo in the Valley.
Let's Put out the Lights and Go to
Sleep.
Night and Day.
Play, Fiddle, Play.

Say It Isn't So.
Star Dust (c. 1929).

1933

Annie Doesn't Live Here Anymore.
Carioca.
Did You Ever See a Dream Walking?
Easter Parade.
In the Valley of the Moon.
The Last Round-up.
Lazybones.
Smoke Gets in Your Eyes.
Stormy Weather.
Who's Afraid of the Big Bad Wolf?

1934

The Continental.
Little Man, You've Had a Busy Day.
Love in Bloom.
The Man on the Flying Trapeze (re-
vival; originally issued in 1868).
The Old Spinning Wheel (c. 1933).
Santa Claus Is Coming to Town.
Stay as Sweet as You Are.
Two Cigarettes in the Dark.
Wagon Wheels.
You're the Top.

1935

Beautiful Lady in Blue.
Begin the Beguine (could be assigned
to 1939 for current, renewed popu-
larity).
Cheek to Cheek.
Deep Purple (instrumental).
Isle of Capri (c. 1934).
Lullaby of Broadway.

SONGS 1930-1939—Continued

On the Good Ship Lollipop (c. 1934).
 Red Sails in the Sunset.
 Take Me Back to My Boots and Saddle.
 There Is a Tavern in the Town (re-
 vival; original c. 1883; renewed
 1911).
 When I Grow Too Old to Dream.

1936

Goody Goody.
 I'm Gonna Sit Right Down and Write
 Myself a Letter (c. 1935).
 In the Chapel in the Moonlight.
 Is It True What They Say About
 Dixie?
 It's a Sin to Tell a Lie.
 Lights Out.
 Moon over Miami (c. 1935).
 The Music Goes 'Round and Around
 (c. 1935).
 Pennies from Heaven.
 Until the Real Thing Comes Along.

1937

Boo Hoo.
 Harbor Lights.
 Little Old Lady.
 Once in a While.
 The One Rose That's Left in My Heart
 (c. 1936).
 Rosalie.
 Sweet Lei Lani.
 That Old Feeling.
 Vieni, Vieni.
 When My Dreamboat Comes Home.

1938

Alexander's Ragtime Band (c. 1911).
 A-Tisket, A-Tasket.
 Bei Mir Bist Du Schoen.
 Dipsy Doodle.
 Heigh Ho (from *Snow White*; c. 1937).
 I Double Dare You.
 I've Got a Pocketful of Dreams.
 Music, Maestro, Please.
 My Reverie.
 Thanks for the Memory.
 There's a Gold Mine in the Sky.
 Ti-Pi-Tin.
 Whistle While You Work (from *Snow
 White*; c. 1937).

1939

And the Angels Sing.
 Beer Barrel Polka.
 Begin the Beguine (see 1935).
 Deep Purple (song version).
 Little Sir Echo.
 My Prayer.
 Oh, Johnny, Oh! (c. 1917; this is a
 preliminary placing; the popularity
 of the song bridged 1939-40).
 Over the Rainbow.
 Penny Serenade.
 Scatterbrain.
 South of the Border.
 Sunrise Serenade.
 Three Little Fishes.
 Umbrella Man.
 Wishing.

**LITERARY WORKS BROADCAST VIA NBC-CBS:
 MAY 1, 1939, TO MAY 1, 1940**

The main titles of all literary pieces are noted in bold face. Works marked with an asterisk (*) were also broadcast one or more times prior to May 1, 1939.

ADAPTATIONS OF STAGE PLAYS

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

A

* **Abraham Lincoln**; John Drinkwater.
 * **Accent on Youth**; Samson Raphaelson.
 * **Ah, Wilderness**; Eugene O'Neill.
Alcestris; Euripides.
Alias the Deacon; John B. Hymer and
 LeRoy Clemens.
Amazing Dr. Clitterhouse, The; Barre Lyn-
 don.

* **Another Language**; Rose Franken.
 * **Antigone**; Sophocles.
 * **Arrah-na-pogue**; Dion Boucicault.
 * **As You Like It**; William Shakespeare.
Awful Truth, The; Arthur Richman.

B

Beggars's Opera, The; John Gay.
Belle Russe, La; David Belasco.

PLAY ADAPTATIONS—Continued

* **Berkeley Square**; John L. Balderston.
 * **Bill of Divorcement**; Clemence Dane.
 * **Bishop Misbehaves, The**; Frederick Jackson.
Black Crook, The; Charles M. Barras.
 * **Blind Alley**; James Warwick.
 * **Blue Bird, The**; Maurice Maeterlinck.
Broome Stages; Clemence Dane.
Bulldog Drummond; H. C. McNeile and Gerald Du Maurier.

C

Captain Jinks of the Horse Marines; Clyde Fitch.
 * **Church Mouse, The**; Laszlo Fodor.
 * **Craig's Wife**; George Kelly.

D

Dark Victory; George Brewer and Bertram Block.
Declasse; Zoe Akins.
Dinner at Eight; George S. Kaufman and Edna Ferber.
Double Door; Elizabeth McFadden.
Double Exposure; Maurice Level and Etienne Rey (adapted from the French by Aubrey Wisberg).

E

Edward the Second; Christopher Marlowe.
 * **Elizabeth the Queen**; Maxwell Anderson.
 * **Enchanted Cottage**; Sir Arthur Wing Pinero.
 * **Everyman**; anonymous (morality play).
Ex-Spy; Paul Hervey Fox (adapted by William Bowers).

F

Farm of Three Echoes; Noel Langley.
 * **Five Star Final**; Louis Weitzenkorn.
Flying Scud; Dion Boucicault.

G

Golden Boy; Clifford Odets.
 * **Goose Hangs High, The**; Lewis Beach.
 * **Great Adventure, The**; Arnold Bennett.
 * **Green Grow the Lilacs**; Lynn Riggs.

H

* **Her Master's Voice**; Clare Kummer.
 * **Holiday**; Philip Barry.
 * **House of Connelly**; Paul Green.

I

I Met Him in Paris; Helen Minardi (adapted by John L. Greene).
If; Lord Dunsany (adapted by Ernest Boyd).

J

Jezebel; Owen Davis, Sr.

John Brown; Kirke Mechem (adapted by James Church).
Juarez and Maximilian; Franz Werfel.
June Moon; Ring Lardner and George S. Kaufman.
Juno and the Paycock; Sean O'Casey.

K

Kick-In; Wilard Mack.
Kind Lady; Hugh Walpole's adaptation of Chodorov's story.

L

* **L'Aiglon**; Edmond Rostand.
Life of Sarah Bernhardt; Clifford Odets.
 * **Liliom**; Ferenc Molnar.

M

* **Macbeth**; William Shakespeare.
 * **Men in White**; Sidney Kingsley.
Metamora (The Last of the Wampanoags); J. A. Stone.
Minute Men of 1774; James A. Herne (adapted by Harry MacFayden).
Mistress Nell; George C. Hazelton, Jr. (adapted by Edwin L. Dunham).
Monte Cristo; James O'Neill's version of the Alexander Dumas novel adapted by Charles Warburton.
 * **Mrs. Moonlight**; Benn W. Levy.
 * **Much Ado About Nothing**; William Shakespeare.
My Godfather, The Emperor; Toom Ram-melt (translated from the Dutch by Couper).

O

Old Maid, The; Zoe Akin's play from Edith Wharton's novel.
 * **One Sunday Afternoon**; James Hagan.
Our Town; Thornton Wilder.

P

Paris Bound; Philip Barry.
 * **Patsy, The**; Barry Connors.
Payment Deferred; Jeffrey Dell.
 * **Peer Gynt**; Henrik Ibsen.
Pelleas and Melisande; Maurice Maeterlinck.
 * **Petrified Forest, The**; Robert Sherwood.
 * **Petticoat Fever**; Mark Reed.
Piper, The; Conal O'Riordan (adapted by Maurice O'Brien).
 * **Pirates of Penzance, The**; Gilbert & Sullivan.
 * **Playboy of the Western World**; J. M. Synge.
Pygmalion; George Bernard Shaw.

R

* **Return of Peter Grimm**; David Belasco.
 * **Rip Van Winkle**; Joseph Jefferson's play from Washington Irving's story.

PLAY ADAPTATIONS—Continued

- * **Rivals, The**; Richard Sheridan.
- * **Romance**; Edward Sheldon.
- * **Romeo and Juliet**; William Shakespeare.
- * **Ruy Blas**; Victor Hugo.

S

- * **Saturday's Children**; Maxwell Anderson.
- * **Second Mrs. Tanqueray, The**; Sir Arthur Wing Pinero.
- Secret Service**; William Gillette.
- Secrets**; Rudolph Besier and M. Edginton.
- * **Seventh Heaven**; Austin Strong.
- * **Silver Candlesticks, The**; Alicia Ramsey and Rudolph de Cordova.
- * **Small Miracle**; Norman Krasna.
- Strife**; John Galsworthy.

T

- * **Taming of the Shrew**; William Shakespeare (adapted by Joseph Gottlieb and Irvin Graham).
- * **Tartuffe**; Moliere.
- Third Degree**; Arthur Byron.
- Three Sisters, The**; Anton Chekhov.
- Tomorrow and Tomorrow**; Philip Barry.
- Trip to Chinatown, A**; Charles H. Hoyt.
- Two on an Island**; Elmer Rice.

- * **Two Orphans, The**; Adolphe D'Ennery and Eugene Cormon (adapted by James Church).

V

- * **Valley Forge**; Maxwell Anderson.
- * **Victoria Regina**; Lawrence Housman.
- Voices**; Joseph Steele.
- Volpone**; Ben Jonson.

W

- We Were Dancing (from Tonight at 8:30)**; Noel Coward.
- * **What Every Woman Knows**; James M. Barrie.
- William Ireland's Confession**; Arthur Miller.
- * **Winterset**; Maxwell Anderson.
- Write Me a Love Scene**; Florence Ryerson and Colin Clement.

Y

- * **Yellow Jack**; Sidney Howard (from Paul de Kruif's book).
- You Can't Take It with You**; George S. Kaufman and Moss Hart.

ADAPTATIONS OF PROSE AND POETRY

(Including short stories, novels, poems)

A

- Adventures of Huckleberry Finn**; Mark Twain.
- After Twenty Years**; O. Henry.
- Afternoon Spent Smoking, Writing, Swimming**; Genevieve Taggard.
- Ah! The Wind**; Tamara Andreeva.
- Alice in Wonderland**; Lewis Carroll.
- America Was Promises**; Archibald MacLeish.

B

- Bagman's Uncle, The**; adapted from Charles Dickens by Randal MacDougall.
- Buyer from Cactus City, The**; O. Henry.

C

- * **Christmas Carol**; Charles Dickens.
- Citadel, The**; A. J. Cronin.
- Cliche Expert**; Frank Sullivan.
- Come And Get It**; Edna Ferber.
- * **Count of Monte Christo**; Alexander Dumas.
- Courtship, The**; Alexander Dumas.

D

- Daughters of Atreus**; Robert Turney.
- Death of the Hired Man**; Robert Frost.
- Drink of Water**; Wilbur Daniel Steele (adapted by Max Wyllie).

- Drums Along the Mohawk**; Walter Edmonds.

E

- Enchanted Shirt**; John Hay.
- Escape**; John Galsworthy.
- * **Eyre**; Charlotte Bronte.

F

- Firebrand, The (Benvenuto Cellini)**; Edwin Justus Mayer.
- Four Coffins of Dan'l Boone, The**; adapted from John Bakeless' book by Welbourn Kelley.

G

- Garden of Allah**; Robert S. Hichens.
- Goodbye Mr. Chips**; James Hilton.

H

- Half-Pint Flask**; Du Bose Heyward (adapted by Irving Reis).
- Handful of Dust**; Evelyn Waugh (adapted by Elizabeth and James Hart).
- Highboy**; adapted by Eustace Wyatt from William Francis' "Too Far Gone."
- Hurricane**; Nordoff and Hall.

I

- I Like Americans**; Nancy Boyd.
- If I Were King**; Justin Huntley McCarthy.

PROSE-POETRY ADAPTATIONS—Continued

J

- John Brown's Body**; Stephen Vincent Benet (adapted by Norman Corwin).
Johnny Got His Gun; adapted by Arch Oboler from Dalton Trumbo's novel.
Johnny Pye and the Fool Killer; Stephen Vincent Benet (adapted by Welbourn Kelley).
Journalism in Tennessee; Mark Twain.

L

- Law Beaters, The**; Richard Connell (adapted by Stanley Young).
Lost Horizon; James Hilton.

M

- Madison Square Night, A**; O. Henry.
Magnificent Ambersons; Booth Tarkington.
Man Without a Country, The; Edward Everett Hale (adapted by Randal MacDougall).
Mending Wall; Robert Frost.
Merely Players; Sidney Cook and Hartman Renaud (based on Eric Tennents' story).
Midnight Caravan; A. M. Sullivan.
Most Dangerous Game, The; Arch Oboler's adaptation of the story by Richard Connell.
Mr. Cohen Takes a Walk; Mary Roberts Rinehart (adapted by Paul Phillips).
Mummy's Foot, The; Gautier.
My Client Curley; Lucille Fletcher (adapted by Norman Corwin).
My Son, My Son; Howard Spring.
Mysterious Sketch, The; Erchman & Chatrain.

N

- Never Come Monday**; Eric Knight (adapted by Stephen Fox).
Next Time We Live; Ursula Parrott.
Night Was Made for Living, The; Alec Rakowe (adapted by Randal MacDougall).

O

- One Summer Noon**; unpublished story by Albert N. Williams.
Outcasts of Poker Flat, The; Bret Harte (adapted by Wells Hively).

P

- Patterns**; Amy Lowell.
People, Yes, The; Carl Sandburg.
*** Peter Ibbetson**; George Du Maurier.

Prisoner of Zenda, The; Anthony Hope.

R

- Rabble in Arms**; Kenneth Roberts.
Rains Came, The; Louis Bromfield.
Rathskeller and the Rose, The; O. Henry.
Ruggles of Red Gap; Harry Leon Wilson.

S

- Salesmanship**; Mary Ellen Chase.
Second Hand Ghost; adapted from Mary C. McCall, Jr.'s "Cresseida Calls" by James Bloodworth.
Silence; Edgar Lee Masters.
Single Crossing; John McClain (adapted by Robert Riley Crutcher).
Sisters, The; Myron Brinig
Sohrab and Rustum; Matthew Arnold.
Song; W. H. Auden.
Sorrell and Son; Warwick Deeping.
Speak of the Devil; John McClain (from the story by Saul Elkins and Harmon Alexander).
Spoon River Anthology; Edgar Lee Masters.

T

- Thomas Wolfe's Last Letter**; unpublished.
Through the Looking Glass; Lewis Carroll.
Tramp Abroad; Mark Twain.
Transients in Arcadia; O. Henry.
Trilogy of Thumbnail Biographies; Franklin P. Adams.
Trip to Czardis; Edwin Granberry (adapted by James and Elizabeth Hart).
Two Cents a Word; Sidney Slon (unpublished).
Two Drovers, The; Sir Walter Scott (adapted by Randal MacDougall).

U

- Unfortunate Resemblance**; from "Bab Bal-lads" by W. S. Gilbert.

V

- Vanessa**; Hugh Walpole.
Vanity Fair; William Makepeace Thackeray.

W

- White Banners**; Lloyd C. Douglas.
*** Wickford Point**; J. P. Marquand.
Wind Blows the Wind; Ware Torrey (adapted by True Boardman).
William Tell; Friederick Schiller.
World of Tomorrow; Kenneth Fearing.
Wuthering Heights; Emily Bronte.

PLAYS SPECIFICALLY WRITTEN FOR RADIO

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

A

All-American; Theodore Bawer.
All Quiet at Silver Valley; Herb Meadow and H. L. Fishel.
Allergic to Love; Jack Townley and Warren E. Wilson.
Ambition (Lincoln and Mary Todd); Henry Salisbury Barbour.
And Adam Begot; Arch Oboler.
And There Was Light; Helen Norris.
Another World; Arch Oboler.
Apartment to Let; Dorothy Parker and Allan Campbell.
Appointment with Danger; Al G. Williams.
Appointment with Destiny; Jean Holloway.
At the Post; Richard McDonagh.
Aunt Phyllis' Coffee; Walter Hackett.
Autobiography of an Egotist; John K. Lagemann.
Autumn Flower; Arch Oboler.
Away from It All; Philip Wylie (adapted by True Boardman).

B

Baby; Arch Oboler.
Ballerina—Slightly with Accent; Robert Riley Crutcher.
Bathysphere; Arch Oboler.
Beach Boy; Ashmead Scott.
Before I Die; Addison Simmons.
Blennerhasset; opera by Vittorio Giannini; libretto by Philip Ansel and Norman Corwin.
Blind Duty; Mary Turner and Charles E. Carruthers.
Bright Shadow; True Boardman.
Broken Destiny; Hugh Butler and True Boardman.
Business Before Pleasure; John L. Greene and Bob Gould.
By the Dawn's Early Light; Joe Fox.

C

Cannon Will Not Fire, The; Ted Sherderman.
Case of Mistaken Identity; Ralph Birchard.
Case of the Missing Skyscraper, The; James Costello.
Circular Tour; W. W. Jacobs.
Coals to Newcastle, Or True Story of Timothy Dexter; Charles Monroe.
*** Comeback, The**; Aubrey Wisberg.
Cottingham's Last Banshee, The; Francis Wilson.
Cowboy Blues; Addison Simmons.
Cowboy Gets His Romance; Addison Simmons.
Crazytown; Arch Oboler.
Cupid Beats the Races; Alan L. Smith.

D

Danger; Richard Hughes.

*** Dark World**; Arch Oboler.
Day the Sun Exploded, The; Arch Oboler.
Dear Boss; Stanley Kaufmann.
Death-House Blue-Bottle; Ranald MacDougall.
Death in a Raincoat; adapted from the original by Garne Wilson and William O'Connell.
Design for Love; Stanley Kaufmann.
Detour to Love; True Boardman.
Double Exposure; Sarah Lyons.
Double Play; Ralph Hunter and Mickey Davis.
Drink Deep; Don Johnson.
Duke Recovers; Ella Lowry and Ada Wells.
Dust in Their Eyes; James Hill.

E

Easy Dough; Neil Cragin Courtney.
Efficiency Island; Arch Oboler.
*** Eigerwand**; Arch Oboler.
Ellen Wakes Up; Addison Simmons.
Emergency Ambulance; Ralph Hunter.
Engulfed Cathedral, The; Arch Oboler.

F

Fair Means; Jack C. Rock.
Fall of the City; Archibald MacLeish.
Fanny Kemble; Joseph Liss and Louis Lantz.
Fashions in Love; Jean Kern.
Finale; Arch Oboler.
Finders Keepers; Anthony Wayne.
*** First in Peace—Our First President**; Ernest Boyd.
First Selectman in Person; Merritt P. Allen.
First to Know, The; Jean Lee Latham.
Fish Widowers; Merritt P. Allen.
Fleurette; author not listed.
Flight of the Kiwi; Arthur Rothafel (Roxy, Jr.).
Food for Thought; author not listed.
For Richer, For Richer; True Boardman.
Force and the Object, The; Merritt P. Allen.
Fork in the Road, The; Michael Sklar.
Four of a Kind; Florence Cummings and Jerome Epstein.
Four Sided Triangle, The; Merritt P. Allen.
Four's a Crowd; Norman Archer.
Fugitive; Forrest Barnes.

G

Genghis Khan; Arch Oboler.
Ghost Bride; Arch Oboler.
Ghost of Benjamin Sweet; Pauline Gibson and Frederick Gilsdorf.
Ghostly Business; Merritt P. Allen.
Gibson Pitching; Mildred Hark and Noel McQueen.

RADIO PLAYS—Continued

Girl Meets Mountain; Arnold Moss.
Girls Will Be Brides; Addison Simmons.
Give It Back to the Indians; Arch Oboler.
Going Home; Gordon Webber.
Good-Bye to Bessie; Robert C. Hartman.
Grandpa; Mildred Hark and Noel McQueen.
Greater Love; Addison Simmons.

H

Hanging Portia; Anthony Wayne.
Happy Year; Arch Oboler.
He Runs on Scylla; Raymond Scudder.
Health and Beauty, Inc.; Welbourn Kelley.
Heaven Is Like That; True Boardman.
Heavenly Rest—A Hymn for Lost Americans; Milton Wayne.
Her Husband's Career; Floyd Miller.
Her Majesty, the Queen; John L. Greene and Bob Gould.
Higher Than a Kite; Brewster Morgan.
His Brother's Keeper; Ben Lee.
History of a Mug; Arch Oboler.
Hold That Tiger; Grover Jones.
Holiday, 1939; Arch Oboler.
Hometown; Arch Oboler.
Hypnotic Power of Dr. Brand; Addison Simmons.

I

I Do; Arch Oboler.
If Money Talked; Howard Whitman.
I'll Tell My Husband; Arch Oboler.
Immortal Gentleman, The; Arch Oboler.
Incredible Lady; Therese Lewis and William Bowers (from Robertson White's story).
Incredible McClanahans; Randal MacDougall.
*** Ineffable Essence of Nothing, The;** Randal MacDougall.
Intelligencianapolis; original poetry by Paul Hayes.
Ivory Tower; Arch Oboler.

J

Jimmy's Dog Has His Day; Mary Turner and Charles E. Carruther.
Jousting with Jinxes; Ralph Hunter and Mickey Davis.

K

Kid from Peoria, The; Hal Kantor.
Kid Star; Harold Anderson.

L

Lady by Preference; Ralph Spence (adapted by John Halloran).
Lady on the Left; Jean Lee Latham.
Lady Who Wasn't an Actress, The; Jean Holloway.
Land's End; author not listed.
Lass Who Loved a Cowboy; Charles S. Monroe.

Last Crossing; William Bowers.
Laughing Duke, The; Wallace West.
Laughing Man, The; Arch Oboler.
Laughing River; Sidney Marshall.
Left-Handed Legacy; Anthony Wayne.
Letter from Above, A; Florence and Ben Vines.
Little Genius; Dena Reed and Edward Peyton Harris.
Little Miss Buster-Upper; Ralph Birchard.
Looking for Lefty; Sidney Marshall.
Lost Chords, The; Michael Sklar.
Lost Yesterday; True Boardman.
Love and Bylines; Ralph Hunter and Mickey Davis.
Love and Diplomacy; Calvin Grinnell.
Love Gets Scooped; Floyd Miller.
Love in a Subway; Dena Reed.
Love Story Limited; Arch Oboler.
Luck of Mark Street, The; Arch Oboler.

M

Machine, The; Arch Oboler.
Magic of the Mistletoe; Peggy Dern (adapted by James Bloodworth).
Man Forgets the Boy's Promise; Ralph Birchard.
Man to Hate, A; Arch Oboler.
Man Who Was Tomorrow, The; Randal MacDougall.
Man Who Wasn't There, The; Calvin Grinnell.
Man with a Lantern; Theodore Ferro.
*** Manhattan Masquerade;** Will McMorrow (previously credited to Ashmead Scott).
Margot Gets Her Man; John L. Greene.
Marriage Deferred; True Boardman.
Marry the Girl; Ben Lee.
Meanest Man in the County; author not listed.
Meet Mr. Tompkins; John McClain (adapted by John Halloran and William McMorrow).
*** Memoriam;** Arch Oboler.
Meridian 7-1212; Irving Reis.
Million Dollar Baby; Anthony Wayne.
Million Dollar Message; Darrell Ware.
Minks for Helen; Floyd Miller.
*** Mirage;** Arch Oboler.
Miss Lovejoy's Husband; Calvin Grinnell.
Mister Pip; Arch Oboler.
Money, Money, Money; Arch Oboler.
Moon Road; Gordon Webber and Tom Carey.
Moonlight Sonata; George Lowther.
Most Tragic Brutus, The; Walter Hackett.
Mother Makes Good; Roy King.
Motor Trouble; Jon Slott.
Mr. & Mrs. Robin Hood; Addison Simmons.
Mr. Dinwiddy and His Moll; George W. Bartlett.
Mr. Throgg's Trial Balance; H. L. Fishel and Herbert Meadow.
Mr. Whiskers; Arch Oboler.
Mungahra; Arch Oboler.

RADIO PLAYS—Continued

Music Tells the Truth; Hal Kantor.
My Heart's in the Highlands; William Saroyan.

N

Neighbors; Merritt P. Allen.
Nero's Wife; Arch Oboler.
Nest of Eagles; Anthony Wayne.
New World; Arch Oboler.
New York to Detroit; Dorothy Parker.
New York to Watertown; Day Keene.
Nian Shah's Rifle; Edna H. Strachan.
No Publicity; Robert L. Cooper.
Nobody Died; Arch Oboler.
Now It's Summer; Arthur Kober.
Now Playing—Heaven; Ranald MacDougall.

O

Of Things to Come; Vickey Corey.
Old Mumbo Jumbo; Peter Dixon.
Once Bitten, Twice Shy; Ben Lee.
One More Summer; Calvin Grinnell.
Only Babies Cry; David T. Golden.

P

Parent by Proxy; Robert Riley Crutcher and John McClain (from the original by Charles Beahan and Collier Young).
Paris Evening; Richard McDonagh.
Penny for Slim's Thoughts, A; Hal Kantor.
Perfect Party, The; Arch Oboler.
Peter Lovely's Pigeons; Gordon Webber.
President Speaks, The; John L. Greene.
Prince and Paper; True Boardman.
Princess and the Admiral, The; Raymond Scudder.
Private Throgg; Parker Fennelly.
Prodigal Son; Addison Simmons.
Profits Unlimited; Arch Oboler.
Punch for Judy, A; Charles Striker Ingerman.

R

Radio Play; William Saroyan.
Read All About It; original poetry by B. Shannon Slon.
Rejuvenation of Lucy Belle, The; Robert Riley Crutcher.
Return Engagement; True Boardman.
Return of the Blowdin, The; Samuel B. Dickson.
Rich Kid; Arch Oboler.
Road Goes Further, The; True Boardman.
Romeo for Julie, A; True Boardman.
Rooms for Tourists; George W. Bartlett.

S

Safe in the Fold; Ralph Hunter and Mickey Davis.
School Crossing; Fanya Foss and Jay Dratler (adapted by True Boardman).
Sealed Envelope; Steven Carter.
Second Son, The; Thomas E. Byrnes.

Sensitive Mr. Ginsberg, The; Arch Oboler.
Shadow of the West, The; Betty Revert.
She Just Couldn't Say Yes; Norman Archer.

Sheriff Goes A-Callin'; Ashmead Scott.
Shooting Star; Arch Oboler.
Shrinking Mr. Pertwee, The; Ameel Fisher.
Snap Judgment; Ralph Hunter and Mickey Davis.
Sob Stuff; Alex Rakowe.
Someone with a Heart; Mary Turner and Charles E. Carruthers.
Something to Share; Ralph W. Hunter.
Special to Hollywood, A; Arch Oboler.
***Spectacular Spinkle, The;** Ranald MacDougall.

Speed; Albert Williams.
Stand By for Love; Calvin Grinnell.
Stars for the Heart; Lawrence Morgan.
Steel Worker; Arch Oboler.
Story in Dog Town Common; Joseph Liss.
Story of Robert Herrick, The; Zachary Metz.
Subway Ride; Thomas E. Byrnes.
Suffer Little Children; Arch Oboler.
Swan Dance; Calvin Grinnell.
Symphony with Your Spaghetti, A; Richard Paulett Creyke.

T

Take a Letter; Hugh Nevill.
Talisman; Arch Oboler.
Thar She Blows; Anthony Wayne.
These Are Your Brothers; Arch Oboler.
Thing Apart, A; Anthony Wayne.
Things We Have, The; Orson Welles.
Thirty Days; Barbara Leigh.
This Is My Father; Arthur Rothafel and Hal Kantor.
This Is Yesterday; Robert C. Hartman.
This Lonely Heart; Arch Oboler.
This Precious Freedom; Arch Oboler.
Three Strikes—You're Out; Vernon Delston.
Tie 'Em Up Perkins; Merritt P. Allen.
To the Memory of—; John Halloran.
To the Winner; Jack Raymond and Ashley Buck.
Todd's Revenge; Allan Wood.
Towers of Hatred, The; Albert N. Williams.
Trail, The; Arch Oboler.
Train to Hollywood; Paul F. Rafael.
Transcontinental; original poetry by A. M. Sullivan.
Triumph of Peace; Philip Bloom.
*** Truth, The;** Arch Oboler.
Turkey Soup; Merritt P. Allen.
Twice Upon a Time; adapted by True Boardman.
Two Loves Had She; Anthony Wayne.

U

Understudy for Cupid; Arthur Rothafel.
Use of Man; Lord Dunsany.

RADIO PLAYS—Continued

V

Vengeance Is Mine; Addison Simmons.
Visit from Hades, The; Arch Oboler.
Vive La France; Welbourn Kelley.
Voice of Romance; Norman Archer.

W

Wake Up and Die; John K. Lagemann.
Walls Between; Ben Lee.
Warden Is a Lady, The; Hal Kantor.
We Were Such Kids; Ashmead Scott.
Wedding Dress; author not listed.
Wedding Present; Arch Oboler.
What the Doctor Ordered; David Peltz.
Where Your Treasure Is; Julian Funt.

Whitcomb Case; Sidney Marshall.
Who Feedeth the Stranger; Day Keene.
Why the Stars Wink; Kenneth Higgins.
Wild Man; David Redstone.
Winter in Paris; Steve Fisher.
With All My Love; True Boardman.
Withering Glare, The; Ranald MacDougall.
Woman Stayed at Home, The; Arch Oboler.
Wonderful Day; Frank Gould.
Word, The; Arch Oboler.
Words Set to Music; Merritt P. Allen.

Y

Yesterday Is Gone; Addison Simmons.
Young Mr. Trouble; Arch Oboler.

RESEARCH ORGANIZATIONS

(These firms gather data on advertising media)

AMERICAN MARKETING ASSOCIATION, 485 Madison Ave., New York, N. Y. (Wickersham 2-2000). **Executives:** Donald R. G. Cowan, Swift & Co., Chicago, president; Lyndon O. Brown, Northwestern University, Chicago, and Victor H. Pelz, General Foods Sales Co., Postum Bldg., New York, vice-presidents; Howard Whipple Green, Real Property Inv. of Metro. Cleveland, 1001 Huron Rd., Cleveland, treasurer; Albert Haring, School of Business, Indiana University, Bloomington, secretary.

BOOZ-FRY-ALLEN & HAMILTON, 135 S. LaSalle St., Chicago, Ill. (State 8344). **Branch office:** 285 Madison Ave., New York (Caledonia 5-1223).

WALTER P. BURN & ASSOCIATES INC., 7 West 44th St., New York, N. Y. (Murray Hill 2-7462). **Executives:** Walter P. Burn, president; William Noble, vice-president; M. C. Burn, secretary; Edgar Felix, technical director; Charles Finsilver, E. Hoffman, Arthur Thompson, Sally Pall, U. Dykeman.

CANADIAN FACTS, REGISTERED, 100 Adelaide St., West, Toronto, Ont., Canada (Adelaide 2067). **Executives:** N. P. Colwell, general manager; Ethel Colwell, treasurer, director of field work; Beatrice Moore, chief statistician. **Super-vising branches:** Halifax, Charlottetown, St. John, Moncton, Fredericton, Quebec, Montreal, Ottawa, Kingston, Hamilton, London, Windsor, Sudbury, Winnipeg,

Regina, Saskatoon, Calgary, Lethbridge, Edmonton, Trail, Kamloops, Vancouver, Victoria. **Sub-branches:** Located in 76 cities.

PAUL T. CHERINGTON, Partner in McKinsey & Co., 2 Wall St., New York, N. Y. (Rector 2-2820).

COOPERATIVE ANALYSIS OF BROADCASTING, 330 West 42nd St., New York, N. Y. (Medalion 3-3898). **Governing Committee:** Dr. D. P. Smelser, Procter & Gamble Co., chairman; Dr. George Gallup, Young & Rubicam, Inc., treasurer; A. W. Lehman, manager and secretary; C. H. Lang, General Electric Co.; A. Wells Wilbor, General Mills, Inc.; L. D. H. Weld, McCann-Erickson, Inc.

CROSSLEY, INC., Princeton, N. J. President and treasurer; Archibald M. Crossley. **Branch office:** 330 West 42nd St., New York City (Bryant 9-5462).

FACTS CONSOLIDATED. See Roy S. Frothingham.

ROY S. FROTHINGHAM, 111 Sutter St., San Francisco, Calif. (Douglas 6446) and, since December, 1939, **FACTS CONSOLIDATED,** 68 Post St., San Francisco (Garfield 4047). **Branch offices:** 8268 W. Norton St., Hollywood; representatives in 39 leading cities of 11 western states.

GLIDDEN & WILE, 43 E. Ohio St., Chicago, Ill. **Executives:** H. Coy Glidden,

RESEARCH ORGANIZATIONS—Continued

- president; Alan R. Wile, vice-president, treasurer; Fred J. Wilkes, secretary.
- C. E. HOOPER, INC.**, 51 East 42nd St., New York, N. Y. (Vanderbilt 6-1501). **Executives:** C. E. Hooper, president; E. A. Tomsett, vice-president; H. G. Boyd, radio service manager; Edythe F. Bull, field staff director.
- HOOPER-HOLMES BUREAU, INC., THE**, 102 Maiden Lane, New York, N. Y. (Whitehall 3-9700). **Executives:** John J. King, president; Clarence P. Bryant, vice-president; Edward King, secretary and treasurer; Miss E. C. Pond, executive secretary; Chester E. Haring, director, market research division; J. Charles King, director of sales; David G. Fenelon supervisor. **Branch offices:** Offices in 83 cities in the U. S. and Canada.
- IRWIN & IRWIN**, 1627 Locust St., St. Louis Mo. (Republic 3179). **Executive in charge:** M. C. Irwin, manager.
- JOINT COMMITTEE ON RADIO RESEARCH**, 1750 Graybar Bldg., 420 Lexington Ave., New York, N. Y. (Mohawk 4-7982). **Executives:** John Benson, chairman; E. DeWitt Hill, treasurer; L. D. H. Weld, chairman of technical committee.
- HELEN KING**, 17 East 48th St., New York, N. Y. (Wickersham 2-1127-8).
- WALTER MANN & STAFF**, 350 Madison Ave., New York, N. Y. (Murray Hill 2-3479). **Executives:** Walter Whittsey Mann, president; Homer J. Bueckelmuller and Andrew Schuster, account executives; Theodora Van Doorn, chief, editorial department.
- MARKET DATA SERVICE, INC.** (Division of Walter P. Burn & Associates, Inc.), 7 West 44th St., New York, N. Y. (Murray Hill 2-7462). **Executives:** W. Noble, president; W. G. Davis, sales manager for New England.
- MARKET RESEARCH CORPORATION OF AMERICA**, 444 Madison Ave., New York, N. Y. (Plaza 3-8920). **Executives:** Percival White, president; Pauline Arnold, vice-president; Maltida White, secretary-treasurer.
- MEDIA RECORDS, INC.**, 354 Fourth Ave., New York, N. Y. (Murray Hill 5-9376). **President:** P. L. Carty. **Branch offices:** Daily News Bldg., Chicago; 174 E. Long St., Columbus; 25 Kearny St., San Francisco.
- A. C. NIELSEN CO.**, 2101 Howard St., Chicago, Ill. (Hollycourt 6100). **Executives:** Arthur C. Nielsen, president; James O. Peckham, Frederick K. Leisch, Hugh L. Rusch, executive vice-presidents. **Branch offices:** 500 Fifth Ave., New York (Pennsylvania 6-7126); London, England.
- OPINION RESEARCH CORP.**, 3114 Chrysler Bldg., New York, N. Y. (Murray Hill 6-6080). **Executives:** Dr. Claude Robinson, president; Dilman K. Smith and Harold D. Read, vice-presidents. **Branch office:** 90 Nassau St., Princeton, N. J.
- R. L. POLK & CO.** (Market Research Division), 431 Howard St., Detroit, Mich. (Cadillac 9470). **Manager:** H. H. Geddes. **Branch offices:** 354 Fourth Ave., New York; 401 N. Broad St., Philadelphia; 113 St. Claire, N.E., Cleveland; 333 W. Lake St., Chicago; 411 N. 10th St., St. Louis.
- PSYCHOLOGICAL CORP.**, 522 Fifth Ave., New York, N. Y. (Murray Hill 2-2145). **Executives:** Paul S. Achilles, managing director; Henry C. Link, secretary-treasurer, head of market research division.
- PUBLISHERS' INFORMATION BUREAU, INC., NATIONAL ADVERTISING RECORDS**, 799 Broadway, New York, N. Y. (Stuyvesant 9-7334). **Executives:** Anne R. Edgerly, president; Mrs. S. E. Barnes, vice-president; Mrs. Mae B. Irving, treasurer. **Branch office:** 333 N. Michigan Ave., Chicago (Randolph 3442).
- ELMO ROPER**, 30 Rockefeller Plaza, New York, N. Y. (Circle 6-7164). **Executives:** Elmo Roper, Robert Williams, Arthur B. Chivvis, Carolyn Crusius, Robert W. Pratt.
- ROSS FEDERAL RESEARCH CORP.**, 18 East 48th St., New York, N. Y. (Plaza 3-6500). **Executives:** H. A. Ross, president, treasurer; D. A. Ross, general manager, vice-president; C. B. Ross, vice-president; W. I. Shine, director of research; F. X. Miske, secretary; Tom Ellsworth, director of advertising and sales promotion; W. I. Brown, Walter O. Anderson, Harold Lund, J. A. Kraker and Ruel G. Williams, executive district managers. **Branch offices:** In all principal cities.
- ELSIE M. RUSHMORE**, 551 Fifth Ave., New York, N. Y. (Murray Hill 2-3053). **Executives:** Elsie M. Rushmore, Mrs. William Meigs, Jr.
- DANIEL STARCH**, 420 Lexington Ave., New York, N. Y. (Mohawk 4-6624),

RADIO NEWS SERVICES

ASSOCIATED PRESS, 50 Rockefeller Plaza, New York, N. Y. **Phone:** Circle 6-4111. **Executive assistant:** O. S. Gramling. **Branch offices:** Bureaus throughout the U. S. and all foreign nations. **Services:** Non-profit organizations for the gathering and distribution of news and pictures for member newspapers. Under membership regulations, member papers may now make arrangements with advertisers for sponsored broadcast of AP news.

CHRISTIAN SCIENCE MONITOR, 1 Norway St., Boston, Mass. **Phone:** Commonwealth 4330. **Executives:** Volney D. Hurd, director of broadcasting. **Services:** The Monitor Views the News, supplied to U. S. and foreign radio stations free of charge.

INTERNATIONAL NEWS SERVICE, 235 East 45th St., New York, N. Y. **Phone:** Murray Hill 2-0131. **Executives:** Joseph V. Connolly, president; Barry Faris, editor-in-chief. **Branch offices:** Bureau and staff correspondents are maintained in all principal cities of the U. S. and foreign countries. **Services:** In addition to complete day and night wire service to clients, the following daily supplementary printed news copy is delivered by mail: Fast Mail; Sports Service.

PRESS-RADIO BUREAU, INC., 551 Fifth Ave., New York, N. Y. **Phone:** Murray Hill 2-5670. **Executives:** James W. Barrett, president and editor. **Services:** News reviews, commentaries, and features furnished stations.

TRANSRADIO PRESS SERVICE, INC., 521 Fifth Ave., New York, N. Y. **Phone:** Murray Hill 2-4053; 4054. **Executives:** Herbert Moore, president; W. G. Quisenberry, vice-president; Dixon Stewart, vice-president. **Branch offices:** Bureaus in Chicago, Boston, Detroit, Philadelphia, Los Angeles, Seattle, New Orleans, Washington, D. C., Hartford, Albany, N. Y., Harrisburg, Baltimore, Pittsburgh, Raleigh, N. C., Atlanta, Montgomery, Ala., Dallas, Austin, Tex., Cleveland, Columbus, Cincinnati, Louisville, St. Louis, Kansas City, Mo., Des Moines, Minneapolis, Tulsa, Denver, Phoenix, Ariz., and Montreal, Toronto, Ottawa and Vancouver, Canada. **Services:** Flash and bulletins news supplied clients 20-hours-a-day, seven days a week; complete sports results and financial news; specialized news programs.

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

TRANSCRIPTION PRODUCERS

(Firms marked with an asterisk are MPPA licensees)

A. A. RECORDING STUDIO, 3543 Broadway, New York City. **Phone:** Edgecombe 4-7600. **Executives:** Leslie C. Boyd, manager, production head; Jack Costello, technician in charge of off-the-air and studio recordings. **Type of transcriptions manufactured:** Air-check (including air-checks on televised programs), announcements, etc. **Library service:** Limited service.

A D L RECORDING STUDIOS, 4334 N. Kenmore Ave., Chicago, Ill. **Phone:** Wellington 3267. **Executives:** Jerry A. Callner, manager; Harold M. Bender, assistant engineer. **Type of transcriptions manufactured:** Lateral cut, both air-checks and studio; masters are cut on acetate. **Library service:** None.

AEROGRAM CORP., 1611 Cosmo Street,

TRANSCRIPTION PRODUCERS—Continued

- Hollywood, Calif. **Phone:** Hillside 7211. **Executives:** G. Curtis Bird, sales director and general manager. **Representatives:** Charles J. Basch, Jr., 171 Madison Avenue, New York City, MU 4-4717; F. R. Jones, 228 N. LaSalle St., Chicago, State 5096; Alonzo Hawley, Bulkley Bldg., Cleveland, Prospect 2922. **Type of transcriptions manufactured:** Lateral cut; all types of wax and instantaneous recordings. **Library service:** Dramatized 30 second library announcements for specialized industries.
- ALLIED PHONOGRAPH & RECORD MFG. CO.**, 1041 N. Las Palmas Ave., Hollywood, Calif. **Phone:** Hollywood 5107. **Executives:** Louis I. Goldberg, president, general manager; Eugene Bedell, auditor; J. Ellison, office manager; H. Pursell, factory superintendent; D. Friedland, chemist. **Branch offices:** None, as such, but have representatives throughout the country. **Type of transcriptions manufactured:** Custom processing and pressing of both lateral and vertical cut transcriptions; provision of scripts based on client's idea, talent selection, recording, processing and pressing, label, envelope and brochure copy. **Library service:** None.
- *ASSOCIATED MUSIC PUBLISHERS, INC.**, 25 West 45th Street, New York, N. Y. **Phone:** Bryant 9-0847. (Recording Studios, 151 W. 46th St., New York; Ben Selvin, general manager). **Executives:** C. M. Finney, president; John Mayo, sales manager. **Type of transcriptions manufactured:** Any type, both vertical and lateral cut; licensed by ERPI to manufacture Western Electric wide-range recordings. **Library service:** Two separate services maintained—(1) Associated Recorded Program Service, containing 2,500 basic selections with 2 hours of continuous playing time a month; all selections vertical cut; (2) Syndicated dramatic serials for local station sponsorship, both vertical and lateral cut.
- AUDIO-SCRIPTIONS, INC.**, 1619 Broadway, New York, N. Y. **Phone:** Circle 7-7690. **Manager:** Ezekiel Rabinowitz. **Type of transcriptions manufactured:** Studio, off-the-air, portable. **Library service:** Library of 125,000 voices (addresses) through "clipping bureau of the air" with daily additions.
- AUDISC TRANSCRIPTIONS**, 1202 Brinckerhoff Ave., Utica, N. Y. **Phone:** 4-5250. **Business manager:** Donald Gaffney. **Type of transcriptions manufactured:** Lateral cut recordings; air checks; audition records; cover special events. **Library service:** None.
- BECK RECORDING STUDIOS**, Keith Bldg., 1722 Hennepin Ave., Minneapolis, Minn. **Phone:** Atlantic 8901. **Executives:** Joseph H. Beck, general manager; Giles Miller secretary; Joshua Premack, recording engineer; A. G. Peck (of Radio Station WCCO), consulting engineer. **Type of transcriptions manufactured:** Lateral cut; equipment for instantaneous or wax recordings; studios include auditorium accommodating up to 150 persons. **Library service:** None. (Also maintain under the separate title of Beck School for Radio, a professional radio training school.)
- *WALTER BIDDICK CO.** (Radio Programs Division), Chamber of Commerce Bldg., Los Angeles, Calif. **Phone:** Richmond 6184. **Manager:** M. Thompson. **Library service:** Half-minute recorded skits for miscellaneous business.
- BRINCKERHOFF STUDIOS.** See Time Abroad, Inc.
- BROADCAST PRODUCTIONS**, 25 E. Jackson Blvd., Chicago, Ill. **Phone:** Wabash 0711. **Managing Director:** John Stamford. **Type of transcriptions manufactured:** Vertical or lateral cut on acetate at 3 3/4 and 78 R.P.M.; master and instantaneous; remote control to 3 Chicago stations. **Library service:** None.
- BROADCASTERS MUTUAL TRANSCRIPTION SERVICE, INC.**, 818 S. Kingshighway Blvd., St. Louis, Mo. **Phone:** Franklin 2060. **Executives:** J. F. Eschen, president; J. M. Althouse, vice-president, general manager; Charles E. Harrison, secretary-treasurer, commercial manager. **Representatives:** Walter Biddick Co., Radio Programs Division, Los Angeles, San Francisco and Seattle; Charles Michelson, 545 Fifth Ave., New York. **Type of transcriptions manufactured:** Lateral cut, 33 1/3 and 78 R.P.M. **Library service:** None.
- CHAMPION RECORDING CORP.**, 1600 Broadway, New York, N. Y. **Phone:** Columbus 5-4445-6. **Executives:** Joy J. Pierri, president; Omar Champion, vice-president. **Type of transcriptions manufactured:** Off-the-air checks, studio recordings. **Library service:** None.
- CHICAGO RECORDING STUDIOS, INC.**, 64 E. Jackson Blvd., Chicago, Ill. **Phone:** Webster 7288. **President:** R. W. Kit-

TRANSCRIPTION PRODUCERS—Continued

- tinger. **Type of transcriptions manufactured:** Lateral cut. **Library service:** None.
- THE CHRISTENSEN RECORDING STUDIO**, 306 S. Wabash Ave., Chicago, Ill. **Phone:** Harrison 5669. **Executives:** Carle A. Christensen, script, production; Avis Lennon, script, casting. **Type of transcriptions manufactured:** Lateral cut transcriptions, regular phonograph records. **Library service:** At press time, a library of children's programs was contemplated.
- CLARK PHONOGRAPH RECORD CO., INC.**, 216 High St., Newark, N. J. **Phone:** Humboldt 2-0880. **Executives:** George H. Clark, president, treasurer; Albert E. Clark, vice-president; Mildred H. Clark, secretary. **Branch office:** 221 N. La Salle St., Chicago (Central 5275). **Type of transcriptions manufactured:** Lateral and vertical cut. **Library service:** None.
- ***COLUMBIA RECORDING CORP.** (formerly American Record Corp.), a subsidiary of Columbia Broadcasting System, Inc., 1473 Barnum Ave., Bridgeport, Conn.; 799 Seventh Ave., New York City; Wrigley Bldg., Chicago; and 6624 Romaine St., Hollywood. **Executives:** Edward Wallerstein, president; William A. Schudt, Jr., general manager, Transcription and Commercial Record Division (New York). **Type of transcriptions manufactured:** 16-inch, 33 $\frac{1}{3}$ R.P.M. lateral cut, for regulation reproducing table; all types of 7, 10 and 12-inch recordings; complete recording, processing and pressing facilities; pressings for independent recorders. **Library service:** None. (Also manufacturers of Columbia, Brunswick and Vocalion records.)
- COMMERCIAL BROADCASTING SERVICES, LTD.**, Hermant Bldg., Toronto, Ont. **Phone:** Elgin 3345. **Executives:** E. A. Byworth, president; H. R. Johnston, vice-president; A. G. Irwin, secretary-treasurer; Doug Marshall, program department. **Type of transcriptions manufactured:** Lateral cut on acetate for play-back; syndicate and custom recording. **Library service:** None.
- THE COMPO CO., LTD.**, 131 18th Ave., Lachine, Montreal, Que. **Phone:** Dexter 0905. **President:** H. S. Berliner. **Type of transcriptions manufactured:** Vinylac transcriptions from either vertical or lateral cuts; live production recorded to order; processing of acetate masters from other studios. **Library service:** None.
- CONTINENTAL ENGINEERING CO.**, 3613 N. Green Bay Ave., Milwaukee, Wis. **Phone:** Concord 7300. **Executives:** K. W. Kennedy, president; A. F. Jurack, vice-president; Anne Blankenheim, secretary-treasurer. **Type of transcriptions manufactured:** Lateral cut; air checks, commercial and personal recordings. **Library service:** None.
- DAVIS & SCHWEGLER, INC.**, 1009 W. Seventh St., Los Angeles, Calif. **Phone:** Trinity 2006. **Executives:** Paul Schwegler, president; Herbert H. Aronson, vice-president; Kenneth C. Davis, secretary-treasurer; Naylor Rogers, general manager. **Type of transcriptions manufactured:** Lateral cut, 33 $\frac{1}{3}$ R.P.M. **Library service:** Furnish 66 new selections each month in following classifications: dance (swing, fox trots, waltzes); salon (semi-classical, ballads); trios and quartettes; tangos and rhumbas; novelty (miscellaneous); Westerns, Hawaiian, hill billy. (Also print and publish own sheet music).
- ***DECCA RECORDS, INC.**, 50 West 57th Street, New York, N. Y. **Phone:** Columbus 5-5662. **Executives:** C. D. MacKinnon, manager of transcription division. **Branch offices:** 22-24 W. Hubbard St., Chicago; Sellman C. Schulz, manager. **Type of transcriptions manufactured:** Lateral cut, for regulation reproducing table (33 $\frac{1}{3}$ R.P.M.). **Library service:** None.
- DOMINION BROADCASTING CO.**, 4 Albert St., Toronto, Ont., Canada. **Phone:** Adelaide 3383. **Manager:** H. B. Williams. **Branch office:** Affiliated with Inland Broadcasting Service, 171 McDermot Ave., Winnipeg, Manitoba. **Type of transcriptions manufactured:** Lateral cut, 33 $\frac{1}{3}$ and 78 R.P.M. **Library service:** None, as such, but the firm is Canadian representative for Bosworth Library, London, England.
- DON LEE PRODUCTIONS**, 1076 West 7th St., Los Angeles, Calif. **Phone:** Vandike 7111. **Recording supervisor:** Clifford C. MacDonald. **Type of transcriptions manufactured:** Acetate and wax air-checks and studio recordings at 33 $\frac{1}{3}$ and 78 R.P.M.; standard lateral cut on 10, 12 and 16-inch discs. **Library service:** None.
- EARNSHAW RADIO PRODUCTIONS (EARNSHAW-YOUNG, INC.)**, 568 Chamber of Commerce, Los Angeles, Calif. **Phone:** Richmond 6184. **Executives:** Harry A. Earnshaw, president; H. Lewis Earnshaw, secretary-treasurer. **Representatives:** Walter Biddick Co., general sales agents, 568 Chamber of Commerce Bldg., Los Angeles (Richmond 6184). **Advertisers Radio Service**, 606 James

TRANSCRIPTION PRODUCERS—Continued

- Bldg., Chattanooga (6-5783); Russ Betts. Charles Michelson, 67 West 44th St., New York City (Murray Hill 2-3376). **Type of transcriptions manufactured:** Lateral cut, 33 $\frac{1}{3}$ R.P.M. on flexible records. **Library service:** Dramatic programs.
- ECCLES DISC RECORDINGS**, 6233 Hollywood Blvd., Hollywood, Calif. **Phone:** Hillside 8351. **Manager:** C. R. Alford. **Type of transcriptions manufactured:** Lateral cut, 33 $\frac{1}{3}$ and 78 R.P.M. **Library service:** Limited service.
- ELECTROSOUND PRODUCTS, INC.**, 228 S. Wabash Ave., Chicago, Ill. **Phone:** Harrison 1368. **Executives:** V. G. Geisel, president, treasurer; E. E. Gamble, vice-president, secretary. **Type of transcriptions manufactured:** Acetate recordings. **Library service:** None.
- ELECTRO-VOX RECORDING STUDIOS**, 5546 Melrose Ave., Hollywood, Calif. **Phone:** Gladstone 2189. **Owner, general manager:** Bert B. Gottschalk. **Type of transcriptions manufactured:** Instantaneous acetate and processed type with either flexible or shellac pressings in sizes of 10, 12 and 16 inches; lateral cut at 33 $\frac{1}{3}$ and 78 R.P.M. **Library service:** None.
- EMPIRE BROADCASTING CORP.**, 480 Lexington Ave., New York, N. Y. **Phone:** Plaza 8-3360. **Executives:** Gerald A. Kelleher, president, treasurer; Eugene L. Bresson, executive vice-president, general manager; J. Howard Capron, secretary; Peter M. Rogers, manager of program department. **Type of transcriptions manufactured:** Lateral cut, using the Bresson system. **Library service:** None.
- ESSEX BROADCASTERS, INC.**, 3300 Union Guardian Bldg., Detroit, Mich. **Phone:** Cadillac 6117. **Executives:** J. E. Campeau, general manager; George Funkey, chief engineer. **Representative:** Joseph Hershey McGillvra, 366 Madison Ave., New York City (Murray Hill 2-8755); 919 N. Michigan Ave., Chicago (Superior 3444). **Type of transcriptions manufactured:** Lateral cut, instantaneous; off-the-line and studio recordings; air checks; playback equipment. **Library service:** None.
- 57TH STREET BROADWAY STUDIOS, INC.** See United States Record Corp.
- FEDERAL TRANSCRIBED PROGRAMS INC.**, 101 Park Ave., New York, N. Y. **Phone:** Caledonia 5-7530-31. **President, general manager:** A. R. Steinberg. **Type of transcriptions manufactured:** All types, lateral cut at 33 1/3 and 78 R.P.M.;
- foreign language programs, off-the-air recordings, studio auditions and special recordings. **Library service:** None.
- FILM ASSOCIATES** (Disc Recording Division), 429 Ridgewood Drive, Dayton, Ohio. **Phone:** Walnut 4641. **Executives:** E. R. Arn, Jr., owner, recording engineer; R. E. Kelly, business manager; J. G. Dunn, sales representative; H. Woodward, assistant engineer; F. Shelton, continuity writer. **Type of transcriptions manufactured:** Lateral cut at 33 $\frac{1}{3}$ and 78 R.P.M. **Library service:** Dramatic and narrated scripts for sustaining and commercial use. (Also producers of sound films, sound on film recordings, visual education equipment).
- FRANKAY RECORDING STUDIOS**, 156 West 44th St., New York, N. Y. **Phone:** Longacre 5-0242. **Executives:** Frank Kay, president, chief engineer; Bob Scheuing, general manager; Harry Kibbee, assistant general manager. **Type of transcriptions manufactured:** Off-the-air; studio; direct wires to stations WMCA and WINS, New York. **Library service:** None.
- GENERAL BROADCASTING SYSTEM, INC.**, 500 Buhl Bldg., Detroit, Mich. **Phone:** Cherry 0400. **Executives:** Donald C. Jones, president, treasurer; Raymond C. Leonard, vice-president, sales manager; Richard P. Creyke, production manager. **Branch office:** Rockefeller Bldg., Cleveland (Prospect 4900); Donald C. Jones, general manager. **Type of transcriptions manufactured:** Both lateral and vertical cut recordings at 33 $\frac{1}{3}$ and 78 R.P.M.; also slide-films, etc. **Library service:** None. (Also slide films, motion pictures, convention services, etc.)
- *GENNETT RECORDS** (Division of Starr Piano Co.), Richmond, Ind. **Phone:** 1117. **Branch offices:** 729 Seventh Avenue, New York; Thomas J. Valentino, manager, 1344 S. Flower Street, Los Angeles; Harry Gennett, Jr. **Type of transcriptions manufactured:** Any type in 10, 12 and 16-inch sizes, either at 33 1/3 or 78 R.P.M.; Gennett Sound Effects and transcriptions for chapels and skating rinks are recorded on 10-inch records at 78 R.P.M. **Library service:** None. (Note: Starr Piano Co. of California, owned by the same interests, but operating as a separate corporation, also manufactures same type transcriptions.)
- GORDONI & LEE**, Hotel Crillon, 1258 S. Michigan Ave., Chicago, Ill. **Phones:** Calumet 6700, 6979. **Executives:** Lillian Gordoni, production manager, script

TRANSCRIPTION PRODUCERS—Continued

writer; Nat Lee, sales manager; Denis A. Wood, dramatic director; Don Gordoni, musical director; Gwynne Kinsley, programming. **Type of transcriptions manufactured:** Lateral cut. **Library service:** 52 complete programs; a new 3 or 5-a-week serial, Ellen Clancy's Kitchen, now in production for fall delivery.

***JEAN V. GROMBACH, INC.**, 113 West 57th St., New York, N. Y. **Phone:** Circle 6-6540. **Executives:** Capt. Jean V. Grombach, president; Margaret Kearney, treasurer; Hazard Reeves, chief engineer; Chet Miller, in charge of production; Joseph Corhan, music department. **Representatives:** James Murley, 8 Newberry St., Boston; Galen Bogue, 6200 Franklin Ave., Los Angeles; Leslie Kettles, 50 New Bond St., London, England; Andre Oulmann, Rue de Lorette, Paris, France. **Type of transcription manufactured:** Both lateral and vertical cut, 33 $\frac{1}{3}$ and 78 R.P.M.; both studio recording and remote control from permanent lines; high fidelity wax recordings for rebroadcast purposes; spot announcements. **Library service:** None. (Grombach Productions, Inc., program producers (q.v.) has the same officers and directors as this organization, but is a separate company inasmuch as there is no interchange of stock.)

***H. S. G. ADVERTISING AGENCY, INC.**, 19 East 53rd St., New York, N. Y. **Phone:** Wickersham 2-3338-39. **Executives:** Harry S. Goodman, president-treasurer; Andrew Schloss, vice-president; H. Knuth, secretary. **Type of transcriptions manufactured:** Recordings at 33 $\frac{1}{3}$ R.P.M. **Library service:** Recordings for sponsors: jewelers, opticians, furniture dealers, beauty parlors, etc.

HOLLYWOOD RECORDING CO., 1731 N. Highland Ave., and 5513 Sunset Blvd., Hollywood, Calif. **Phones:** Hillside 3097, Gladstone 2191 (Highland Ave.); Granite 5513 (Sunset Blvd.). **Executives:** John Hirsch, president, recorder. **Type of transcriptions manufactured:** Lateral cut, 33 $\frac{1}{3}$ and 78 R.P.M.; specialize in re-recording. **Library service:** None.

WARREN C. JAYNES RECORDING SERVICE, 340 Scranton Ave., Lake Bluff, Ill. **Phone:** Lake Bluff 2359. **Executives:** Warren C. Jaynes, president, recording technician; Hazel M. Anderson, secretary-treasurer; William C. Giller, sales manager. **Branch office** (home address): 5518 N. Winthrop Ave., Chicago (Longbeach 9424); Warren C. Jaynes in charge. **Type of transcrip-**

tions manufactured: Recording service; lateral cut; complete mobile recording unit; slide film production; off-the-air; special sound effects records. **Library service:** None. (Also build and install custom-built reproducing and speech equipment).

G. F. JOHNSON MUSIC CO., 1022 S. W. Morrison St., Portland, Ore. **Phone:** BE-8131. **Manager:** G. F. Johnson. **Type of transcriptions manufactured:** Acetate, lateral cut at both 33 $\frac{1}{3}$ and 78 R.P.M. **Library service:** None.

ARCHIE JOSEPHSON ENTERPRISES, INC., 6313 Bryn Mawr Drive, Hollywood, Calif. **Phone:** Gladstone 6802. **President, general manager:** Archie Josephson. **Type of transcriptions manufactured:** Lateral cut. **Library service:** None.

***KASPER-GORDON, INC.**, 140 Boylston St., Boston, Mass. **Phone:** Devonshire 7357-58. **Executives:** Edwin H. Kasper, president, production manager; Aaron S. Bloom, secretary-treasurer, director commercial department; Edmund N. Buzzell, manager recording division; Robert W. Graham, office manager; Ralph R. Giffen, scripts and production; Albert P. Burke, scripts. **Type of transcriptions manufactured:** Lateral cut; dramatic syndicated productions and custom-built shows; instantaneous recordings; airchecks; audition rooms; lines to all Boston stations. **Library service:** None.

FRANK KAY RECORDING STUDIOS.
See Frankay Recording Studios.

JOHN KEATING, 614 Studio Bldg., Portland, Ore. **Phone:** Beacon 1009. **Executives:** James McLoughlin, sales; Don Kneass, production. **Type of transcriptions manufactured:** All types of transcriptions, recordings and pressings; lateral cut. **Library service:** None.

DAVID WAYNE KENNEDY, INDUSTRIAL ADVERTISING PRODUCTIONS, 9817 Denker Ave., Los Angeles, Calif. **Phone:** Pleasant 12240. **Executives:** David W. Kennedy, Marianne Sinclair. **Branch office:** At press time a San Francisco office was to be opened. **Type of transcriptions manufactured:** Processed masters for commercial, education, radio and publicity transcriptions; lateral cut at 33 $\frac{1}{3}$ and 78 R.P.M. **Library service:** None.

KENT-JOHNSON, INC. See listing under program producers.

TRANSCRIPTION PRODUCERS—Continued

LANG-WORTH FEATURE PROGRAMS, INC., 420 Madison Ave., New York City; Eldorado 5-1620. **Executives:** C. O. Langlois, secretary-treasurer; R. C. Wentworth, president; W. O'Keefe, talent; Neal W. Hopkins, continuity chief. **Type of transcriptions manufactured:** Syndicated transcribed programs for regional and local advertisers. **Library service:** Producers of the NAB-Lang-Worth Music Service, a library of tax-free music in transcription form for stations.

***C. P. MacGREGOR** (formerly MacGregor & Sollie, Inc.), 729 S. Western Avenue, Hollywood, Calif. **Phone:** Fitzroy 4191. **Executives:** C. P. MacGregor, president; Paul Quan, treasurer; S. Niles Gates, sales manager. **Type of transcriptions manufactured:** Lateral cut, for regulation reproducing table. **Library service:** Two separate services maintained—(1) A musical library consisting of 700 basic selections, plus 40 new selections a month, 48 strips of continuity a week, and merchandising helps; (2) A dramatic library consisting of 24 quarter-hour programs a week, plus merchandising helps.

R. U. McINTOSH & ASSOCIATES, INC., 10558 Camarillo St., North Hollywood, Calif. **Phone:** Sunset 29275. **Executives:** R. U. McIntosh, president; M. McIntosh, vice-president. **Type of transcriptions manufactured:** Lateral cut, 33 $\frac{1}{3}$ R.P.M.; Custom and syndicated shows for regional or local sponsorship. **Library service:** Yearly library service.

MERTENS & PRICE, INC. See George Logan Price, Inc.

METROPOLITAN BROADCASTING SERVICE, LTD., Hermant Bldg., Toronto, Ont. **Phone:** Adelaide 0181-2-3. **Executives:** Kenneth D. Soble, president; Alexander Patterson, manager, chief engineer; James Vernon, manager personal recordings department. **Type of transcriptions manufactured:** Lateral cut; recording masters; maintain studio for personal recordings. **Library service:** Limited service.

CHARLES MICHELSON, 67 West 44th St., New York, N. Y. **Phone:** Murray Hill 2-3376. **President:** Charles Michelson. **Branch office:** Michelson & Sternberg, Export Division, Inc., 116 Broad St., New York (Bowling Green 9-8925); A. Michelson, manager. **Type of transcriptions manufactured:** None; functions as distributor for Pacific Coast transcription firms; all recordings supplied on lateral

cut 33 $\frac{1}{3}$ and 78 R.P.M. **Library service:** 50 various series of dramatic, educational and musical programs; also, exclusive distributors of Speedy-Q library, comprising over 1,000 sound effects. **Michelson Equipment:** Porto-Playback Machines.

***MID-WEST TRANSCRIPTIONS, INC.**, 4835 Minnetonka Blvd., St. Louis Park, Minn. **Phone:** Walnut 9131. **Executives:** Harold D. Field, president; D. E. Field, treasurer; Kermit L. Sueker, general manager. **Type of transcriptions manufactured:** Lateral cut at 33 $\frac{1}{3}$ or 78 R.P.M. for regulation reproducing table. **Library service:** None.

MILLER BROS., 445 S. La Cienega Blvd., Los Angeles, Calif. **Phone:** Bradshaw 2-1233. **Partners:** W. H. Miller and Ross Miller. **Type of transcriptions manufactured:** Lateral cut recordings and transcriptions of all types, either in the studio or off the air; acetates only, for processing or immediate use. **Library service:** None.

GEORGE MILLER PRODUCTIONS, INC., Box 505, Hannibal, Mo. **Executive:** George Miller, president; Blanche Schaff, Grace Moore and Georgia Miller, associate dramatic editors. **Type of transcriptions manufactured:** Lateral cut recordings at 33 $\frac{1}{3}$ R.P.M. **Library service:** Mark Twain Cove series. (Also handles screen productions; animated cartoons, comic strips).

MUSICRAFT RECORDS, INC., 10 West 47th St., New York, N. Y. **Phone:** Bryant 9-6565. **Executives:** Milton L. Rein, president; Paul Puner, vice-president, secretary; Henry Cohen, treasurer. **Type of transcriptions manufactured:** Lateral cut, 33 $\frac{1}{3}$ and 78 R.P.M.; studios available for direct recordings. **Library service:** One-minute spot recordings. (Also manufacturers of phonograph records and accessories).

***NATIONAL BROADCASTING COMPANY, INC., RADIO-RECORDING DIVISION**, RCA Building, Radio City, New York, N. Y. **Phone:** Circle 7-8300. **Executives:** C. Lloyd Egner, manager; John H. MacDonald, business manager; Reginald Thomas, program director. **Branch offices:** Merchandise Mart, Chicago; Frank E. Chizzini, manager. Sunset and Vine, Hollywood; Robert F. Schuetz, manager. **Type of transcriptions manufactured:** NBC Thesaurus Service, syndicated recorded programs, custom-built programs, reference recordings; all lateral cut, NBC Orthacous-

TRANSCRIPTION PRODUCERS—Continued

tic, for any standard make equipment. **Library service:** NBC Thesaurus, with about 3,000 basic selections, 52 monthly selections, 22 hours of continuity a week, plus sales promotion material.

NATIONAL RADIO ADVERTISING AGENCY, 301 Hollywood Center Bldg., Hollywood, Calif. **Phone:** Hempstead 1551. **President, general manager:** D. D. Crawford. **Type of transcriptions manufactured:** Lateral cut, 33 $\frac{1}{3}$ R.P.M. **Library service:** None.

EUGENE P. O'FALLON, INC., Albany Hotel, Denver, Colo. **Phone:** Keystone 0178. **Executives:** Eugene P. O'Fallon, president; J. P. Veatch, chief engineer. **Type of transcriptions manufactured:** Lateral cut recordings. **Library service:** None. (Also licensee of Radio Station KFEL.)

PREMIER RADIO ENTERPRISES, INC., Mart Bldg., St. Louis, Mo. **Phones:** GA 3395-6. **President:** H. S. Somson. **Type of transcriptions manufactured:** Custom built, lateral cut. **Library service:** None.

GEORGE LOGAN PRICE, INC. (successor to Mertens & Price, Inc.), 3902 W. Sixth St., Los Angeles, Calif. **Phone:** Exposition 1906. **Executives:** G. L. Price, president, in charge of sales; E. M. Lewis, assistant secretary, in charge of service. **Type of transcriptions manufactured:** Lateral cut waxes produced in own studios. **Library service:** The Sunday Players Bible Dramas, 52 half-hour programs; Leisure House, 26 quarter-hour programs for electrical industry; Wade Lane's Home Folks, 52 quarter-hour programs; Leisure Kitchen, 40 quarter-hour programs; Have You Heard? five-minute spots.

PROFESSIONAL RECORDING STUDIOS, 1749 N. Prospect Ave., Milwaukee, Wis. **Phone:** Lakeside 5840. **Executives:** Sam Snead, director, engineer; Robert A. Tamms, manager of artists' bureau; George R. Patrick, manager of line production; Doris Banker, librarian; Mrs. Lucy Hawkins, scripts; Marie Kay Veber, dramatics. **Branch office:** 35 E. Wacker Drive, Chicago (Dearborn 0622); Charley Grant, manager. **Type of transcriptions manufactured:** Radio, commercial and general; lateral cut. **Library service:** No transcription library, but maintain full library of complete orchestration of classical and popular music.

***RCA MANUFACTURING COMPANY, INC.,** Camden, N. J. **Executives:** Frank B. Walker, vice-president in charge of

recording and record sales. **Branch offices:** 155 E. 24th St., New York; George L. Keane, manager. 445 Lake Shore Drive, Chicago; A. E. Hindle, manager. 1016 North Sycamore Ave., Hollywood; Harry A. Meyerson, manager. **Type of transcriptions manufactured:** Lateral cut for regulation reproducing table. **Library service:** None, as such, but act as recorders and manufacturers for NBC Thesaurus and Standard Radio, Inc., libraries.

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

RADIO CENTRE LIMITED, 100 Adelaide St. W., Toronto, Ont., Canada. **Phones:** Waverly 2036-2846. **Executives:** D. Spencer Grow, manager; Jack Lindsay, recording engineer; J. C. Tobin, sales manager; David Fenn, transcription supervisor; Mike Goodman, production manager; Barry Phillips, script. **Branch office:** 127 Seventh Ave., E. Calgary, Alberta (Main 5204); M. H. Pitcher, manager. **Type of transcriptions manufactured:** Lateral cut, 33 $\frac{1}{3}$ and 78 R.P.M.; syndicated and custom transcriptions; air checks, etc. **Library service:** Inventory of American transcriptions for sponsorship in Canada.

RADIO NEWS REEL & RADIO NEWS REEL PRODUCTIONS, 1000 Cahuenga Blvd., Hollywood, Calif. **Phone:** Hillside 1161. **Executives:** Jack Dawson, president; Carroll Hauser, production manager; Bob Short, production editor; Allen Berg, chief West Coast commentator; Art Ballinger, assistant chief announcer. **Branch office:** Radio Station WMCA, 1657 Broadway, New York City (Circle 6-2200); Donald Flamm, president. **Type of transcriptions manufactured:** Two 15-minute lateral cut news reels released weekly.

RADIO RECEIVING RECORD CO., 304 Smith St., Providence, R. I. **Phone:** Dexter 4081. **Manager:** Lewis A. McGowan, Jr. **Branch office:** 2172 Front St., San Diego, Calif. (Main 7552); Eleanor Osborne, manager. **Type of transcriptions manufactured:** Off-the-air recordings of an educational nature. **Library service:** None.

***RADIO RECORDERS, INC.,** 932 North Western Ave., Hollywood, Calif. **Phone:**

TRANSCRIPTION PRODUCERS—Continued

- Hollywood 3917. **Executives:** F. H. Winter, president; J. C. Brundage, vice-president; E. F. Dummel, treasurer; Darrell Minkler, secretary; J. Joseph Sameth, sales and production manager. **Type of transcriptions manufactured:** Lateral cut. **Library service:** None.
- RADIO RECORDING STUDIO**, 1619 Broadway, New York, N. Y. **Phone:** Columbus 5-9037. **Manager:** A. Moran. **Type of transcriptions manufactured:** Off the air recordings, studio recordings, electrical transcriptions. **Library service:** None.
- *RADIO TRANSCRIPTION CO. OF AMERICA, LTD.**, Hollywood Blvd. at Cosmo, Hollywood, Calif. **Phone:** Hollywood 3545. **Executives:** Andrew J. Schrade, president, general manager; Lindsay MacHarrie, production manager; B. M. Fink, station relations manager; T. Callison, office manager; Irwin Liefke, traffic manager; Stuart MacHarrie, Jos. G. Corey, field managers. **Type of transcriptions manufactured:** Quarter-hour programs. **Library service:** Drama and music.
- REC-ART STUDIOS**, Radio Center Bldg., 1120 S. Main St., Los Angeles, Calif. **Phone:** PR 9232. **Executives:** Al Nazareth, general manager; A. Nazareth, recording manager; A. Norman, musical director; Helen Thayer, radio production. **Type of transcriptions manufactured:** Lateral cut recordings at 33 1/3 and 78 R.P.M. **Library service:** None.
- *RECORDINGS, INC.**, 5505 Melrose Ave., Hollywood, Calif. **Phone:** Hillside 6138. **Executive:** Elmer Avery, president and vice-president. **Type of transcriptions manufactured:** Any type. **Library service:** None.
- REEVES SOUND STUDIOS, INC.**, 1600 Broadway, New York, N. Y. **Phone:** Circle 6-6686. **Executives:** Hazard E. Reeves, president; Patricia Greenhouse, secretary; Chester L. Stewart, studio manager; Lyman J. Wiggin, chief engineer. **Type of transcriptions manufactured:** Both lateral and vertical cut; facilities for wax, acetate film, re-recording, phonograph records, location recording, electrical transcriptions. **Library service:** None.
- ROBINSON RECORDING LABORATORIES**, 35 South 9th St., Philadelphia, Pa. **Phones:** Walnut 6800 (day), Narberth 2708 (night). **Executives:** W. P. Robinson, proprietor; Bert Balus, musical director. **Type of transcriptions manufactured:** Lateral wax recordings; dramatized spot announcements and serial commercial programs produced by noiseless process (use studios of WIP). **Library service:** None.
- ROTH & BERDUN**, 4464 Cass Ave., Detroit, Mich. **Phone:** Temple 1-2552. **Executives:** Charles Roth, Cecil Berdun. **Type of transcriptions manufactured:** Lateral cut recordings, 33 1/3 and 78 R.P.M. **Library service:** None.
- G. SCHIRMER, INC.**, 3 East 43rd Street, New York, N. Y. **Phone:** Murray Hill 2-8100. **Executives:** Carl Engel, president; Gustave Schirmer, secretary; Frederick Grieve, retail store manager; Harry W. Boyd, recording engineer; Duncan Peckham, assistant recording engineer. **Type of transcriptions manufactured:** Acetate, shellac and vinyl acetate transcriptions, lateral cut; portable recording service available for recording and processing of commercial records, spot announcements, auditions, off-the-air recordings, live show recordings for spot advertisers, processing, pressing. **Library service:** None, but complete stock of music is at disposal of clients. (Also music publishers and dealers; manufacturers and retailers of records, phonographs, etc.).
- SHRYOCK RADIO CO.**, Penn A. C. Bldg., Rittenhouse Square, Philadelphia, Pa. **Phones:** Pennypacker 4404-05, 3300; Race 1308. **Executives:** J. Richard Shryock, proprietor; Nace Hopple, manager; Laurence Oebbecke, recording engineer. **Type of transcriptions manufactured:** Any size lateral cut transcriptions; off the air recordings. **Library service:** None.
- EDWARD SLOMAN PRODUCTIONS, INC.**, 8782 Sunset Blvd., Hollywood, Calif. **Phone:** Crestview 12242. **Executives:** Edward Sloman, president; Sam Kerner, vice-president, general manager; Kay Mullane, secretary; Maurice Zimm, writer; Paul Sawtell, musical director. **Type of transcriptions manufactured:** Lateral cut, NBC Orthocoustic, for regulation reproducing table; custom-built dramatic, musical and variety shows. **Library service:** None.
- SMITH RECORDING STUDIOS**, 312-20 Madison Theatre Bldg., Detroit, Mich. **Phone:** Cherry 6550. **Executives:** J. Hall Smith, owner-manager; K. H. Lane, assistant manager. **Type of transcriptions manufactured:** Lateral cut, 33 1/3 and 78 R.P.M. (at press time, plans were underway to cut also vertical recordings); script and dramatic shows, spot an-

TRANSCRIPTION PRODUCERS—Continued

nouncements, special music. **Library service:** none.

SOUND RECORDING SERVICE, 240 East Ave., Rochester, N. Y. **Phone:** Stone 830. **Manager:** R. A. Goering. **Type of transcriptions manufactured:** Lateral cut on acetate; auditions, airchecks and transcriptions; recordings made at or away from own studios. **Library service:** None.

SPEEDY-Q SOUND EFFECTS, 1344 S. Flower St., Los Angeles, Calif. **Phone:** Prospect 2035. **Manager:** Harry Gennett, Jr. **Eastern distributor:** Charles Michelson, 67 W. 44th St., New York City (Murray Hill 2-3376). **Type of transcriptions manufactured:** 10-inch, 78 R.P.M. lateral cut sound effect records exclusively. **Library service:** Sound effect library of 110 double-face records.

SPOT FILM PRODUCTIONS, INC., 339 East 48th St., New York, N. Y. **Phone:** Plaza 5-0808. **Executives:** Sherman Price, president; G. Dana Spear, vice-president; William James, secretary; Clarence Schmidt, treasurer. **Type of transcriptions manufactured:** Sound-on-film transcriptions recorded by the variable area method directly on 16mm. films. **Library service:** None.

***STANDARD RADIO**, 6404 Hollywood Blvd., Hollywood, Calif. **Phone:** Hillside 0188. **Executives:** Gerald King, general manager; Don Allen, production manager. **Branch offices:** 180 N. Michigan Ave., Chicago; M. M. Blink, general manager; Alex Sherwood, sales manager. P. O. Box 933, Dallas; Herbert Denny, manager. White-Henry-Stuart Bldg., Seattle; Hal Pearce, manager; 12 Rue Abel-Ferry, Paris, France. Herbert Rosen, manager. 4613 RCA Bldg., New York City (sound effects only). **Type of transcriptions manufactured:** Lateral cut, made by RCA Mfg. Co.; 12 and 16-inch records at 33 $\frac{1}{3}$ R.P.M. sound effects at 78 R.P.M. **Library service:** Standard Program Library Service for domestic and foreign stations.

EDWIN STRONG, INC., 71 West 45th Street, New York City. **Phone:** Bryant 9-5758-9. **Executives:** Edwin Strong, president; Gordon Butler, general manager; C. D. Sherer, chief engineer; Edwin A. Pancoast, Jr., sales manager. **Type of transcriptions manufactured:** Studio and off the-air recordings. **Library service:** None.

TECHNISONIC. RECORDING LABORATORIES, 818 S. Kingshighway Blvd., St. Louis, Mo. **Phone:** Franklin 2060.

Co-owners: James M. Althouse, Charles E. Harrison. **Type of transcriptions manufactured:** Lateral cut, 33 $\frac{1}{3}$ and 78 R.P.M.; syndicate slide-film records; air checks. **Library service:** None.

TIME ABROAD, INC., Brinckerhoff Studios, 29 West 57th St., New York, N. Y. **Phones:** Plaza 3-3015-6-7. **Cable address:** Timab. **Executives:** E. P. Kamp, president; E. V. Brinckerhoff, director; V. Meeker. **Type of transcriptions manufactured:** All types for regulation reproducing equipment. **Library service:** None.

***TRANSAMERICAN BROADCASTING & TELEVISION CORP.**, 1 East 54th St., New York, N. Y. **Phone:** Plaza 5-9800. **Executives:** John L. Clark, president; E. J. Rosenberg, vice-president. **Branch offices:** 333 N. Michigan Ave., Chicago (State 0366). **Type of transcriptions manufactured:** Both lateral and vertical cut. **Library service:** None.

TRANSRAY RECORDING & PRODUCTION CO., 10-18 McCaul St., Toronto, Ont. **Phone:** Adelaide 2772. **General manager:** John H. Part. **Type of transcriptions manufactured:** Lateral, instantaneous and processed transcriptions and records; off-the-line recordings. **Library service:** None.

TRANSTUDIO CORPORATION, 473 Virginia St., Buffalo, N. Y. **Phone:** Cleveland 1160. **Executives:** James W. Gillis, Jr., vice-president, treasurer; H. D. Bogardus, secretary. **Type of transcriptions manufactured:** Lateral cut, instantaneous and processed. **Library service:** Dramatic and variety shows.

TWENTIETH CENTURY RADIO PRODUCTIONS, 1611 Cosmo Street, Hollywood, Calif. **Phone:** Granite 9021. **Executive:** Archie Josephson, manager. **Type of transcriptions:** Transcriptions for syndication. **Library service:** None.

UNITED BROADCASTING CO., 201 N. Wells St., Chicago, Ill. **Phone:** Andover 1685. **Executives:** William L. Klein, radio director; Egmont Sonderling, commercial manager. **Type of transcriptions manufactured:** Acetate recordings, 33 $\frac{1}{3}$ and 78 R.P.M. **Library service:** Foreign language shows in Polish, German and Scandinavian-English dialect.

UNITED RECORDING CO., Suite 10-142, Merchandise Mart, Chicago. **Phone:** Delaware 6364. **Executives:** Lee Strem-lau, president, recording engineer; James E. Sanford, sales manager; S. T. Pierce, production manager; Ruth M. Ell, talent director. **Type of transcriptions manu-**

TRANSCRIPTION PRODUCERS—Continued

- factured:** Lateral cut at 33 $\frac{1}{3}$ or 78 R.P.M.; commercial recordings, sales promotion and slide film records. **Library service:** None.
- UNITED STATES RECORD CORP.** (also known as the 57th Street Broadway Studios, Inc.), 1780 Broadway, New York, N. Y. **Phone:** Circle 5-7190. **Factory:** Brook St. and Remington Ave., Scranton, Pa. **Executives:** Charles Hemenway, president; Eli E. Oberstein, vice-president, general manager; Lowell A. Mayberry, treasurer; Harry Smith, recording manager. **Type of transcriptions manufactured:** All types, lateral cut; shellac, vinyl acetate and other compounds. **Library service:** None.
- UNITED STATES RESEARCH CORP.** (subsidiary of United States Recording Co.), 712 Eleventh St., N. W., Washington, D. C. **Executives:** R. C. Miller, president; J. Tait, commercial manager; E. A. Merryman, chief engineer. **Type of transcriptions manufactured:** Lateral cut; off-the-air and studio recordings. **Library service:** None.
- UNIVERSAL RECORDING CO., INC.,** RKO Bldg., New York, N. Y. **Phone:** Circle 5-4895. **General manager:** Allen Best. **Type of transcriptions manufactured:** Lateral cut, 33 $\frac{1}{3}$ and 78 R.P.M. **Library service:** None.
- VOICE RECORDINGS,** 221 Chronicle Bldg., San Francisco, Calif. **Phone:** Garfield 9155. **Executives:** Max Graf, manager; Stanley Grabowski, chief engineer. **Type of transcriptions manufactured:** All types, lateral cut. **Library service:** None.
- WCAU BROADCASTING CO.,** 1622 Chestnut St., Philadelphia, Pa. **Phone:** Locust 7700. **Executives:** George Lewis and staff. **Type of transcriptions manufactured:** Lateral cut; instantaneous and masters on acetate. **Library service:** None.
- WFIL BROADCASTING CO.,** Widener Bldg., Philadelphia, Pa. **Phone:** Rittenhouse 6900. **Chief engineer:** Arnold Nygren. **Type of transcriptions manufactured:** Lateral cut; direct acetate recordings and recordings for masters for pressing. **Library service:** None.
- WHN TRANSCRIPTION SERVICE,** 1540 Broadway, New York, N. Y. **Phone:** Bryant 9-7800. **Manager:** Robert G. Patt. **Type of transcriptions manufactured:** All sizes and types of recordings and electrical transcriptions, instantaneous off-the-air and studio transcriptions, master recordings, pressings. **Library service:** None.
- WIEDERHOLD RECORDING STUDIOS,** 505 Abe C. Levi Bldg., Louisville, Ky. **Phone:** Jackson 1757. **Owner, manager:** George Wiederhold. **Type of transcriptions manufactured:** Off-the-air recordings. **Library service:** None.
- WITTE RADIO PRODUCTIONS,** 740 S. Broadway, Los Angeles, Calif. **Phone:** Vandike 5436. **Owner:** I. O. Witte. **Type of transcriptions manufactured:** Lateral cut 33 $\frac{1}{3}$ R.P.M.; one, five and 15-minute comedy and drama. **Library service:** None.
- WOODS RECORDING STUDIOS,** 54 W. Randolph St., Chicago, Ill. **Phone:** Dearborn 3646. **Executives:** R. R. Meridith, chief recorder; R. F. Beardsley. **Type of transcriptions manufactured:** Both lateral and vertical cut, 33 $\frac{1}{3}$ and 78 R.P.M. **Library service:** None.
- *WOR ELECTRICAL TRANSCRIPTION & RECORDING SERVICE,** 1440 Broadway, New York, N. Y. **Phone:** Pennsylvania 6-8383. **Executive:** Ray S. Lyon, manager. **Type of transcriptions manufactured:** Lateral cut at 33 $\frac{1}{3}$ and 78 R.P.M.; master records and low surface noise pressings. Also offer complete distribution service. **Library service:** None.
- *WORLD BROADCASTING SYSTEM, INC.,** 711 Fifth Ave., New York, N. Y. **Phone:** Wickersham 2-2100. **Executives:** P. L. Deutsch, president; A. J. Kendrick, vice-president, general manager; Norton Cotterill, vice-president in charge of sales; Charles Gaines, secretary-manager of program production; A. B. Sambrook, station relations manager; M. A. Hollinshead, advertising counsel; Charles Lauda, Jr., chief engineer. **Branch offices:** 301 E. Erie St., Chicago (Superior 9114); Read Wight, resident manager. 1000 N. Seward St., Hollywood (Hollywood 6321); Pat Campbell, West Coast manager. 1050 Howard St., San Francisco (Douglass 3310); C. C. Langevin, manager. Wardman Park Hotel, Washington, D. C. (Columbus 2000); Harold A. Lafount, resident manager. **Type of transcriptions manufactured:** Vertical and lateral cut at 33 $\frac{1}{3}$ R.P.M. **Services offered:** Custom-built recordings, processing, pressing, production, scripts, talent, transcription program service library, nationwide transcription network.
- WORLD HIGH FIDELITY RECORDING, INC.,** 1159 St. Lawrence Blvd., Montreal, Que. (studios) and suite 803, 10 St.

TRANSCRIPTION PRODUCERS—Continued

James St., W. (managing office). **Phones:** LA 8833 (studios), HA 5228 (office). **Executives:** J. Emery Phaneuf, president; Joseph Cardinal, vice-president; Aurele Boisvert, secretary and technician. **Type of transcriptions manufactured:** Lateral cut. **Library service:** None.

FREDERIC W. ZIV, INC., 2436 Reading Road, Cincinnati, O. **Phone:** University 6124. **Executives:** Frederic W. Ziv, president; John L. Sinn, vice-president; George B. Hart, radio director; A. Florea, time buyer; J. Zeller, commercial copy; R. Rosenberg, N. Sargent and E. Diemar, writers. **Type of transcriptions manufactured:** Both lateral and vertical cut, 33½ and 78 R.P.M. **Library service:** The Freshest Thing in Town, 260 quarter-hour programs; Secret Diary, 115 quarter-hour programs; May Robson's Lady of Millions, 105 quarter-hour pro-

grams; Dearest Mother, 200 quarter-hour programs; Zing-O, 39 quarter-hour game programs; Chek-It, 26 quarter-hour game programs; Seckatary Hawkins, 100 quarter-hour juvenile serial programs.

TAPE TRANSMISSION

MILLER BROADCASTING SYSTEM, INC., 113 West 57th St., New York, N. Y. **Phone:** Circle 6-0141. **Executives:** James A. Miller, president; C. M. Finney, vice-president, treasurer; E. B. McCutcheon, secretary; David D. Chrisman, commercial manager. **Type of services offered:** "Tape Transmission"—programs engraved on Millertape by the use of a sapphire stylus; this type of recording, like motion picture film, can be cut and edited. **Library service:** None.

RADIO CORRESPONDENTS' ASSOCIATION: WASHINGTON, D. C.

(Radio correspondents now admitted to the White House and Capitol press conferences; this list was compiled June 6, 1940)

OFFICERS: Albert L. Warner, president; William R. McAndrew, vice-president; Fred W. Morrison, secretary; Stephen J. McCormick, treasurer; Fulton Lewis, Jr., ex-officio member of the Executive Committee.

COLUMBIA BROADCASTING SYSTEM: Albert L. Warner; John Charles Daly, Jr.; Albert N. Dennis; Ann Gillis; James W. Hurlbut; John P. Moore; Stanton Rust Prentiss; William J. Slocum, Jr.

MUTUAL BROADCASTING SYSTEM: Fulton Lewis, Jr.; Frank S. Blair; Walter Compton; Madeline Ensign Cronan; Jean Hatton; Charles A. Wakeman; Stephen J. McCormick.

NATIONAL BROADCASTING COMPANY: William R. McAndrew; Charles C. Barry;

H. R. Baukhage; Marian P. Gale; Frank Goodwin; E. L. Haaker; Thomas E. Knode; Mary Mason; Fred Shawn; Carleton D. Smith.

TRANSRADIO PRESS SERVICE: Rex Goad; Fred W. Morrison; Gertrude V. Chesnut; William Corley; Leo S. Gruliovi; Clifford G. McCarthy; Robert E. Lee Moore; Wilmot Ragsdale; Macon Reed, Jr.; Frederic B. Tuttle.

WHP, HARRISBURG, PA.: John Vancronkhite.

WMAL, WASHINGTON: Wm. Enders Coyle.

WQXR, NEW YORK: Dorothy C. Rockwell.

YANKEE NETWORK: Francis W. Tully, Jr.

CODE OF THE NATIONAL ASSN. OF BROADCASTERS

(Adopted by the 17th Annual Convention, July 11, 1939)

Recognizing the importance of radio broadcasting in the national life and believing that broadcasters have sufficient experience with the social side of the industry to formulate basic standards for the guidance of all, the National Association of Broadcasters hereby formulates and publishes the following revised Code:

Children's Programs

Programs designed specifically for children reach impressionable minds and influence social attitudes, aptitudes and approaches and, therefore, they require the closest supervision of broadcasters in the selection and control of material, characterization and plot.

This does not mean that the vigor and vitality common to a child's imagination and love of adventure should be removed. It does mean that programs should be based upon sound social concepts and presented with a superior degree of craftsmanship; that these programs should reflect respect for parents, adult authority, law and order, clean living, high morals, fair play and honorable behavior. Such programs must not contain sequences involving horror or torture or use of the supernatural or superstitious or any other material which might reasonably be regarded as likely to over-stimulate the child listener, or be prejudicial to sound character development. No advertising appeal which would encourage activities of a dangerous social nature will be permitted.

To establish acceptable and improving standards for children's programs, the National Association of Broadcasters will continuously engage in studies and consultations with parent and child study groups. The results of these studies will be made available for application to all children's programs.

Controversial Public Issues

As part of their public service, networks and stations shall provide time for the presentation of public questions, including those of controversial nature. Such time shall be allotted with due regard to all the other elements of balanced program schedules and to the degree of public interest in the questions to be presented. Broadcasters shall use their best efforts to allot such time with fairness to all elements in a given controversy.

Time for the presentation of controversial issues shall not be sold, except for political broadcasts. There are three fundamental reasons for this refusal to sell time for public discussion and, in its stead, providing time for it without charge. First, it is a public duty of broadcasters to bring such discussion to the radio audience regardless of the willingness of others to pay for it. Second, should time be sold for the discussion of controversial issues, it would have to be sold, in fairness, to all with the ability and desire to buy at any given time. Consequently, all possibility of regulating the amount of discussion on the air in proportion to other elements of properly balanced programming or of allotting the available periods with due regard to listener interest in the topics to be discussed would be surrendered. Third, and by far the most important, should time be sold for the discussion of controversial public issues and for the propagation of the views of individuals or groups, a powerful public forum would in-

N. A. B. CODE—Continued

evitably gravitate almost wholly into the hands of those with the greater means to buy it.

The political broadcasts excepted above are any broadcasts in connection with a political campaign in behalf of or against the candidacy of a legally qualified candidate for nomination or election to public office, or in behalf of or against a public proposal which is subject to ballot. This exception is made because at certain times the contending parties want to use and are entitled to use more time than broadcasters could possibly afford to give away.

Nothing in the prohibition against selling time for the presentation of controversial public issues shall be interpreted as barring sponsorship of the public forum type of program when such a program is regularly presented as a series of fair-sided discussions of public issues and when control of the fairness of the program rests wholly with the broadcasting station or network.

Educational Broadcasting

While all radio programs possess some educative values, broadcasters nevertheless desire to be of assistance in helping toward more specific educational efforts, and will continue to use their time and facilities to that end and, in cooperation with appropriate groups, will continue their search for improving applications of radio as an educational adjunct.

News

News shall be presented with fairness and accuracy and the broadcasting station or network shall satisfy itself that the arrangements made for obtaining news insure this result. Since the number of broadcasting channels is limited, news broadcasts shall not be editorial. This means that news shall not be selected for the purpose of furthering or hindering either side of any controversial public issue nor shall it be colored by the opinions or desires of the station or network management, the editor or others engaged in its preparation or the person actually delivering it over the air, or, in the case of sponsored news broadcasts, the advertiser.

The fundamental purpose of news dissemination in a democracy is to enable people to know what is happening and to understand the meaning of events so that they may form their own conclusions and, therefore, nothing in the foregoing shall be understood as preventing news broadcasters from analyzing and elucidating news so long as such analysis and elucidation are free of bias.

News commentators as well as all other newscasters shall be governed by these provisions.

Religious Broadcasts

Radio, which reaches men of all creeds and races simultaneously, may not be used to convey attacks upon another's race or religion. Rather it should be the purpose of the religious broadcast to promote the spiritual harmony and understanding of mankind and to administer broadly to the varied religious needs of the community.

Commercial Programs and Length of Commercial Copy

Acceptance of programs and announcements shall be limited to products and services offered by individuals and firms engaged in legitimate commerce; whose products, services, radio advertising, testimonials and other statements comply with pertinent legal requirements, fair trade practices and accepted standards of good taste.

Brief handling of commercial copy is recommended procedure at all times.

N. A. B. CODE—Continued

Member stations shall hold the length of commercial copy, including that devoted to contests and offers, to the following number of minutes and seconds:

Daytime

| | |
|------------------------------|------|
| Fifteen-minute programs..... | 3:15 |
| Thirty-minute programs..... | 4:30 |
| Sixty-minute programs..... | 9:00 |

Nighttime

| | |
|------------------------------|------|
| Fifteen-minute programs..... | 2:30 |
| Thirty-minute programs..... | 3:00 |
| Sixty-minute programs..... | 6:00 |

Exceptions:

The above limitations do not apply to participation programs, announcement programs, "musical clocks," shoppers' guides and local programs falling within these general classifications.

Because of the varying economic and social conditions throughout the United States, members of the NAB shall have the right to present to the NAB for special ruling local situations which in the opinion of the member may justify exceptions to the above prescribed limitations.

Resolution

To clarify the phrase "Accepted Standards of Good Taste" and the canons of good practice set forth in the NAB Code, therefore be it resolved:

That member stations shall not accept for advertising:

1. Any spirituous or "hard" liquor.
2. Any remedy or other product the sale of which or the method of sale of which constitutes a violation of law.
3. Any fortune-telling, mind-reading, or character-reading, by handwriting, numerology, palm-reading, or astrology, or advertising related thereto.
4. Schools that offer questionable or untrue promises of employment as inducements for enrollment.
5. Matrimonial agencies.
6. Offers of "homework" except by firms of unquestioned responsibility.
7. Any "dopester," tip-sheet or race track publications.
8. All forms of speculative finance. Before member stations may accept any financial advertising, it shall be fully ascertained that such advertising and such advertised services comply with all pertinent federal, state and local laws.
9. Cures and products claiming to cure.
10. Advertising statements or claims member stations know to be false, deceptive or grossly exaggerated.
11. Continuity which describes, repellently, any functions or symptomatic results of disturbances, or relief granted such disturbances through use of any product.
12. Unfair attacks upon competitors, competing products, or upon other industries, professions or institutions.
13. Misleading statements of price or value, or misleading comparisons of price or value.

PRODUCTION

SPONSORED BASEBALL BROADCASTS '40: GENERAL MILLS AND CO-SPONSORS

Biggest of all baseball sponsors is General Mills, Inc. (for Wheaties), which in 1940 has contracts covering 97 stations. 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.

Herewith is the General Mills 1940 baseball schedule. The major portion of it was placed and supervised by Knox Reeves Advertising, Inc. In certain cities, however, the supervision was carried out by the Westco Advertising Agency; these cities are marked with an asterisk (*).

| City | Station | Team | Sponsor | Announcer |
|----------------------|----------------|---------------------------|--------------------------------------|--|
| Akron, Ohio | WJW | Yankees | { General Mills B. F. Goodrich | Bill Griffiths |
| Albany, N. Y. | { WABY WOKO | Senators | { General Mills Atlantic Refining | { Gren Rand Sherb Herrick |
| Amarillo, Tex. | KFDA | Gold Sox | General Mills | Hal "Sparky" Sparks |
| Atlanta, Ga. | WAGA | Crackers | { General Mills B. F. Goodrich | Joe Hill |
| Baltimore, Md. | WCBM | Orioles | { General Mills Atlantic Refining | Lee Davis |
| Beaumont, Tex. | KFDM | Exporters | General Mills | Len Finger |
| *Boise, Idaho | KIDO | Pilots | { General Mills Sperry Products | Roy Civile |
| Boston, Mass. | WAAB | { Red Sox Bees | { General Mills Atlantic Refining | { Jim Britt Tom Hussey |
| Providence | WEAN | { Red Sox Bees | { General Mills Atlantic Refining | { Jim Britt Tom Hussey |
| Pittsfield | WBRK | | | |
| Waterbury | WATR | | | |
| Greenfield | WHAI | | | |
| Fall River | WSAR | | | |
| Rutland | WSYB | | | |
| Hartford | WTHT | | | |
| Bangor | WLBZ | | | |
| Manchester | WFEA | | | |
| Laconia | WLNH | | | |
| Lewiston | WCOU | | | |
| Lowell-Lawrence | WLLH | | | |
| New Bedford | WNBH | | | |
| Augusta | WRDO | | | |
| New London | WNLC | | | |
| Portland (Sat. only) | WCSH | | | |
| Springfield | WSPR | | | |
| Buffalo, N. Y. | { WGR WKBW | Bisons | { General Mills Atlantic Refining | Ralph Hubbell |
| Cedar Rapids, Ia. | WMT | Raiders | General Mills | Bert Puckett |
| Charleston, W. Va. | WCHS | Senators | General Mills | George Gow |
| Charlotte, N. C. | WBT | { Washington Nationals | { General Mills B-C Remedy | Russ Hodges |
| Chattanooga, Tenn. | WAPO | Lookouts | { General Mills B. F. Goodrich | Tom Nobles |
| Chicago, Ill. | WBBM | { Cubs White Sox | General Mills | { Pat Flanagan John Harrington |
| Cincinnati, Ohio | { WSAI WCPO | Reds | { General Mills Socony-Vacuum | { Roger Baker-Dick Bray Harry Hartman |
| { Lexington, Ky. | { WLAP WCMJ | Reds | { General Mills Socony-Vacuum | { Roger Baker-Dick Bray Harry Hartman |
| *Ashland, Ky. | | | | |
| Cleveland, Ohio | WCLE | Indians | { General Mills Socony-Vacuum | { Jack Graney Pinky Hunter |
| Columbus, Ohio | WCOL | Red Birds | { General Mills Socony-Vacuum | Connie Desmond |
| Dallas, Tex. | WRR | Rebels | { General Mills Coca-Cola | { Charles B. Jordan Hal Smith |
| Dayton, Ohio | WHIO | Cincinnati Reds | General Mills | Roger Baker |

WHEATIES' 1940 BASEBALL—Continued

| City | Station | Team | Sponsor | Announcer |
|---|------------------------|--|--------------------------------------|-----------------------------------|
| *Denver, Colo. | KLZ | { Chicago Cubs..... St. Louis Cardinals | General Mills | Jack Fitzpatrick |
| Des Moines, Ia. | WHO | { Chicago White Sox Cleveland Indians | General Mills | Bill Brown |
| | | { Phila. Phillies Brooklyn Dodgers | | |
| Detroit, Mich. | WWJ | Tigers | { General Mills Socony-Vacuum | "Ty" Tyson |
| Detroit, Mich. | WXYZ | Tigers | { General Mills Socony-Vacuum | Harry Heilmann |
| { Bay City..... Grand Rapids..... Flint | { WBCM WOOD WFDF | } Tigers | { General Mills Socony-Vacuum | Harry Heilmann |
| { Kalamazoo | { WKZO | | | |
| { Lansing | { WJIM | | | |
| { Battle Creek..... | { WELI | | | |
| { Jackson | { WIBM | | | |
| Duluth, Minn. | KDAL | Dukes | { General Mills B. F. Goodrich | Dick Enroth |
| Fort Worth, Tex. | KFJZ | Cats | { General Mills Local sponsors | Zack Hurt |
| Grand Forks, N. D. | KFJM | Chiefs | { General Mills Cities Service | Elmer Hanson |
| Indianapolis, Ind. | WIRE | Indians | { General Mills Socony-Vacuum | Elwyn L. Prough |
| Iowa, S.D., Neb. Network | | | | |
| { *Des Moines, Ia..... | { KRNT | } St. Louis Cardinals and available American League Games | { General Mills Socony-Vacuum | Gene Shumate |
| { Yankton, S. D..... | { WNAX | | | |
| { Lincoln, Neb..... | { KFAB | | | |
| { Shenandoah, Ia..... | { KMA | | | |
| Kansas City, Kans. | KCKN | Blues | { General Mills Socony-Vacuum | Walt Lochman |
| Knoxville, Tenn. | WNOX | Smokies | { General Mills B. F. Goodrich | Lowell Blanchard |
| Lawrence, Kans. | WREN | Blues | { General Mills Socony-Vacuum | Walt Lochman |
| *Los Angeles, Calif. | KFAC | { Angels | } General Mills | Mike Frankovich |
| | | { Hollywood Stars | | |
| Louisville, Ky. | WAVE | Colonels | { General Mills B. F. Goodrich | Don Hill |
| Milwaukee, Wis. | WISN | Brewers | { General Mills Socony-Vacuum | Alan Hale |
| Minneapolis, Minn. | WMIN | Millers | { General Mills Socony-Vacuum | Halsey Hall |
| { St. Cloud..... | { KFAM | } Millers | { General Mills Socony-Vacuum | Halsey Hall |
| { Mankato | { KYSM | | | |
| { Rochester | { KROC | | | |
| New Orleans, La. | WDSU | Pelicans | { General Mills B. F. Goodrich | Carl Fritz |
| New York City | WOR | Dodgers | { General Mills | { Red Barber Al Helfer |
| | | | { Procter & Gamble | |
| | | | { General Mills | |
| Newark, N. J. | WNEW | Bears | { Atlantic Refining Royal Crown | Earl Harper |
| Norfolk, Va. | WTAR | Tars | { General Mills Coca-Cola | Blair Eubanks |
| *Oakland, Calif. | KROW | Oaks | { General Mills B. F. Goodrich | Dean Maddox |
| Oklahoma City, Okla. | KOCY | Indians | { General Mills "7"-Up | Ted Andrews |
| Philadelphia, Pa. | WCAU | Phillies | { General Mills Socony-Vacuum | Bill Dyer |
| Pittsburgh, Pa. | { KDKA..... | } Pirates | { General Mills Atlantic Refining | { A. K. Rowswell Jack Craddock |
| | { WWSW | | | |
| *Portland, Ore. | KEX | Beavers | { General Mills B. F. Goodrich | Rollie Truitt |
| Quincy, Ill. | WTAD | St. Louis Cards | General Mills | Bob Lee |
| St. Louis, Mo. | KMOX | { Cardinals | { General Mills Socony-Vacuum | { France Laux Bob Lyle |
| | | { Browns | | |
| St. Paul, Minn. | WTCN | Saints | { General Mills Socony-Vacuum | George Higgins |
| { St. Cloud..... | { KFAM | } Saints | { General Mills Socony-Vacuum | George Higgins |
| { Mankato | { KYSM | | | |
| { Rochester | { KROC | | | |
| *Salt Lake City, Utah. | KUTA | Bees | { General Mills B. F. Goodrich | Bill Sears |
| San Antonio, Tex. | KABC | Missions | { General Mills | Dave Young |
| | | | { B. F. Goodrich | |
| *San Francisco, Calif. | KGO | Seals | { General Mills | Ernie Smith |
| | | | { B. F. Goodrich | |
| *Seattle, Wash. | KJR | Rainiers | { General Mills B. F. Goodrich | Leo Lassen |

WHEATIES' 1940 BASEBALL—Continued

| City | Station | Team | Sponsor | Announcer |
|-------------------|------------------|-----------|--|----------------|
| *Spokane, Wash. | KGA | Indians | { General Mills } B. F. Goodrich | Louie Gillette |
| Springfield, Mo. | KGBX | Cardinals | General Mills | Tom Kelly |
| Syracuse, N. Y. | WSYR | Chiefs | { General Mills } Atlantic Refining | Nick Stemmler |
| *Tacoma, Wash. | KMO | Tigers | { General Mills } B. F. Goodrich | Jerry Geethan |
| Toledo, Ohio | WTOL | Mud Hens | { General Mills } Socony-Vacuum | Bob Ingham |
| Tulsa, Okla. | { KOME } KTUL | Oilers | { General Mills } B. F. Goodrich | Ken Linn |
| Washington, D. C. | WJSV | Nationals | { General Mills } Procter & Gamble | Arch McDonald |
| Waterloo, Ia. | WMT | Hawks | General Mills | Bert Puckett |
| Wichita, Kans. | KFH | Cardinals | { General Mills } Socony-Vacuum | Larry Stanley |

ATLANTIC REFINING CO.

Another sponsor active in the field of sponsored baseball during 1940 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 are enrolled in baseball schools, receiving instruction in the game. In 1939 some 162,425 boys were enrolled in these schools. The practice is therefore being continued in 1940, and three cities now have baseball schools, although Atlantic Refining has no daily broadcasts there—Bridgeport, Conn.; Worcester, Mass., and New Haven, Conn.

| 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 and Red Sox | WAAB | Jimmy Britt | No |
| Augusta, Me. | Bees and Red Sox | WRDO | Jimmy Britt | No |
| Bangor, Me. | Bees and Red Sox | WLBZ | Jimmy Britt | No |
| Fall River, Mass. | Bees and Red Sox | WSAR | Jimmy Britt | Yes |
| Greenfield, Mass. | Bees and Red Sox | WHAI | Jimmy Britt | No |
| †Hartford, Conn. | Bees and Red Sox | WTHT | Jimmy Britt | Yes |
| Laconia, N. H. | Bees and Red Sox | WLNH | Jimmy Britt | No |
| Lewiston, Me. | Bees and Red Sox | WCOU | Jimmy Britt | No |
| Lowell, Mass. | Bees and Red Sox | WLLH | Jimmy Britt | No |
| Manchester, N. H. | Bees and Red Sox | WFEA | Jimmy Britt | No |
| New Bedford, Mass. | Bees and Red Sox | WNBH | Jimmy Britt | Yes |
| New London, Conn. | Bees and Red Sox | WNLC | Jimmy Britt | No |
| Pittsfield, Mass. | Bees and Red Sox | WBRK | Jimmy Britt | No |
| Providence, R. I. | Bees and Red Sox | WEAN | Jimmy Britt | Yes |
| Rutland, Vt. | Bees and Red Sox | WSYB | Jimmy Britt | No |
| †Springfield, Mass. | Bees and Red Sox | WSPR | Jimmy Britt | Yes |
| Waterbury, Conn. | Bees and Red Sox | WATR | Jimmy Britt | Yes |

* In Albany, N. Y.; Baltimore, Md.; Buffalo, N. Y.; Newark, N. J.; Pittsburgh, Pa.; Syracuse, N. Y., and Boston, Mass. (including entire Colonial Network), these games are broadcast under a co-sponsorship arrangement with General Mills (plus Royal Crown in Newark only).

† 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 announcer is Jack Lloyd. The Springfield team is the "Nationals," whose play-by-play is announced by Ed Kennedy.

ATLANTIC'S 1940 BASEBALL—Continued

| City | Team | Station | Announcer | School |
|--------------------|------------------|------------------|-------------------------------------|------------|
| *Buffalo, N. Y. | Bisons | { WGR { WKBW | Ralph Hubbell | No |
| Charlotte, N. C. | Hornets | WSOC | Paul Norris | Yes |
| Elmira, N. Y. | Pioneers | { WESG { WENY | Bill Pope | Yes |
| Jacksonville, Fla. | Tars | WJAX | Jack Rathbun | Yes |
| *Newark, N. J. | Bears | WNEW | Earl Harper | No |
| Philadelphia, Pa. | A's and Phillies | WIP | Byrum Saam | Yes |
| Allentown, Pa. | A's and Phillies | WSAN | Byrum Saam | Yes |
| | A's and Phillies | WBAB | Byrum Saam | Yes |
| Bridgeton, N. J. | A's and Phillies | WSNJ | Byrum Saam | No |
| Easton, Pa. | A's and Phillies | WEST | Byrum Saam | Yes |
| Harrisburg, Pa. | A's and Phillies | WKBO | Byrum Saam | Yes |
| Hazleton, Pa. | A's and Phillies | WAZL | Byrum Saam | Yes |
| Lancaster, Pa. | A's and Phillies | WGAL | Byrum Saam | Yes |
| Reading, Pa. | A's and Phillies | WEEU | Byrum Saam | Yes |
| Wilmington, Del. | A's and Phillies | WILM | Byrum Saam | Yes |
| York, Pa. | A's and Phillies | WORK | Byrum Saam | Yes |
| *Pittsburgh, Pa. | Pirates | { KDKA { WWSW | { Rosey Rowswell { Jack Craddock | Yes Yes |
| Richmond, Va. | Colts | WRD | Hugh Carlyle | Yes |
| Rochester, N. Y. | Red Wings | WSAY | Jack Barry | Yes |
| Savannah, Ga. | Indians | WTOC | Windy Herrin | Yes |
| Scranton, Pa. | Red Sox | WGBI | Claude Haring | Yes |
| *Syracuse, N. Y. | Chiefs | WSYR | Nick Stemmler | Yes |
| Wilkes-Barre, Pa. | Barons | WBAX | Jack Starr | Yes |
| Williamsport, Pa. | Grays | WRAK | Sol Wolf | Yes |

NETWORK COMMERCIAL PROGRAM TYPES: SEASONS OF '38-'39 AND '39-'40

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

In the following pages (274-277) 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 Sealtest 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

(Continued on page 278)

NETWORK COMMERCIAL PROGRAMS EVENING*

JUNE 1, 1938 TO JUNE 1, 1939

| Type of Program | Number of Programs | Station Hours Per Week |
|--|--------------------|------------------------|
| 1. Variety | 63..... | 2143 |
| 2. Drama | 50..... | 933 |
| 3. Audience Participation.... | 27..... | 640 |
| 4. Straight Popular Music.... | 19..... | 494 |
| 5. Familiar Music..... | 9..... | 226 |
| 6. News Commentators..... | 10..... | 218 |
| 7. Semi-Classical Music..... | 4..... | 161 |
| 8. Comedy Teams..... | 4..... | 161 |
| 9. Talks-Instruction | 11..... | 127 |
| 10. Classical Music..... | 3..... | 110 |
| 11. Sports | 5..... | 108 |
| 12. Religion | 1..... | 50 |
| 13. Single Act..... | 1..... | 3 |
| <div style="text-align: right; margin-right: 50px;"> Children's Programs.....16..... 283 </div> | | |

*Revised Figures.

NETWORK COMMERCIAL PROGRAMS EVENING

JUNE 1, 1939 TO JUNE 1, 1940

| Type of Program | Number of Programs | Station Hours Per Week |
|--|--------------------|------------------------|
| 1. Variety | 48..... | 1823 |
| 2. Drama | 41..... | 1004 |
| 3. Audience Participation.... | 37..... | 876 |
| 4. Straight Popular Music.... | 24..... | 853 |
| 5. Familiar Music..... | 11..... | 404 |
| 6. News Commentators..... | 22..... | 401 |
| 7. Comedy Teams..... | 3..... | 146 |
| 8. Classical Music..... | 3..... | 130 |
| 9. Semi-Classical Music..... | 4..... | 89 |
| 10. Religion | 1..... | 76 |
| 11. Sports | 5..... | 60 |
| 12. Talks-Instruction | 6..... | 56 |
| <div style="text-align: right; margin-right: 50px;"> Children's Programs.....12..... 432 </div> | | |

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 |
| 2. Talks and Instruction | 23 | 326 |
| 3. Variety | 3 | 153 |
| 4. News Commentators | 7 | 76 |
| 5. Hymns | 3 | 68 |
| 6. Religion | 2 | 38 |
| 7. Single Act | 4 | 29 |
| 8. Audience Participation | 5 | 20 |
| 9. Brass, or Wind, Bands | 1 | 13 |
| 10. Novelty | 1 | 4 |
| 11. Familiar Music | 2 | 2 |
| 12. Popular Music | 1 | 1 |

*Revised Figures.

NETWORK COMMERCIAL PROGRAMS DAYTIME

JUNE 1, 1939 TO JUNE 1, 1940

| Type of Program | Number of Programs | Station Hours Per Week |
|--------------------------------|--------------------|------------------------|
| 1. Serials and Drama..... | 78..... | 3887 |
| 2. Talks and Instruction..... | 16..... | 259 |
| 3. News Commentators..... | 10..... | 208 |
| 4. Variety | 4..... | 95 |
| 5. Popular Music..... | 3..... | 78 |
| 6. Single Act..... | 6..... | 60 |
| 7. Religion | 2..... | 52 |
| 8. Hymns | 1..... | 19 |
| 9. Familiar Music..... | 2..... | 17 |
| 10. Audience Participation.... | 5..... | 16 |
| 11. Novelty | 2..... | 4 |

NETWORK PROGRAM TYPES—Continued

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 unique category—"single act"—has lately been added. 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, 1938 to June 1, 1939 have been slightly revised since they appeared in VARIETY RADIO DIRECTORY, Vol. III, pages 448-451. In the main, the revisions are of slight consequence in any, except a statistical, manner.

During the season from June 1, 1939 to June 1, 1940 three programs (all very small) could not be classified for lack of sufficient information concerning content or number of stations per hook-up.

COMMERCIAL NETWORK PROGRAMS: SEASON OF 1939-1940

All programs included in this listing were broadcast at some time between June 1, 1939, and June 1, 1940. 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. *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

Acme White Lead & Color Works

(See "Smilin' Ed McConnell")

Adam Hat Stores

(See "Madison Square Garden Boxing Bouts")

NETWORK COMMERCIALS—Continued

Adventures of Dr. Hunt

Sponsor: Albers Bros. Milling Co. (Friskies Dog Food).
Agency: Erwin, Wasey & Co., Inc.
Origination: KNX, Hollywood.
Air Time: Sunday, 2:30 to 2:45 p. m., PST.
Network: CBS (Pacific Coast); 9 stations.
Production: Erwin, Wasey & Co., Inc.
Script Writer: Clay Osborne.
Talent: Fred Shields (Dr. Stephen Hunt); Celeste Rush (Constance Hunt).
Agency Director: H. A. Stebbins.
Announcer: Arthur Gilmore.
Length of Run: Jan. 14, 1940 to April 21, 1940 (scheduled to return Sept. 29, 1940).

Adventures of Ellery Queen

Sponsor: Gulf Oil Corp.
Agency: Young & Rubicam, Inc.
Origination: WABC, New York.
Air Time: Sunday, 7:30 to 8 p. m.
Network: CBS; 66 stations.
Production: George Zachary (CBS).
Script Writers: Manfred Lee and Frederick B. Dannay.
Talent: Hugh Marlowe (Ellery Queen); Marian Shockley; Santos Ortega; Ted De Corsia; Lyn Murray and his Orchestra.
Agency Director: Hendrik Booraem.
Announcer: Bert Parks.
Conductor: Lyn Murray.
Length of Run: Started April 28, 1940.

Adventures of Sherlock Holmes

Sponsor: Grove Laboratories (Bromo Quinine).
Agency: Stack-Goble Advertising Agency.
Origination: Hollywood.
Air Time: Monday, 8 to 8:30 p. m. (repeat on Monday from 12 to 12:30 a. m.; Tuesday from 8:30 to 9 p. m.).
Network: NBC Blue; 39 stations.
Production: Harold Kemp.
Script Writer: Edith Meiser.
Talent: Basil Rathbone (Sherlock Holmes); Nigel Bruce (Dr. Watson); others.
Agency Director: Harold Kemp.
Announcer: John Conte.
Length of Run: Oct. 2, 1939 to March 11, 1940.

Against the Storm

Sponsor: Procter & Gamble (Ivory Soap & Flakes).
Agency: Compton Advertising, Inc.
Origination: New York.
Air Time: Monday through Friday, 11:30 to 11:45 a. m. (previous to Nov. 13, 1939, 5:15 to 5:30 p. m.).

Network: NBC Red; 58 stations; 27 CBC.
Production: Axel Gruenberg.
Script Writer: Sandra Michael.
Talent: Gertrude Warner (Christy Allen Cameron); Arnold Moss (Phillip Cameron); Chester Stratton (Mark Scott); Roger de Koven (Prof. Allen); May Davenport Seymour (Mrs. Allen); William Quinn (Guy Aldis); Phil Clarke (Dr. Reimer); Leslie Bingham (Penny); Charlotte Holland (Kathy Reimer); Edward Cogan (Torben); Michael Ingram (Manuel); Bob Shayne (Brook Lewis); Jane Erskine (Lucrecia Hale); Ruth Matteson (Nicole Scott); Dolores Gillen (Peter Alden Hale); Rex Ingram (Fulleton); Mulner Hungerford (Nanny); Walter Vaughn (Reid Wilson); Mary Hunter (Kip Tyler); Lawson Zerbe (Pascal Tyler); Alan Devitt (Mr. Cameron).
Agency Director: Hal James (supervisor).
Announcer: Ralph Edwards.
Conductor: William Meeder, organist.
Theme song: Ich Liebe Dich.
Length of Run: Started Oct. 16, 1939.

Air Conditioning Training Corp.

(See "Happy Jim Parsons")
(See "Smilin' Ed McConnell")

Albers Bros. Milling Co.

(See "Adventures of Dr. Hunt")
(See "Good Morning Tonite")
(See "No Greater Glory")

Aldrich Family, The

Sponsor: General Foods Corp. (Jell-O).
Agency: Young & Rubicam, Inc.
Origination: New York.
Air Time: Tuesday, 8 to 8:30 p. m. (after July 4, 1940, Thursday, 8:30 to 9 p. m.)
Network: NBC Blue; 63 stations.
Production: Robert Welch.
Script Writer: Clifford Goldsmith.
Talent: Ezra Stone (Henry Aldrich); Katherine Racht (Alice Aldrich); House Jamison (Sam Aldrich); Anne Lincoln (Mary Aldrich).
Agency Director: Robert Welch.
Announcer: Andre Baruch.
Conductor: Jack Miller.
Length of Run: Replaced the "Jello-O Program Starring Jack Benny" from July 2, 1939, to October 1, 1939, NBC Red, Sunday, 7 to 7:30 p. m. Started on NBC Blue, Tuesday schedule, Oct. 10, 1939.

Amanda of Honeymoon Hill

Sponsor: Charles H. Phillips Chemical Co. (Cal-Aspirin, Haley's M-O).

NETWORK COMMERCIALS—Continued

Agency: Blackett-Sample-Hummert, Inc.
Origination: New York.
Air Time: Monday through Friday, 3:15 to 3:30 p.m.
Network: NBC Blue; 45 stations.
General Supervisors of Script and Production: Frank and Anne Hummert.
Authors of Title and Original Story: Frank and Anne Hummert.
Script Writer: Helen Walpole.
Agency Script Editor: Lloyd Rosenmond.
Talent: Joy Hathaway (Amanda Dyke); Boyd Crawford (Edward Leighton); supporting cast.
Agency Director: Stephen Gross.
Announcer: Frank Gallop.
Conductor: Anne Leaf.
Length of Run: Started Feb. 5, 1940.

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; 60 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; Buckingham Choir.
Agency Director: Frank Hummert.
Announcer: Andre Baruch.
Conductor: Gus Haenschen.
Theme Song: Dream Serenade.
Length of Run: Started Oct. 11, 1931.

American Bird Products, Inc.

(See "American Radio Warblers")

American Cigarette & Cigar Co.

(See "Music by Malneck")

American Oil Co.

(See "Human Side of the News")

American Radio Warblers

Sponsor: American Bird Products, Inc.
Agency: Weston-Barnett, Inc.
Origination: Chicago.
Air Time: Sunday, 1:15 to 1:30 p.m. (repeat from 3:15 to 3:30 p.m.). (Before

November, 1939, 11:45 a.m. to 12 noon, with repeat from 3:15 to 3:30 p.m.).
Network: Mutual; 10 stations.
Talent: Trained singing canaries.
Length of Run: Latest series started Oct. 8, 1939. (Previous series ran from Oct. 16, 1938, to May 7, 1939).

American Tobacco Co.

(See "Ben Bernie and All the Lads")
(See "Kay Kyser's College of Musical Knowledge")
(See "Your Hit Parade")

Amos 'n' Andy

Sponsor: Campbell Soup Co. (Soups).
Agency: Ward Wheelock Co.
Origination: KNX, Hollywood.
Air Time: Monday through Friday, 7 to 7:15 p.m. (repeat from 11 to 11:15 p.m.).
Network: CBS; 59 stations.
Production: Mary Garvin (of the agency).
Script Writers: Freeman Gosden, Charles Correll.
Talent: Freeman Gosden (Amos); Charles Correll (Andy); Madaline Lee (Miss Blue).
Agency Director: Mary Garvin.
Announcer: Bill Hay.
Conductor: Gaylord Carter, organist.
Theme Song: The Perfect Song.
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")

Answer Auction

Sponsor: National Lead Co.
Agency: Erwin, Wasey & Co., Inc.
Origination: KNX, Hollywood.
Air Time: Thursday, 7:15 to 7:45 p.m., EST.
Network: CBS Pacific Network.
Talent: Data not available.
Length of Run: Started Feb. 10, 1940.

Answer Man, The

Sponsor: General Cigar Co. (Van Dyck Cigars).
Agency: Federal Advertising Agency, Inc.
Origination: New York.
Air Time: Wednesday and Sunday, 11 to 11:15 p.m.
Network: Mutual; 9 stations.
Script Writers: Albert Mitchell and Bruce Chapman.

NETWORK COMMERCIALS—Continued

Talent: Albert Mitchell, The Answer Man; Don Copeland.
Agency Director: John S. Davidson.
Announcer: Albert Mitchell.
Length of Run: Started March 13, 1940.

Jack Armstrong

Sponsor: General Mills, Inc. (Wheaties).
Agency: Knox Reeves Advertising, Inc.
Origination: Chicago.
Air Time: Monday through Friday, 5:30 to 5:45 p.m.
Network: NBC Red; 16 stations.
Production: Handled by the agency.
Script Writer: Talbot Mundy.
Talent: Charles Flynn (Jack Armstrong); John Gannon (Billy Fairfield); Sarajane Wells (Betty Fairfield); James Goss (Uncle Jim); Robert Barron (Blackbeard); Kenneth Christie (Sullivan Lodge).
Agency Director: Russell Neff.
Announcer: Franklyn MacCormack.
Length of Run: Program ran from July 31, 1933, to April 28, 1939. Latest series started Sept. 25, 1939.

Associated Football

Sponsor: Tidewater Associated Oil Co.
Agency: Lord & Thomas.
Origination: Various points.
Air Time: Saturday, 2 to 4:45 p.m.
Network: CBS, NBC Pacific Coast Red and Blue, and Mutual-Don Lee Networks; varying number of stations.
Length of Run: Sept. 17, 1939, to Jan. 1, 1940.

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; 67 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.

Avalon Time

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

Agency: Russel M. Seeds Co.
Origination: Chicago.
Air Time: Wednesday, 8:30 to 9 p.m. (repeat from 11:30 to 12 midnight). (Before Sept. 27, 1939, Saturday, 8:30 to 9 p.m. with repeat from 12 to 12:30 a.m.).
Network: NBC Red; 71 stations.
Production: Tom Wallace.
Script Writers: Fred Kress, Pearson and White.
Talent: Don McNeill, m.c.; Del King; Cliff Arquett (Red Skelton from Jan. 1939 to Jan. 1940); Edna Stillwell (off after Dec. 27, 1939); Dick Todd; Kitty O'Neil (off after Nov. 19, 1938); Avalon Chorus; Bud Van Dover (as Hercules); Robert Strong and his Orchestra.
Agency Director: Tom Wallace.
Announcer: Del King.
Conductor: Robert Strong.
Length of Run: Oct. 1, 1938 to May 1, 1940.

Axton-Fisher Tobacco Co., Inc.

(See "Bob Garred Reporting")
(See "Captain Herne")

B

B. T. Babbitt, Inc.

(See "David Harum")

Bachelor's Children

Sponsor: Cudahy Packing Co. (Old Dutch Cleanser).
Agency: Roche, Williams & Cunyningham, Inc.
Origination: Chicago.
Air Time and Network: Monday through Friday, 9:45 to 10 a.m. (CBS; 18 stations), and Monday through Friday, 1:45 to 2 p.m. (with repeats from 11:15 to 11:30 a.m. and 12:15 to 12:30 p.m.) (Mutual, since April 1, 1940; 33 stations).
Production: Russ Young.
Script Writer: Bess Flynn.
Talent: Arthur Kohl (Dr. Robert Graham); Olan E. Soule (Sam Ryder); Marjorie Hannan (Ruth Ann Dexter Graham); Patricia Dunlap (Janet Dexter Ryder); Charles Flynn (Michael Kent); Marie Nelson (Ellen Collins).
Agency Directors: J. P. Roche and Lloyd Maxwell.
Announcer: Russ Young.
Conductor: Milton Charles, organist.
Length of Run: Started Sept. 28, 1936 on CBS; and April 1, 1940 on Mutual. Program had previously been heard over Mutual from Sept. 9, 1935 to Sept. 23, 1938.

NETWORK COMMERCIALS—Continued

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.

Network: NBC Red; 37 stations.

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

Script Writer: E. R. McGill.

Talent: Vivian Fridell (Mary Noble); Ken Griffin (Larry Noble); Norman Gottschalk (Sago); Leo Curley (Uncle Ed); Marvin Mueller (Fritz Sterner); Gail Henshaw (Alice Duffy); Paul Luther (Ward Elman).

Agency Director: Blair Walliser.

Announcer: Bob Brown.

Conductor: Alice Patton (theme).

Theme Song: Stay As Sweet As You Are.

Length of Run: Started March 30, 1936 (program had previously been presented via Mutual in 1935).

Bank of America National Trust & Savings Association

(See "Passing Parade")

Bathasweet Corp.

(See "Bob Garred Reporting")

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; 54 stations.

Production: Harold Kemp.

Script Writers: Welbourn Kelley, Ruth Hopkins.

Talent: Julia Sanderson; Frank Crumit; Ben Grauer, referee; contestants.

Agency Director: R. A. Porter.

Announcers: Ben Grauer, Jack Costello.

Conductor: Jack Shilkret.

Theme Song: Molle, Molle (original lyrics and music by Frank Crumit).

Music Arranger: Jack Shilkret.

Length of Run: Started Sept. 20, 1938.

Bayer Co., Inc.

(See "American Album of Familiar Music")

(See "Second Husband")

(See "Young Widder Brown")

Bayuk Cigars, Inc.

(See "Inside of Sports")

Beat the Band

Sponsor: General Mills, Inc. (Corn Kix).

Agency: Blackett-Sample-Hummert, Inc.

Origination: Chicago.

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

Network: NBC Red; 29 stations.

Production: Bucky Harris.

Script Writer: Hobart Donovan.

Talent: Garry (Morfit) Moore, m.c.; Ted Weems and his Orchestra; Marvel Maxwell, singer.

Agency Director: David Owen.

Announcer: Fort Pearson.

Conductor: Ted Weems.

Theme Song: Out of the Night.

Music Arrangers: Harry Budka, Irwin Kostal, Joe Hooven.

Length of Run: Started Jan. 28, 1940.

Beatrice Creameries

(See "Keep Fit to Music")

Beauty Explorer, The

Sponsor: Colonial Dames, Inc. (Cosmetics).

Agency: Glasser Advertising.

Origination: KNX, Hollywood.

Air Time: Friday, 8:55 to 9 p.m.

Network: CBS; 6 stations. (Also one NBC station).

Script Writer: G. F. Glasser.

Talent: Dick Joy, make-up reporter.

Agency Director: G. F. Glasser.

Announcer: Dick Joy.

Length of Run: Started April 19, 1940.

Beauty Secrets

Sponsor: Sofenz Sales Corp. (Sofenz Face Cream).

Agency: Richard F. Connor.

Origination: Hollywood.

Air Time: Tuesday, 11:30 to 11:45 a.m., PST.

Network: CBS; 11 stations.

Production: Richard F. Connor.

Script Writers: Alice Holsclaw, Richard F. Connor.

Talent: Howard Grove (Doc Grove); Lucile Connor.

Announcers: Dick Joy, Maurie Webster.

Conductor: Harvey Harding.

Theme Song: Beautiful Lady.

Length of Run: May 23, 1939, to Aug. 15, 1939. (From Aug. 1 to Aug. 15 program was known as "Hollywood High-lights with Sam Hayes").

NETWORK COMMERCIALS—Continued

Bob Becker's Chats About Dogs

Sponsor: John Morrell & Co. (Red Heart Dog Food).
Agency: Henri, Hurst & McDonald, Inc.
Origination: Chicago.
Air Time: Sunday, 5:15 to 5:30 p.m. (before November, 1939, 3:45 to 4 p.m.).
Network: NBC Red; 50 stations.
Production: Blair Walliser.
Script Writers: Marguerite Lyon, Blair Walliser, Bob Becker.
Talent: Bob Becker; David Dole (Red Heart, the Talking Dog).
Agency Director: Frank W. Ferrin.
Announcer: Ed Prentiss.
Conductor: Irma Glen.
Length of Run: Original contract started Jan. 9, 1936. Latest series started Oct. 1, 1939.

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; 89 stations.
Script Writer: Robert L. Ripley.
Talent: Robert L. Ripley; B. A. Rolfe and his Orchestra; Linda Lee; Men About Town (Harold [Scrappy] Lambert, Jack Parker, Phil Duey).
Agency Directors: Ken Webb, Dave White.
Announcers: Clayton Collyer, Ted Jewett.
Conductor: B. A. Rolfe.
Theme Song: March Moderne.
Length of Run: Last series ran from Feb. 16, 1940, to May 24, 1940. (Previous series ran from March 31, 1939, to Sept. 29, 1939).

Bell & Co.

(See "Cowboy Songs—Red River Dave")

Bell Telephone System

(See "The Telephone Hour")

Jack Berch and His Boys

Sponsor: Manhattan Soap Co. (Sweetheart Soap).
Agency: Franklin Bruck Advertising Corp.
Origination: New York.
Air Time: Monday, Wednesday, Friday, 11:30 to 11:45 a.m. (before November, 1939, 10:30 to 10:45 a.m.).
Network: NBC Blue; 9 stations.
Script Writer: Howard Blake.
Talent: Jack Berch and his Boys.
Agency Director: M. J. Kleinfeld.
Announcer: Edward Herlihy.

Conductor: Sam Praeger.
Theme Song: I'm a Whistling.
Length of Run: Jan. 11, 1939, to May 31, 1940. (Known as "Jack Berch—The Sweetheart Serenader" before May, 1939).

Ben Bernie and All the Lads

Sponsor: American Tobacco Co. (Half & Half Smoking Tobacco).
Agency: Young & Rubicam, Inc.
Origination: New York.
Air Time: Wednesday, 8:30 to 9 p.m. (repeat from 12 to 12:30 a.m.). (Before April 10, 1940, Sunday, 5:30 to 6 p.m. with repeat from 12 to 12:30 a.m.).
Network: CBS; 53 stations.
Production: William Rousseau.
Script Writers: Alan Lipscomb, Parke Levy.
Talent: Ben Bernie and All the Lads; Lew Lehr; Manny Prager; Bailey Sisters (Sue & Jane); Dinah Shore (Mary Small, before March 1940).
Agency Director: William Rousseau.
Announcer: Harry Von Zell.
Conductor: Ben Bernie.
Theme Song: It's a Lonesome Old Town.
Length of Run: Latest series started Oct. 8, 1939. (Previous series ran from Oct. 2, 1938, to June 25, 1939).

Betty and Bob

Sponsor: General Mills, Inc. (Bisquick).
Agency: Blackett-Sample-Hummert, Inc.
Origination: New York (before July 31, 1939, 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: Arlene Francis (Betty Drake) (Alice Hill, before July 31, 1939); Onslow Stevens (Bob Drake) (Van Heflin, before Jan. 1940; Les Tremayne before July 31, 1939); 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: Oct. 10, 1932, to March 15, 1940.

Big Sister

Sponsor: Lever Bros. 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 COMMERCIALS—Continued

Network: CBS; 72 stations, plus 26 CBC stations.

Production: Handled by the agency.

Script Writers: Knowles Entrikin, Marjorie Bartlett. (Originally Lillian Lauferty).

Talent: Alice Frost (Ruth Evans Brewster); Martin Gabel (Dr. John Wayne); Junior O'Day (Ned Evans); Haila Stoddard (Sue Evans Miller); Bill Johnstone (various roles); Agnes Moorehead (various roles); Teddy Bergman (Asa Griffin); Alfred Swenson (Cornelius Porter); Ruth Chatterton (as Ruth Chatterton) summer of 1939; Diana Barrymore (Mona Sheldon), since Jan. 15, 1940; Zasu Pitts (Aunt Mamie), since Feb. 12, 1940.

Agency Director: Willson Tuttle.

Announcer: Fred Uttal.

Length of Run: Started Sept. 14, 1936.

Big Town

Sponsor: Lever Bros. Co. (Rinso).

Agency: Ruthrauff & Ryan, Inc.

Origination: Hollywood.

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

Network: CBS; 67 stations.

Production: William Robson.

Script Writers: Free lance writers.

Talent: Edward G. Robinson (Steve Wilson); Ona Munson (Lorelei Kilbourne); dramatic cast; Leith Stevens' Orchestra.

Agency Director: William Robson.

Announcer: John Conte.

Conductor: Leith Stevens.

Music Arranger: Leith Stevens.

Length of Run: Original contract started Oct. 19, 1937. (Off for the summer of 1939 from July 4 to Sept. 19). Latest series ran from Sept. 19, 1939, to June 11, 1940.

Billy & Betty

Sponsor: General Mills, Inc. (Corn Kix).

Agency: Blackett-Sample-Hummert, Inc.

Origination: New York.

Air Time: Monday through Friday, 5:15 to 5:30 p.m. (repeat from 6 to 6:15 p.m.).

Network: CBS; 14 stations. (NBC Red to July 28, 1939).

Script Writer: Frances Ellis.

Talent: James McCallion (Billy); Audrey Egan (Betty); Jackie Grimes (Oliver); Charles Cantor; Paul Stewart; Selena Royle; Charles Dingle; Van Heflin.

Length of Run: Oct. 23, 1939, to April 19, 1940. (Previous series, on NBC Red, ran from May 1, 1939, to July 23, 1939).

BiSoDol

(See "Just Plain Bill")

Blondie

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

Agency: William Esty & Co., Inc.

Origination: KNX, Hollywood.

Air Time: Monday, 7:30 to 8 p.m. (repeat from 10:30 to 11 p.m.).

Network: CBS; 98 stations.

Production: Handled by the agency.

Script Writer: Ashmead Scott.

Talent: Penny Singleton (Blondie); Arthur Lake (Dagwood); Bill Artzt and his Orchestra; Hanley Stafford (Mr. Dithers).

Agency Director: Bill Moore (before March 1940, Joe Donohue).

Announcer: Bill Goodwin.

Conductor: Bill Artzt.

Length of Run: Started July 3, 1939. (Replaced "Cantor's Camel Caravan").

Major Bowes' Amateur Hour

Sponsor: Chrysler Corp. (Chrysler, De Soto, Dodge, Plymouth).

Agency: Ruthrauff & Ryan, Inc.

Origination: New York.

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

Network: CBS; 82 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 "News and Rhythm")

A. S. Boyle Co.

(See "John's Other Wife")

Breezing Along

Sponsor: Phillip Morris & Co., Ltd.

Agency: Biow Co.

Origination: New York.

Air Time: Wednesday, 8 to 8:30 p.m. (repeat from 11 to 11:30 p.m.).

Network: NBC Blue; 43 stations. (Mutual, prior to Nov. 8, 1939).

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

Talent: Johnny Green and his Orchestra; Beverly and the Swing Fourteen (since Feb. 13, 1940); Jack Smith, tenor; dramatic cast.

Agency Director: Walter A. Tibbals.

Announcer: Charles O'Connor.

NETWORK COMMERCIALS—Continued

Conductor: Johnny Green.
Length of Run: Nov. 8, 1939 to May 1, 1940.
(Previously from May 19, 1939 to Oct. 30, 1939, on Mutual).

Breezing Along

(See "Jingo")

Bristol-Myers Co.

(See "Mr. District Attorney")

(See "Town Hall Tonight")

(See "Vitalis Program Featuring George Jessel")

(See "What's My Name")

Brown & Williamson Tobacco Co.

(See "Avalon Time")

(See "Tommy Dorsey's Orchestra")

(See "Home Town, Unincorporated")

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

(See "Plantation Party")

(See "Paul Sullivan Reviews the News")

(See "Uncle Walter's Dog House")

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).
(Previous to April 6, 1939, Saturday, 7:30 to 8 p.m. with repeat from 11 to 11:30 p.m.).

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: October 8, 1938, to Sept. 28, 1939.

Burns & Allen

Sponsor: Lehn & Fink Products Corp. (Hinds Honey and Almond Cream).

Agency: William Esty & Co., Inc.

Origination: Hollywood.

Air Time: Wednesday, 7:30 to 8 p.m. (repeat from 10:30 to 11 p.m.).

Network: CBS; 52 stations.

Production: Handled by the agency.

Script Writers: George Burns, William Burns, others.

Talent: George Burns; Gracie Allen; Frank Parker; Ray Noble's Orchestra; Mary Kelley (Bubbles).

Agency Director: Bill Moore (before March, 1940, Joe C. Donohue).

Announcer: Truman Bradley.

Conductor: Ray Noble.

Theme Song: Original by Ray Noble.

Length of Run: Started Oct. 4, 1939.

By Kathleen Norris

Sponsor: General Mills, Inc. (Wheat-hearts).

Agency: Knox Reeves Advertising, Inc.

Origination: New York.

Air Time: Monday through Friday, 5 to 5:15 p.m.

Network: CBS; 30 stations.

Production: Phillips H. Lord, Inc.

Script Writers: Phillips H. Lord, Inc.

Talent: Arline Blackburn; Santos Ortega; Mildred Baker; Lawson Zerbe.

Agency Director: Lloyd Griffin.

Announcer: Dwight Weist.

Conductor: Elsie Thompson, organist.

Length of Run: Started Oct. 9, 1939.

C

California Fruit Growers Exchange

(See "Hedda Hopper's Hollywood")

(See "Fletcher Wiley")

Calling All Cars

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

Agency: Hixson-O'Donnell, Inc.

Origination: Hollywood.

Air Time: Saturday, 6 to 6:30 p.m., PST.
(Before January, 1940, Tuesday, 7 to 7:30 p.m., PST).

Network: CBS; 3 stations.

Production: Mel Williamson.

Script Writer: Mel Williamson.

Talent: Varies.

Agency Director: Robert M. Hixson.

Announcer: Frederick Lindsley.

Conductor: Wilbur Hatch.

Length of Run: Nov. 29, 1933, to Feb. 10, 1940.

Camel Caravan with Bob Crosby's Orchestra

Sponsor: R. J. Reynolds Tobacco Co. (Camel Cigarettes).

NETWORK COMMERCIALS—Continued

Agency: William Esty & Co., Inc.
Origination: Various points depending upon tour of the band.
Air Time: Saturday, 10 to 10:30 p.m.
Network: NBC Red; 94 stations.
Production: Handled by the agency.
Script Writers: Helen Phillips, Bernard Dougall.
Talent: Bob Crosby and his Orchestra; Mildred Bailey.
Agency Director: Ken Fickett.
Announcer: Harry Holcombe.
Conductor: Bob Crosby.
Theme Song: Summertime (Porgy and Bess).
Length of Run: Started Jan. 6, 1940 (replaced Benny Goodman's "Camel Caravan").

Campana Sales Co.

(See "First Nighter")
(See "Grand Hotel")

Campbell Playhouse

Sponsor: Campbell Soup Co.
Agency: Ward Wheelock Co.
Origination: Hollywood and New York.
Air Time: Sunday, 8 to 8:55 p.m. (repeat from 10 to 11 p.m.).
Network: CBS, 70 stations, plus 14 CBC stations.
Production: Diana Bourbon (direction handled by Orson Welles).
Script Writers: Orson Welles, John Houseman, Howard Teichman, Roger Denny, Herbert Drake.
Talent: Orson Welles; George Coulouris; Ray Collins; Edgar Barrier; Agnes Moorehead; Everett Sloane; Helen Hayes (appeared in several of the plays); guest stars.
Agency Director: Diana Bourbon.
Announcer: Ernest Chappell.
Conductor: Bernard Herrmann.
Theme Song: Tchaikowsky's Piano Concerto in B.
Music Arranger: Bernard Herrmann.
Length of Run: Dec. 9, 1938 to March 31, 1940. (Off for the summer of 1939 from June 2 to Sept. 10).

Campbell Soup Co.

(See "Amos 'n' Andy")
(See "Campbell Playhouse")
(See "Campbell's Short, Short Story")
(See "Brenda Curtis")
(See "Life Begins")
(See "Meet the Dixons")
(See "Lanny Ross")
(See "Fletcher Wiley")

Campbell's Short, Short Story

Sponsor: Campbell Soup Co. (Tomato Juice).
Agency: Ward Wheelock Co.
Origination: New York.
Air Time: Monday, Wednesday, Friday, 11 to 11:15 a.m.
Network: CBS; 58 stations.
Production: Diana Bourbon.
Script Writer: Wyllis Cooper.
Talent: Cast varies.
Agency Director: Paul Stewart (Diana Bourbon, before Feb. 5, 1940).
Announcer: George Putnam.
Conductor: Ted Steele.
Theme Song: Blue Moon.
Music Arranger: Ted Steele.
Length of Run: Started Jan. 22, 1940.

Canada Dry Ginger Ale Co., Inc.

(See "Information Please")

Cardinet Candy Co., Inc.

(See "Night Editor")

Carnation Co.

(See "Carnation Contented Hour")
(See "Arthur Godfrey")

Carnation Contented Hour

(International Nights Series)

Sponsor: The Carnation Co. (Carnation Milk).
Agency: Erwin, Wasey & Co., Inc.
Origination: Chicago.
Air Time: Monday, 10 to 10:30 p.m.
Network: NBC Red; 92 stations (including CBC).
Production: Handled by the agency.
Script Writer: Charles Lewis.
Talent: Orchestra with guest conductors (Josef Pasternack from Aug. 1939 to the time of his death in April 1940); Continental Quartet (Rheinhold Schmidt, Herman Larsen, Robert Kessler, Earle Tanner, Bob Childe, accompanist and arranger); Opal Craven (Lullaby Lady); and Carnation Chorus consisting of four additional male voices.
Agency Director: Holland Engle.
Announcers: Vincent Pelletier, Bret Morrison.
Conductor: Guest conductors (Josef Pasternack from Aug. 1939 to April 1940).
Theme Song: Wait Till the Cows Come Home—Contented.
Length of Run: Original contract started Jan. 4, 1932.

NETWORK COMMERCIALS—Continued

Caroline's Golden Store

Sponsor: General Mills, Inc. (Gold Medal Flour).

Agency: Blackett-Sample-Hummert, Inc.

Origination: WBBM, Chicago.

Air Time: Monday through Friday, 5:15 to 5:30 p.m.

Network: CBS; 11 stations.

Production: Fran Heysler.

Script Writer: Caroline Ellis.

Talent: Caroline Ellis; Joan Kay (Mary Ellen); Jack Brinkley (Sam); Ginger Jones (Ione Duncan); Frank Behrens (Ted); Barbara Winthrop (Mrs. Lang); Guila Adams (Mrs. Crowley); Cliff Carl (Uncle Jim); Harriette Widmer (Magnolia); John Walsh (Mr. Thorpe); John Larkin (Dr. Sargent); Mary Patton (Jane); Dickie Turner (Bill Brown); Mondaine Halley (Clara Sanders).

Agency Director: David Owen.

Announcer: Paul Luther.

Theme Song: Song of Songs.

Length of Run: Started Oct. 9, 1939 on CBS. (Program ran from June 5, 1939 to Sept. 1, 1939 on NBC Red, 13 stations. Heard Monday through Friday, 1:30 to 1:45 p.m.).

Carters of Elm Street

Sponsor: Wander Co. (Ovaltine).

Agency: Blackett-Sample-Hummert, Inc.

Origination: Chicago.

Air Time: Monday through Friday, 12:45 to 1 p.m.

Network: Mutual; 84 stations.

Production: Alan Wallace.

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); Leslie Woods (Virginia).

Agency Directors: Robert Wilson, Berta Hendricks.

Announcer: Pierre Andre.

Theme Song: My Heart at Thy Sweet Voice.

Length of Run: Started on Mutual, Jan. 22, 1940. (Heard on NBC Red, from Oct. 17, 1938 to Jan. 19, 1940. Off for summer of 1939 from June 23 to Sept. 25).

Catalina Fun Quiz

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, George Taylor.

Talent: Gary Breckner, interviewer.

Agency Director: Nelson Shawn.

Announcer: Maurie Webster.

Length of Run: May 22, 1939 to July 31, 1939. (Previous series ran from May 23, 1938 to July 29, 1938; continued as a local KNX, Hollywood, program from Aug. 1 to Sept. 10, 1938).

Cavalcade of America

Sponsor: E. I. du Pont de Nemours & Co. Agency: Batten, Barton, Durstine & Osborn, Inc.

Origination: New York.

Air Time: Tuesday, 9 to 9:30 p.m.

Network: NBC Blue and Pacific Coast Red; 94 stations.

Production: Homer Fickett (of the agency).

Script Writers: Joe Wilward, Homer Fickett, Kenneth Webb, John Driscoll, and others.

Talent: Thomas Chalmers, narrator; Don Voorhees' Orchestra; dramatic cast.

Agency Director: Homer Fickett.

Announcer: Ted Jewett.

Conductor: Don Voorhees.

Theme Song: Cavalcade Theme March.

Length of Run: Latest series started Jan. 2, 1940. (Previously heard over CBS, 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.

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 McCormick (Bob Shallenberger); Van Heflin (Mayor Bateman).

Agency Director: Henry Selinger.

Announcer: Geoffrey Bryant.

Length of Run: Nov. 21, 1938 to June 30, 1939. (Replaced by "The Man I Married").

NETWORK COMMERCIALS—Continued

Chamberlain Laboratories, Inc.

(See "Lovely Lady Program")

(See "Anson Weeks and His Orchestra")

Chase & Sanborn Program

Sponsor: Standard Brands, Inc. (Chase & Sanborn Coffee).

Agency: J. Walter Thompson Co.

Origination: Hollywood.

Air Time: Sunday, 8 to 8:30 p.m. (Before Jan. 7, 1940, 8 to 9 p.m.).

Network: NBC Red; 69 stations and CBC.

Production: Handled by the agency.

Scripts: Handled by the agency.

Talent: Edgar Bergen and Charlie McCarthy; Robert Armbruster's Orchestra; Donald Dickson (joined program as a regular member of the cast, Nov. 19, 1939); Barbara Jo Allen (Vera Vague); Don Ameche (off after Dec. 31, 1939) (Rudy Vallee acted as m.c. in the absence of Don Ameche from Nov. 12 to Dec. 10, 1939); Nelson Eddy (off after Nov. 12, 1939); Dorothy Lamour (until Dec. 31, 1939); guest stars.

Agency Director: Maurice Holland.

Announcer: Ben Alexander.

Conductor: Robert Armbruster.

Theme Song: The Big Show.

Length of Run: Original contract started Sept. 8, 1929; above program ran from May 9, 1937 to June 30, 1940.

Cherubs of Melody

(See "The Moylan Sisters")

Chesebrough Mfg. Co.

(See "Dr. Christian")

Chesterfield Presents Fred Waring in Pleasure Time

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

Agency: Newell-Emmett Co., Inc.

Origination: New York.

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

Network: NBC Red; 85 stations.

Production: Fred Waring.

Talent: Fred Waring and his Pennsylvanians; Donna Dae; Stuart Churchill; Poley McClintock; Gordon Goodman; Jimmy Atkins; Patsy Garrett; Two Bees and a Honey (Hal Kanner, Murray Kane, Lilyan Perron); Paul Douglas; Four Squires, since April, 1940 (Glenn Moore, trumpet; Jack Smith, guitar; Russ Black, piano; Lumpy Brannum, bass fiddle).

Agency Director: Donald Langan.

Announcer: Paul Douglas.

Conductor: Fred Waring.

Theme Song: While a Cigarette was Burning; and Sleep.

Length of Run: Started June 19, 1939.

Chesterfield Program

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

Agency: Newell-Emmett Co., Inc.

Origination: New York and elsewhere (depending on Whiteman's engagements).

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

Network: CBS; 97 stations.

Production: Phil Cohan (for the sponsor); Douglas Coulter (of CBS).

Script Writers: Al Lewis, Hank Garson, Phil Cohan.

Talent: Paul Whiteman and his Orchestra; Joan Edwards; The Modernaires (Ralph Brewster, Hal Dickinson, Bill Conway, Chuck Goldstein); Clark Dennis (after Jan. 4, 1939); guests.

Agency Director: Don Langan.

Announcers: Paul Douglas (after May 2, 1939; previously Fred Uttal, Carlton Kadell).

Conductor: Paul Whiteman.

Length of Run: Dec. 31, 1937, to Dec. 20, 1939. (Replaced by "Glenn Miller and Orchestra").

Chocolate Products Co.

(See "Stillicious Kids Quizaroo")

Chrysler Corp.

(See "Major Bowes' Amateur Hour")

The Circle

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: 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 after Feb. 19, 1939); Harpo and Chico Marx; Lawrence Tibbett; The Foursome Quartet (Del Porter, Marshall Smith, Dwight Snider, Ray Johnson); Robert Emmett Dolan's Orchestra; guests.

Announcer: Jack Frazer.

NETWORK COMMERCIALS—Continued

Conductor: Robert Emmett Dolan.
Length of Run: Jan. 15 to July 9, 1939.

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 Writers: Frank Wilson, Gordon Auchincloss.

Talent: Lucille Manners; Ross Graham; Cities Service Singers; Dr. Frank Black and his Orchestra.

Agency Director: Norman Morrell.

Announcer: Ford Bond.

Conductor: Dr. Frank Black.

Theme Song: Cities Service—March.

Music Arranger: Dr. Frank Black.

Length of Run: Started Feb. 18, 1927.

Colgate Ask-It-Basket

Sponsor: Colgate-Palmolive-Peet Co. (Colgate Dental Cream).

Agency: Benton & Bowles, Inc.

Origination: New York.

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

Network: CBS; 62 stations.

Production: Theodore Barash, Addison Smith.

Talent: Jim McWilliams, m.c.; contestants.

Agency Director: Addison Smith.

Announcer: Del Sharbutt.

Conductor: Milton Rettenberg, pianist.

Length of Run: Started Oct. 5, 1938. (Off from June 28 to Aug. 17, 1939.)

Colgate-Palmolive-Peet Co.

(See "Colgate-Ask-It-Basket")

(See "Gang Busters")

(See "Highlights from the Sports News of the Day")

(See "Hilltop House")

(See "Wayne King's Orchestra")

(See "Myrt and Marge")

(See "Ellen Randolph")

(See "Stepmother")

(See "Strange As It Seems")

(See "Woman of Courage")

Colonial Dames, Inc.

(See "The Beauty Explorer")

(See "Return to Romance")

Columbia Recording Corp.

(See "Young Man With a Band")

Commercial Credit Co.

(See "Bob Trout")

Confidentially Yours

Sponsor: Richfield Oil Corp.

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

Origination: New York.

Air Time: Quarter-hour evening program; Tuesday, Wednesday and Thursday.

Network: Mutual; 28 stations.

Talent: Arthur Hale, news commentator.

Length of Run: Started Jan. 6, 1940.

Confidentially Yours

Sponsor: Sherwood Bros.

Agency: Van Sant, Dugdale & Co., Inc.

Origination: New York.

Air Time: Tuesday, Thursday, Saturday, 7:30 to 7:45 p.m. (before April 2, 1940, Saturday only, from 6:30 to 6:45 p.m. and 7:30 to 7:45 p.m.).

Network: Mutual; 3 stations.

Talent: Arthur Hale, commentator.

Length of Run: Jan. 6 to June 29, 1940.

Congress Cigar Co.

(See "Ed Thorgersen—Sports")

Continental Baking Co.

(See "Pretty Kitty Kelly")

(See "Sky Blazers")

Corn Products Refining Co.

(See "Society Girl")

Court of Missing Heirs

Sponsor: Sterling Products, Inc. (Ironized Yeast).

Agency: Ruthrauff & Ryan, Inc.

Origination: New York.

Air Time: Tuesday, 8:30 to 8:55 p.m.

Network: CBS; 68 stations.

Script Writer: Pete Lyon.

Talent: Barbara Weeks; John Brown; Carl Frank; Kenneth Delmar; Wallace Warner; Judge John Boles.

Agency Director: Everard Meade.

Announcer: Gene Leonard.

Length of Run: Started Dec. 19, 1939.

Cowboy Songs—Red River Dave

Sponsor: Bell & Co.

Agency: Anderson, Davis & Platte.

NETWORK COMMERCIALS—Continued

Origination: New York.
Air Time: Quarter-hour daytime program; Monday through Saturday at various times.
Network: Mutual; 7 stations.
Talent: Red River Dave (Dave McEnergy).
Agency Director: H. L. Ives.
Announcer: Ray Winters.
Length of Run: Started June 5, 1939.

Betty Crocker

Sponsor: General Mills, Inc. (Gold Medal Kitchen-Tested Flour, Softasilk Cake Flour, Bisquick).
Agency: Blackett-Sample-Hummert, Inc.
Origination: Chicago.
Air Time: Wednesday and Friday, 2:45 to 3 p.m.
Network: NBC Red and Blue; 25 stations.
Production: Handled by NBC.
Script Writer: Betty Crocker.
Talent: Betty Crocker.
Agency Director: David Owen.
Announcer: Pierre Andre.
Theme Song: Wedding March (Lohengrin).
Length of Run: Started on NBC, May 30, 1938. (This program was heard on CBS from June 1, 1936, through May 27, 1938).

Bob Crosby's Orchestra

Sponsor: R. J. Reynolds Tobacco Co.
Agency: William Esty & Co., Inc.
Origination: Various points, depending on Crosby tour.
Air Time: Tuesday, 9:30 to 10 p.m.
Network: CBS; 96 stations.
Production: Handled by the agency.
Talent: Bob Crosby and his Orchestra; Johnny Mercer; Helen Ward.
Agency Director: Ken Fickett.
Announcer: Harry Holcombe (before Oct. 3, 1939, George Bryant).
Conductor: Bob Crosby.
Music Arranger: Matty Malneck.
Length of Run: June 27, 1939, to Dec. 26, 1939. (Replaced Benny Goodman).

Cudahy Packing Co.

(See "Bachelor's Children")

Cummer Products Co.

(See "Battle of the Sexes")
(See "Spelling Bee, Paul Wing's")
(See "What Would You Have Done")

Brenda Curtis

Sponsor: Campbell Soup Co.
Agency: Ward Wheelock Co.

Origination: New York.
Air Time: Monday through Friday, 11:15 to 11:30 a.m. (repeat from 2:30 to 2:45 p.m.).
Network: CBS; 58 stations.
Production: Diana Bourbon.
Script Writer: Lee Gebhart.
Talent: Vicki Vola (Brenda Curtis); Hugh Marlowe (Jim Curtis); Helen Choate (Myra Belden); Matthew D. Crowley (Stacey Gordon); Charles Cantor (Ziggy Bernstein); Juanita Hall (Cleo); Margaret Lipper (Peggy Curtis); Kathleen Niday (Gloria Bennett); John McIntyre (Judge Harmon).
Agency Director: Diana Bourbon.
Announcer: Kenneth Roberts.
Conductor: Lew White (before December, 1939, George Heninger).
Theme Song: Melody in F.
Length of Run: Sept. 11, 1939, to Jan. 19, 1940.

D

D. L. & W. Coal Co.

(See "The Shadow")

Stella Dallas

Sponsor: Chas. H. Phillips Chemical Co. (Phillips' Milk of Magnesia Cream and Milk of Magnesia).
Agency: Blackett-Sample-Hummert, Inc.
Origination: New York.
Air Time: Monday through Friday, 4:15 to 4:30 p.m.
Network: NBC Red; 47 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: Marie Baumer (Nov. 3, 1938 to June 23, 1939); Doris Halman (June 26 to Aug. 4, 1939); Elizabeth and James Hart (Aug. 7, 1939 to date).
Agency Script Editor: George Nobbs.
Talent: Anne Elstner (Stella Dallas); Vivian Smolen (Laurel Dallas Grosvenor); Macdonald Carey (Dick Grosvenor); Julie Benell (Helen Dallas); Arthur Hughes (Stephen Dallas).
Agency Director: Richard Leonard.
Announcer: Ford Bond.
Length of Run: Started June 6, 1938. (Originally started Oct. 25, 1937, as local show on WEAF, New York, for Tetley Tea).

NETWORK COMMERCIALS—Continued

Elmer Davis and the News

Sponsor: Gillette Safety Razor Co.
Agency: Maxon, Inc.
Origination: New York.
Air Time: Friday and Sunday, 8:55 to 9 p.m., EDST (Friday and Tuesday after July 2, 1940).
Network: CBS; 89 stations.
Talent: Elmer Davis, newscaster.
Agency Director: Ed Wilhelm.
Announcer: Harry Clark.
Length of Run: Started May 10, 1940.

Dealer in Dreams

Sponsor: Los Angeles Soap Co. (White King Soap).
Agency: Raymond R. Morgan Co.
Origination: KNX, Hollywood.
Air Time: Monday through Friday, 11:45 to 12 noon, PST (before April 29, 1940, 5:15 to 5:30 p.m., PST, and before March 1940, 5:30 to 5:45 p.m., PST).
Network: CBS; 7 stations.
Script Writers: Mayfield Kaylor, Eric Strutt, Herb Connor, Ibbie Bryan, Teresa Carmo.
Talent: Phil Stewart; plus one actor or actress per program.
Agency Director: Sam Perce.
Announcers: Art Gilmore, Sam Perce.
Theme Song: I'm a Dreamer, Aren't We All?
Music Arranger: Irwin Yeo.
Length of Run: Started Jan. 1, 1940.

Death Valley Days

Sponsor: Pacific Coast Borax Co. (Twenty Mule Team Borax).
Agency: McCann-Erickson, Inc.
Origination: New York.
Air Time: Friday, 8:30 to 9 p.m. (repeat from 11:30 to 12 p.m., EST on Red). (Before May 3, 1940, 9:30 to 10 p.m.; no change in repeat).
Network: NBC Blue, 20 stations; NBC Red, 8 stations.
Production: Agency and Edwin Whitney (of NBC).
Script Writer: Ruth Cornwall Woodman.
Talent: Jack MacBryde-The Old Ranger; Jean King; Jas. J. Van Dyk; Frank Butler; Paul Nugent; Richard Barrows; Geoffrey Bryant; Edwin Whitney; Irene Hubbard; Jay Jostyn; Charles Webster.
Agency Director: Lillian Steinfeld.
Announcer: George Hicks.
Conductor: Josef Bonime.
Theme Song: Bugle Call.
Length of Run: Original contract started Sept. 30, 1930.

Vaughn De Leath

Sponsor: Lydia E. Pinkham Medicine Co.
Agency: Erwin, Wasey & Co., Inc.
Origination: New York.
Air Time: Monday, Wednesday, Friday, 1:45 to 2 p.m. (repeat from 2 to 2:15 p.m.).
Network: Mutual; 7 stations.
Production: Gager Wasey.
Script Writer: Vaughn De Leath.
Talent: Vaughn De Leath.
Agency Director: Gager Wasey.
Announcer: John Schultz.
Theme Song: Live, Love, Laugh and Be Happy.
Length of Run: June 26, 1939 to Sept. 22, 1939.

Detrola Corp.

(See "Fulton Lewis, Jr.")

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.
Script Writers: Charles S. Monroe (May 22 to July 7, 1939); John De Witt (July 10 to Nov. 3, 1939); Eleanor Berdon (Nov. 6 to Jan. 19, 1940).
Agency Script Editor: Jack Hunter.
Talent: Bennet 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 Egan (Bess).
Agency Directors: Stephen Gross, Lloyd Rosenmond.
Announcer: Tom Shirley.
Conductor: Ann Leaf, organist (theme).
Length of Run: Jan. 23, 1939, to Jan. 19, 1940.

Dr. Christian

Sponsor: Chesebrough Manufacturing Co. (Vaseline Preparations).
Agency: McCann-Erickson, Inc.
Origination: Hollywood (New York from Dec. 6 to Jan. 10, 1940).
Air Time: Wednesday, 8:30 to 8:55 p.m. (repeat from 11:30 to 11:55 p.m.) (previous to Jan. 3, 1940, 10 to 10:30 p.m.).

NETWORK COMMERCIALS—Continued

Network: CBS; 61 stations.

Production: Joan Canon.

Script Writers: Ruth Adams Knight, Joe Bates Smith, M. M. Musselman, John Eugene Hasty.

Talent: Jean Hersholt (Dr. Christian); Rosemary De Camp (Judy Price); others.

Agency Director: Joan Cannon.

Announcer: Arthur Gilmore.

Length of Run: Nov. 7, 1937, to April 24, 1938; Oct. 18, 1938, to April 11, 1939; and since Nov. 1, 1939.

Dr. I. Q.

Sponsor: Mars, Inc.

Agency: Grant Advertising, Inc.

Origination: St. Louis and Chicago, Pittsburgh, Philadelphia, Denver, Boston, Hollywood, Dallas, Louisville.

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

Network: NBC Red; 56 stations (previous to July 10, 1939, NBC Blue).

Script Writer: Virginia Stewart.

Talent: Lew Valentine (Dr. I. Q.); theatre audience participation.

Agency Director: Lew Valentine.

Announcer: Allen C. Anthony.

Theme Song: You Are My Lucky Star.

Length of Run: Started April 10, 1939.

Doctor Kate

Sponsor: Sperry Flour Co. (Cereals and Flour).

Agency: Westco Advertising Co.

Origination: San Francisco.

Air Time: Monday through Friday, 10:45 to 11 a.m., PST.

Network: NBC Pacific Coast Red; 7 stations.

Production: Hal Burdick.

Script Writer: Hal Burdick.

Talent: Cornelia Burdick (Dr. Kate); Vicki 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.

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.

Announcer: Clayton Collyer (prior to April 26, 1939, Lyle Van).

Conductor: Tommy Dorsey.

Theme Song: I'm Getting Sentimental Over You.

Music Arranger: Paul Wetstein, Axel Stordahl, Deane Kincaid.

Length of Run: Nov. 9, 1936 to Sept. 20, 1939.

The Dreamer

Sponsor: H. Fendrich, Inc.

Agency: Ruthrauff & Ryan, Inc.

Origination: WLW, Cincinnati.

Air Time: Sunday, 2 to 2:30 p.m.

Network: NBC Red; 12 stations.

Talent: Music with narrator.

Length of Run: Sept. 24, 1939 to Dec. 17, 1939.

Duart Mfg. Co.

(See "Problem Clinic")

(See "Spelling Bee")

Dunhill Cigarettes

(See "Name Three")

Dunn & McCarthy

(See "Enna Jettick Melodies")

E. I. du Pont de Nemours & Co.

(See "Cavalcade of America")

E

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.

NETWORK COMMERCIALS—Continued

Author of Title and Original Story Line:

Goodman Ace.

Dialogue Writer: Goodman Ace.

Talent: Jane and Goodman Ace; supporting cast.

Announcer: Ford Bond.

Conductor: Abe Goldman, organist (theme).

Theme Song: Manhattan Serenade.

Length of Run: Started Feb. 4, 1935 for above sponsor; program had previously been sponsored by Jad Salts from Oct. 10, 1933 to Jan. 31, 1935, on CBS.

Emerson Radio & Phonograph Corp.

(See "Elliott Roosevelt")

Enna Jettick Melodies

Sponsor: Dunn & McCarthy (Enna Jettick Shoes).

Agency: Marschalk & Pratt, Inc.

Origination: New York.

Air Time: Sunday, 5 to 5:15 p.m.

Network: NBC Red; 94 stations.

Production: Dick Morenus.

Script Writer: Dick Morenus.

Talent: Jimmy Shields; D'Artega and his Orchestra; Norsemen Quartet (Hal Gordon, Adrian Revere, Edwin Lindstrom, Kenneth Schon); Nan Dorland as Rosamond Ames, style expert.

Agency Director: Dick Morenus.

Announcer: Nelson Case.

Conductor: D'Artega.

Theme Song: Romance.

Length of Run: Aug. 20 to Nov. 12, 1939.

Ethyl Gasoline Corp.

(See "Tune Up Time")

Euclid Ballot Box

Sponsor: Euclid Candy Co. of California.

Agency: Sidney Garfinkel Advertising.

Origination: Hollywood.

Air Time: Thursday, 8:15 to 8:30 p.m., PST (before Oct. 5, 1939, Monday, 9:30 to 9:45 p.m., PST).

Network: CBS; 9 stations.

Production: Don Forbes.

Script Writer: Sam Hayes (formerly Knox Manning).

Talent: Sam Hayes, commentator (formerly Knox Manning).

Agency Director: Sidney Garfinkel.

Announcer: Don Forbes.

Length of Run: Nov. 23, 1937, to Nov. 23, 1939.

Euclid Candy Co. of Calif.

(See "Euclid Ballot Box")

Eversharp, Inc.

(See "Take It or Leave It")

F

Fels & Co.

(See "Hobby Lobby")

H. Fendrich, Inc.

(See "The Dreamer")

(See "Smoke Dreams")

Fibber McGee & Molly

Sponsor: S. C. Johnson & Son, Inc. (Glo-Coat, Johnson's Wax, Johnson's Carnu).

Agency: Needham, Louis & Brorby, Inc.

Origination: Hollywood.

Air Time: Tuesday, 9:30 to 10 p.m.

Network: NBC Red; 78 stations, plus CBC.

Production: Cecil Underwood.

Script Writers: Don Quinn, assisted by Leonard Levinson since January, 1940.

Talent: Jim Jordan (Fibber McGee); Marian Jordan (Molly McGee); Harlow Wilcox; Bill Thompson (Nick de Populus, The Old Timer, Horatio K. Boomer); Harold Peary (Mr. Gildersleeve); Isabel Randolph (Mrs. Uppington); Jimmy Shields (off Feb., 1940) (before Nov. 14, 1939, Donald Novis); King's Men (Bud Linn, Jon Dodson, Rad Robinson, Ken Darby) (since Feb. 6, 1940); Billy Mills' Orchestra.

Agency Director: Cecil Underwood.

Announcer: Harlow Wilcox.

Conductor: Billy Mills.

Theme Song: Save Your Sorrow.

Music Arranger: Billy Mills.

Length of Run: April 16, 1935 to June 25, 1940. (Off for the summer of 1939 from June 27 to Sept. 5. Replaced during this time by "Alec Templeton Program").

Jimmie Fidler

Sponsor: Procter & Gamble (Drene Shampoo, Teel).

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

Origination: Hollywood.

Air Time: Tuesday, 7:15 to 7:30 p.m. (repeat from 11:15 to 11:30 p.m.) (Friday, 7:15 to 7:30 p.m. with repeat from 10:45 to 11 p.m., NBC Red, 31 stations from May 21, 1937, to June 30, 1939).

Network: CBS; 59 stations (NBC Red, 31 stations, from May 21, 1937, to June 30, 1939).

NETWORK COMMERCIALS—Continued

Production: William Lawrence.
Script Writer: Jimmie Fidler.
Talent: Jimmie Fidler, Hollywood commentator.
Agency Director: Robert G. Jennings.
Announcers: Gary Breckner (CBS); Carleton Kadell (NBC).
Length of Run: From May 21, 1937, to June 30, 1939, on NBC Red; and from Nov. 15, 1938, to April 23, 1940, on CBS.

Firestone Tire & Rubber Co.

(See "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, 9:30 to 10 p.m. (previous to June 30, 1939, 8 to 8:30 p.m.).
Network: CBS; 50 stations.
Production: Handled by the agency.
Script Writers: Free lance writers.
Talent: Lester Tremayne; Barbara Luddy; others.
Agency Director: J. T. Ainley.
Announcer: Marvin Mueller (before Jan. 5, 1940, 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, ran from Sept. 2, 1938, to May 24, 1940. (Program has been on the air continuously except for the summers of 1936 and 1940).

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; 79 stations.
Production: E. G. Naeckel (of the agency).
Script Writer: Ward Byron.
Talent: Henry M. Neely, m.c.; guest orchestra each week.
Announcers: Fort Pearson, Jack Costello.
Length of Run: Started Sept. 4, 1938.

Fly-Ded

(See "The Romance of Helen Trent")

Food & Beverage Broadcasters' Assn.

(See "I Want a Divorce")

Ford Summer Hour

Sponsor: Ford Motor Co.
Agency: N. W. Ayer & Son, Inc.
Origination: Ford Rotunda at Dearborn, Mich.
Air Time: Sunday, 9 to 10 p.m.
Network: CBS; 80 stations.
Production: Handled by the agency.
Script Writers: Robert P. Smith, Edward Lester, Jack Hasty, William Fineshriber.
Talent: James Melton; Franca White; Don Voorhees and Orchestra; chorus; the Rouge Reporter; guests.
Agency Director: Bradford Browne.
Announcer: Fielden Farrington.
Conductor: Don Voorhees.
Theme Song: Original composition by Don Voorhees.
Music Arrangers: Ken Christie, Ardon Cornwell, Phil Wall, Herb Quigley.
Length of Run: Replaced the "Ford Sunday Evening Hour" from June 11, 1939, to Sept. 17, 1939.

Ford Summer Hour

Sponsor: Ford Motor Co.
Agency: N. W. Ayer & Son, Inc.
Origination: Ford Rotunda at Dearborn, Mich.
Air Time: Sunday, 9 to 10 p.m.
Network: CBS; 83 stations.
Production: Handled by the agency.
Script Writers: Henry Herrmann, assisted by agency staff.
Talent: Jessica Dragonette, soprano; James Newill, baritone; Linton Wells, Rouge Reporter; Budd Hulick, m.c.; Leith Stevens and his Orchestra; Mercury Chorus under the direction of Don Large.
Agency Director: Bradford Browne.
Announcer: Franklin C. Mitchell.
Conductor: Leith Stevens.
Theme Song: Original composition by Leith Stevens.
Music Arrangers: Nathan Van Cleave, George Leeman, Joe Glover, Carmine Coppola.
Length of Run: Started May 17, 1940; scheduled to end Sept. 22, 1940.

Ford Sunday Evening Hour

Sponsor: Ford Motor Co.
Agency: N. W. Ayer & Son, Inc.
Origination: WJR, Detroit.
Air Time: Sunday, 9 to 10 p.m.
Network: CBS; 82 stations.
Production: H. L. McClinton and William Reddick (chorus).
Script Writers: Scripts are written by the agency office staff.
Talent: Ford Symphony Orchestra; guest

NETWORK COMMERCIALS—Continued

conductors; chorus; W. J. Cameron, speaker.

Agency Directors: H. L. McClinton, W. J. Reddick.

Announcer: Ron Gamble.

Theme Song: Children's Prayer (Hansel and Gretel).

Music Arranger: Valbert Coffey, Arthur Luck, Dr. Eugene Zador, Francis Stillwell Dixon, John Fowler Simpson.

Length of Run: Original contract started Oct. 7, 1934; latest series ran from Sept. 24, 1939, to May 19, 1940 (off during the summer of 1939 from June 4 to Sept. 24).

Four Star News

Sponsor: Palmer Bros.

Agency: Tucker Wayne & Co.

Origination: New York and Washington.

Air Time: Sunday, 5:15 to 5:30 p.m.

Network: NBC Blue; 41 stations.

Production: Norman Dicken.

Talent: Nola Luxford; H. R. Baukhage (Washington); Bill Stern; Graham McNamee.

Length of Run: Aug. 20, 1939, to Nov. 12, 1939.

Fun in Print

Sponsor: International Silver Co. (International Sterling & 1847 Rogers Bros. Silverplate).

Agency: Young & Rubicam, Inc.

Origination: New York.

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

Network: CBS; 26 stations.

Production: Alexander Stronach (of the agency).

Script Writers: Material prepared by Young & Rubicam in cooperation with Tom Stix and the Literary Guild.

Talent: Dr. Sigmund Spaeth, quizmaster; contestants; board of judges headed by Tom Stix, literary commentator.

Agency Director: Alexander Stronach.

Announcer: Harry Von Zell.

Length of Run: Started May 12, 1940. (Replaced "Silver Theatre" for the summer).

G

Gallenkamp's Stores, Inc.

(See "Professor Puzzlewit")

Gang Busters

Sponsor: Colgate-Palmolive-Peet Co. (Cue Liquid Dentrifice).

Agency: Benton & Bowles, Inc.

Origination: New York.

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

Network: CBS; 64 stations.

Production: Phillips H. Lord, Inc., and Maury Lowell (of the agency).

Script Writer: Phillips H. Lord.

Talent: Col. H. Norman Schwarzkopf and dramatic cast.

Agency Director: Maury Lowell.

Announcers: Frank Gallop, Alois Havrilla.

Length of Run: Jan. 15, 1936 to June 15, 1940. (Off during the summer of 1939 from Aug. 17 to Oct. 21).

Bob Garred Reporting

Sponsor: Axton - Fisher Tobacco Co. (Twenty Grand Cigarettes).

Agency: Weiss & Geller, Inc. (McCann-Erickson, before January, 1940).

Origination: Hollywood.

Air Time: Monday, Wednesday, Friday, 9:45 to 9:55 p.m.

Network: CBS; 6 stations.

Script Writer: Margot O'Flaherty.

Talent: Bob Garred, reporter.

Agency Director: Max A. Geller.

Length of Run: Started Sept. 25, 1939.

Bob Garred Reporting

Sponsor: Bathasweet Corp.

Agency: Kiesewetter Advertising Agency.

Origination: Hollywood.

Air Time: Tuesday, Thursday, 7:30 to 7:45 a.m., PST.

Network: CBS; 7 stations.

Talent: Bob Garred, reporter.

Agency Director: A. C. Christensen.

Length of Run: Started Oct. 17, 1939.

Bob Garred Reporting

Sponsor: Knox Gelatine Co.

Agency: Kenyon & Eckhardt, Inc.

Origination: KNX, Hollywood.

Air Time: Monday, Wednesday, Friday, 7:30 to 7:45 a.m., PST.

Network: CBS.

Talent: Bob Garred, reporter.

Length of Run: Started April, 1940.

Bob Garred Reporting

Sponsor: Mennen Co.

Agency: Kiesewetter Advertising Agency.

Origination: Hollywood.

Air Time: Monday, Wednesday, Friday, 7:30 to 7:45 a.m., PST.

NETWORK COMMERCIALS—Continued

Network: CBS; 7 stations.
Talent: Bob Garred, reporter.
Agency Director: Samm S. Baker.
Length of Run: Oct. 16, 1939 to April 12, 1940.

Gateway to Hollywood

Sponsor: Wm. Wrigley, Jr., Co. (Wrigley Doublemint Gum).
Agency: Frances Hooper Advertising.
Origination: Hollywood.
Air Time: Sunday, 6:30 to 7 p.m.
Network: CBS; 67 stations.
Production: Bobby Brown (previously Charles Vanda).
Script Writers: W. Ray Wilson, script supervisor (previously Russ Johnston, Everett Tomlinson).
Talent: Jesse Lasky; guest stars; stage-screen aspirants.
Announcers: Ken Ellington, Gary Breckner.
Conductor: Wilbur Hatch.
Length of Run: Jan. 8, 1939 to Dec. 31, 1939. (Off during the summer of 1939 from July 9 to Oct. 8. Replaced during this time by the "Gateway to Hollywood Summer Theatre").

Gateway to Hollywood Summer Theatre

Sponsor: Wm. Wrigley, Jr., Co.
Agency: Frances Hooper Advertising.
Origination: Chicago.
Air Time: Sunday, 6:30 to 7 p.m.
Network: CBS; 67 stations.
Production: Bobby Brown.
Script Writer: W. Ray Wilson.
Talent: Jess Pugh; Charles Engelston; Fred Howard; Lesley Wood; Leo Neise; Viola Berwick; Burr Lee; Carl Hohengarten and his Orchestra.
Agency Director: Stuart Dawson.
Announcer: George Watson.
Conductor: Carl Hohengarten.
Length of Run: July 9, 1939 to Oct. 1, 1939.

General Baking Co.

(See "The Lone Ranger")

General Cigar Co.

(See "The Answer Man")
(See "Raymond Gram Swing")

General Electric Hour of Charm

Sponsor: General Electric Co.
Agency: Batten, Barton, Durstine & Osborn, Inc. (also Foster & Davis, since December, 1939).

Origination: New York.
Air Time: Sunday, 10 to 10:30 p.m.
Network: NBC Red; 58 stations.
Production: David White.
Talent: Phil Spitalny and His All Girl Orchestra; Rush Hughes, m.c. (since June 2, 1940); Evelyn Kaye and her Magic Violin; Three Little Words (Frances Cook, Connie Backus, Fern Griggs); Maxine; Rosa Linda and Lola at the piano; John Anderson; the "Woman of the Week."
Agency Director: David White.
Announcer: Del Sharbutt.
Conductor: Phil Spitalny.
Theme Song: My Isle of Golden Dreams.
Length of Run: Started Nov. 2, 1936. (Off during summer of 1939 from May 22 to Sept. 17).

General Foods Corp.

(See "The Aldrich Family")
(See "Joe E. Brown")
(See "Good News of 1940")
(See "Jell-O Program Starring Jack Benny")
(See "Joyce Jordan—Girl Interne")
(See "Lum and Abner")
(See "Mary Margaret McBride")
(See "My Son and I")
(See "Al Pearce and His Gang")
(See "Kate Smith Hour")
(See "Kate Smith's Noonday Chats")
(See "We, the People")
(See "Young Dr. Malone")

General Mills, Inc.

(See "Jack Armstrong")
(See "Beat the Band")
(See "Betty and Bob")
(See "Billy & Betty")
(See "By Kathleen Norris")
(See "Caroline's Golden Store")
(See "Betty Crocker")
(See "Arnold Grimm's Daughter")
(See "The Grouch Club")
(See "Hymns of All Churches")
(See "Light of the World")
(See "Valiant Lady")

Getting the Most Out of Life

Sponsor: Standard Brands, Inc. (Fleischmann's Foil Yeast).
Agency: J. Walter Thompson Co.
Origination: New York.
Air Time: Monday through Friday, 11:45 to 12 noon.
Network: NBC Blue; 31 stations.
Production: Handled by the agency.
Script Writer: Dr. William L. Stidger.

NETWORK COMMERCIALS—Continued

Talent: Dr. William L. Stidger; chorus.
Conductor: Frank White, organist.
Length of Run: May 30, 1938, to Dec. 29, 1939. (Off during the summer of 1939 from June 30 to Oct. 2).

D. Ghiradelli & Co.

(See "One Man Theatre")

Gillette Safety Razor Co.

(See "Elmer Davis and the News")

Girl Alone

Sponsor: Quaker Oats Co. (Quaker Oats, Aunt Jemima).
Agency: Ruthrauff & Ryan, Inc.
Origination: Chicago.
Air Time: Monday through Friday, 5 to 5:15 p.m.
Network: NBC Red; 39 stations.
Production: Axel Gruenberg (NBC).
Script Writer: Fayette Krum.
Talent: Betty Winkler (Patricia Ryan); Pat Murphy (Scoop Curtis); June Travis (Stormy Wilson); Henry Hunter (John Knight); Joan Winters (Alice Warner); Laurette Fillbrandt (Virginia Hardesty); Lester Damon (Dr. Warren Douglas).
Agency Director: Ross Metzger.
Announcer: Charles Lyon.
Length of Run: Started Sept. 26, 1938. (Off for the summer of 1939 from June 2 to Sept. 25). (Program previously sponsored from July 13, 1936, to April 8, 1938, by Kellogg Co.).

Arthur Godfrey

Sponsor: Carnation Milk Co.
Agency: Erwin, Wasey & Co., Inc.
Origination: WJSV, Washington.
Air Time: Monday, Wednesday, Friday, 9 to 9:15 a.m. (repeat from 9:30 to 9:45 a.m.).
Network: Mutual; 10 stations.
Script Writer: Arthur Godfrey.
Talent: Arthur Godfrey.
Agency Director: E. J. Fitzgerald.
Theme Song: Won't You Wait 'til the Cows Come Home.
Length of Run: Started Jan. 2, 1940.

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; 30 stations.

Production: Mrs. Gertrude Berg.
Script Writer: Mrs. Gertrude Berg.
Talent: Gertrude Berg (Molly Goldberg); James Waters (Jake Goldberg); Roslyn Silber (Rose Goldberg); Everett Sloane (Sammy Goldberg); Stephan Schnabel (Mr. Kuhne); Menasha Skulnick (Uncle David); Judy Laub (Sybil); Jeanette Chinley (Libby); Lionel Ince (since Jan. 13, 1940) (Fred Brandon).
Agency Director: Henry Selinger.
Announcer: Art Millet.
Theme Song: Serenade (Toselli).
Length of Run: Started Sept. 13, 1937, on NBC; latest series, on CBS, started Jan. 3, 1938.

Good Morning Tonite

Sponsor: Albers Bros. Milling Co. (Cereals).
Agency: Erwin, Wasey & Co., Inc.
Origination: San Francisco.
Air Time: Tuesday, 9 to 9:30 p.m. (previously Friday, 8 to 8:30 p.m., and 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 Albers 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: Sept. 29, 1937, to Dec. 26, 1939.

Good News of 1940

Sponsor: General Foods Corp. (Maxwell House Coffee).
Agency: Benton & Bowles, Inc.
Origination: Hollywood.
Air Time: Thursday, 9 to 9:30 p.m. (before March 7, 1940, 9 to 10 p.m.) (after July 4, 1940, 8 to 8:30 p.m.).
Network: NBC Red; 84 stations, plus CBC.
Production: Donald Cope.
Script Writers: Phil Rapp (Sam Moore, before March 7, 1940).
Talent: Dick Powell, m.c. (previously Edward Arnold and prior to that Walter Huston); Mary Martin; Fanny Brice (Baby Snooks); Hanley Stafford; Meredith Willson and his Orchestra; Roland Young (Sept., 1939, to Nov., 1939); Connie Boswell (off since March, 1940); Frank Travis (off since March, 1940); guests.
Agency Director: Donald Cope.

NETWORK COMMERCIALS—Continued

Announcer: Warren Hull.
Conductor: Meredith Willson.
Theme Song: Always and Always.
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 the summer of 1939 from June 29 to Sept. 7).

Good Will Hour

Sponsor: Ironized Yeast Co., Inc.
Agency: Ruthrauff & Ryan, Inc.
Origination: New York.
Air Time: Sunday, 10 to 11 p.m.
Network: NBC Blue; 45 stations.
Production: Handled by the agency.
Talent: John J. Anthony and litigants.
Agency Director: John Loveton.
Announcer: Bob Carter.
Length of Run: Started on NBC Blue, April 21, 1940. See below for schedule previous to this time.

Good Will Hour

Sponsor: Ironized Yeast Co., Inc.
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).
Production: Handled by the agency.
Talent: John J. Anthony and litigants.
Agency Director: John Loveton.
Announcer: Bob Carter.
Length of Run: Jan. 23, 1938, to April 21 1940. Now heard on NBC Blue. (Program sponsored by Macfadden Publications from July 25, 1937, to Jan. 16, 1938).

Benny Goodman's Camel Caravan

Sponsor: R. J. Reynolds Tobacco Co. (Camel Cigarettes).
Agency: William Esty & Co., Inc.
Origination: New York (and other points depending on band's tour).
Air Time: Tuesday, 9:30 to 10 p.m.
Network: CBS; 91 stations.
Production: Handled by the agency.
Script Writers: Helen Phillips, Bernard Dougall.
Talent: Benny Goodman and his Orchestra; Martha Tilton; Johnny Mercer (after Jan. 17, 1939).
Agency Director: Harry Holcombe.
Announcer: George Bryan.
Conductor: Benny Goodman.
Theme Song: Let's Dance; and Goodbye.

Length of Run: Started Dec. 29, 1936 as "Jack Oakie's College with Benny Goodman"; above program ran from June 29, 1937 to June 20, 1939. Replaced by "Bob Crosby Program," June 27, 1939.

Benny Goodman's Camel Caravan

Sponsor: R. J. Reynolds Tobacco Co. (Camel Cigarettes).
Agency: William Esty & Co., Inc.
Origination: New York City (and other points, depending on band's tour).
Air Time: Saturday, 10 to 10:30 p.m.
Network: NBC Red; 87 stations.
Production: Handled by the agency.
Script Writers: Bernard Dougall, Helen Phillips, George Corey.
Talent: Benny Goodman and his Orchestra; Louise Tobin (off after Oct. 1939); Mildred Bailey (after Oct. 21, 1939).
Agency Director: Don Bernard.
Announcers: Dan Seymour (before October 1939, Bert Parks).
Conductor: Benny Goodman.
Theme Song: Let's Dance; and Goodbye.
Length of Run: July 8, 1939 to Dec. 30, 1939. Replaced by "Bob Crosby and His Orchestra."

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 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 after March 24, 1939).
Agency Director: Ed Krug.
Length of Run: Sept. 26, 1938 to June 23, 1939.

Gordon Baking Co.

(See "One of the Finest")

Gospel Broadcasting Assn.

(See "Old Fashioned Revival")

NETWORK COMMERCIALS—Continued

Grand Central Station

Sponsor: Lambert Pharmacal Co. (Listerine Products, Prophylactic Brushes).
Agency: Lambert & Feasley, Inc.
Origination: New York.
Air Time: Friday, 9:30 to 10 p.m. (before May 31, 1940, 10 to 10:30 p.m.).
Network: CBS; 55 stations.
Production: Martin Horrell (of the agency).
Script Writers: Various free lance.
Talent: Varies weekly.
Agency Director: Ira Ashley.
Announcer: John Reed King.
Conductor: Lew White, organist.
Length of Run: Original contract started on Oct. 8, 1937; latest series started on CBS, April 24, 1938.

Grand Hotel

Sponsor: Campana Sales Co. (Italian Balm, Dreskin, Coolies, D.D.D.).
Agency: Aubrey, Moore & Wallace, Inc.
Origination: Chicago.
Air Time: Sunday, 1:35 to 2 p.m., EST.
Network: CBS; 31 stations.
Production: Joe Ainley.
Script Writers: Free lance.
Talent: Betty Lou Gerson; Louise Barclay (telephone operator); Les Tremayne (since Feb. 25, 1940); others.
Agency Director: Joe Ainley.
Announcer: Vincent Pelletier.
Conductor: Dave Bacal (organist, Novachordist).
Length of Run: Jan. 7, 1940 to March 31, 1940.

Grand Ole Opry, The

Sponsor: R. J. Reynolds Tobacco Co. (Prince Albert Smoking Tobacco).
Agency: William Esty & Co., Inc.
Origination: WSM, Nashville.
Air Time: Saturday, 10:30 to 11 p.m.
Network: NBC Red; 26 stations.
Production: Handled by the agency.
Script Writers: David Stone, George Hay.
Talent: Solemn Old Judge; Roy Acuff; David Stone; Uncle Dave Macon; others.
Agency Director: Richard Marvin.
Announcer: David Stone.
Length of Run: Started Oct. 14, 1939.

Green Hornet, The

Sponsor: Local sponsors.
Agencies: Various.
Origination: WXYZ, Detroit.
Air Time: Tuesday and Thursday, evening half-hour periods at varying times.
Network: Mutual, Michigan Radio Net-

work, and independent stations; about 90 stations.

Production: Charles Livingstone.
Script Writer: Fran Striker.
Talent: WXYZ policy prevents listing of cast names.
Announcer: Fielden Farrington.
Conductor: Benny Kyte.
Theme Song: Flight of the Bumble Bee.
Music Arranger: Al Green.
Length of Run: January, 1937, on Mutual (and Jan. 31, 1938, on Michigan Radio Network) to Nov. 9, 1939. Currently sustaining on NBC.

Greyhound Lines

(See "This Amazing America")

Griffin Mfg. Co.

(See "Time to Shine")
(See "Who Knows?")

Arnold Grimm's Daughter

Sponsor: General Mills, Inc. (Corn Kix).
Agency: Blackett-Sample-Hummert, Inc.
Origination: Chicago.
Air Time: Monday through Friday, 2:15 to 2:30 p.m.
Network: NBC Red and Blue; 28 stations.
Production: Wynn Wright.
Script Writer: Janet Huckins.
Talent: Betty Lou Gerson (Constance Grimm); Don Merrifield (Arnold Grimm); Jeanne Juvelier (Madame Babette); Manto Everitt (Judy); Butler Manville (Mr. Tweedy); Florence Ravenal (Mrs. Sniffen); Frank Behrens (Tom Grimm); Judith Lowry (Mrs. Grimm); Bret Morrison (Stan Westland); June Travis (Bernice Farraday); Bonita Kay (Gladys Grimm); Stan Harris (Arthur Hall).
Agency Director: David Owen.
Announcer: Pierre Andre.
Theme Song: Modern Cinderella.
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.).
Network: NBC Red; 34 stations (prior to April 16, 1939, CBS, 7 stations plus KFWB, Hollywood).
Production: Owen Crump.

NETWORK COMMERCIALS—Continued

Script Writer: Nat Hiken.

Talent: Jack Lescoulie; Arthur Bryan; Beth Wilson; Charley Lung; Leon Leonard and his Orchestra; Ned Sparks (after Oct. 22, 1939).

Agency Director: David Owen.

Announcer: James Berry.

Conductor: Leon Leonardi.

Length of Run: Started Oct. 17, 1938, on CBS; shifted to NBC Red April 16, 1939, and ended Jan. 21, 1940. (Replaced by "Beat the Band").

Grove Laboratories

(See "Adventures of Sherlock Holmes")

Guiding Light, The

Sponsor: Procter & Gamble (White Naphtha Soap).

Agency: Compton Advertising, Inc.

Origination: Chicago.

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

Network: NBC Red; 59 stations, plus 26 CBC stations.

Production: Guilbert Gibbons.

Script Writer: Irna Phillips.

Talent: Arthur Peterson (Dr. Ruthledge); Sarajane Wells (Mary Ruthledge); Edward Prentiss (Ned Holden); Muriel Bremner (Fredericka Lang); Ruth Bailey (Rose Kransky); Mignon Schreiber (Mrs. Kransky); Seymour Young (Jacob Kransky); Gladys Heen (Torchy Reynolds); Leslie Woods (Mrs. Cunningham); Bill Bouchey (Mr. Cunningham); Frank Behrens (Rev. Tom Bannion); Henrietta Tedro (Ellen); Helen Behmiller (Mrs. O'Hearn); Sam Wanamaker (Ellis Smith); Shirley Jane Sädler (Singer, for Torchy); Betty Arnold (Iris Marsh); Williard Waterman (Roy Fenchner); Russell Thorson (Jack Felzer); Michael Romano (Martin Kane); Nancy Douglass (Daisybelle).

Agency Director: Gilbert Ralston (super-visor).

Announcer: Fort Pearson.

Theme Song: Aphrodite—Goetzl.

Length of Run: Started Jan. 25, 1937.

Gulden Serenaders

Sponsor: Charles Gulden, Inc.

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.

Scripts: Handled by the agency.

Talent: Gulden Serenaders (Red Latham, Wamp Carlson, Guy Bonham); Peg La Centra; Johnny Gart.

Agency Director: Richard Pratt.

Announcer: Hjerluff Provensen.

Theme Song: Sing, It's Good For You.

Music Arranger: Red Latham.

Length of Run: Started Oct. 5, 1938. (Off during the summer of 1939 from April 28 to Oct. 18). Program went off the air on May 10, 1940, scheduled to return in the fall.

Gulf Musical Playhouse

Sponsor: Gulf Oil Corp.

Agency: Young & Rubicam, Inc.

Origination: New York.

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

Network: CBS; 63 stations.

Production: Ben Larson.

Talent: Jane Froman; Jan Peerce; Erno Rapee and his Concert Orchestra; the American Singers (16-voice mixed chorus); the Tune Twisters (Andy Love, Bob Wacker, Jack Lathrop) (after July 23).

Agency Director: Ben Larson.

Announcer: Harry Von Zell.

Conductor: Erno Rapee.

Length of Run: Replaced the "Hollywood Guild" from June 11, 1939 to Sept. 17, 1939.

Gulf Oil Corp.

(See "Adventures of Ellery Queen")

(See "Gulf Musical Playhouse")

(See "Screen Guild Theatre")

H

Happy Jim Parsons

Sponsor: Air Conditioning Training Corp.

Agency: National Classified Advertising.

Origination: New York.

Air Time: Sunday, 10:45 to 11 a.m., EST (repeat from 11:15 to 11:30 a.m.).

Network: NBC Blue; 32 stations.

Talent: Happy Jim Parsons (Irving Kaufman).

Length of Run: Started Jan. 28, 1940. (Replaced the "Smilin' Ed McConnell" program).

Hartz Mountain Singing Canaries

Sponsor: Hartz Mountain Products Co.

Agency: George H. Hartman Co.

Origination: Chicago.

Air Time: Sunday, 3:30 to 3:45 p.m. (also

NETWORK COMMERCIALS—Continued

1 to 1:15 p.m.; 1:45 to 2 p.m.; 4:30 to 4:45 p.m.).

Network: Mutual; 5 stations.

Talent: Organist; narrator; trained singing canaries.

Length of Run: Started Sept. 24, 1939.

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; 42 stations.

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

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

Dialogue Writers: John De Witt (Dec. 7, 1936 to June 22, 1939), Weston Hill and Carl Buss (June 23 to July 5, 1939), Jerry Cady (July 6, 1939 to April 19, 1940), John De Witt (since April 22, 1940).

Agency Script Editor: Mildred Fenton.

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

Agency Director: Lester Vail.

Announcer: Ford Bond.

Length of Run: Started Jan. 17, 1936.

Hawaiian Pineapple Co., Ltd.

(See "Honolulu Bound")

(See "Al Pearce and His Gang")

Hawthorne House

Sponsor: Wesson Oil & Snowdrift Sales Co., Inc.

Agency: Fitzgerald Advertising Agency, Inc.

Origination: San Francisco.

Air Time: Monday, 8:30 to 9 p.m., PST.

Network: NBC Pacific Coast Red; 6 stations.

Production: Cameron Prud'homme (NBC).

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 Parks (Lois Tremaine); Ruth Peterson

(Linda Morgan); Billee Pyers (Miriam Sherwood); others.

Agency Director: Joe L. Killeen.

Announcers: NBC staff announcers.

Theme Song: Melody in G Flat (Cadman).

Length of Run: Started Oct. 28, 1935.

Sam Hayes

Sponsor: Sperry Flour Co. (Waffle & Pancake Flour).

Agency: Westco Advertising Agency.

Origination: San Francisco.

Air Time: Monday through Friday, 7:45 to 8 a.m., PST.

Network: NBC Pacific Coast Red; 6 stations.

Script Writer: Bill Gordon (news rewrite).

Talent: Sam Hayes, news commentator.

Length of Run: Started Aug. 14, 1939.

Hecker Products Corp.

(See "Lincoln Highway")

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

Her Honor, Nancy James

Sponsor: International Cellucotton Products Co. (Kleenex).

Agency: Lord & Thomas.

Origination: New York.

Air Time: Monday through Friday, 12:15 to 12:30 p.m.

Network: CBS; 41 stations.

Production: Handled by Wolf Associates, Inc.

Script Writers: David Victor, Herbert Little, Jr.

Talent: Barbara Weeks (Her Honor, Nancy James); Ned Wever (Anthony Hale); Alice Reinheart (Carrie Dean); Joseph Curtain (Richard Wharton); Chester Stratton (Stan Adamic).

Agency Director: Basil Loughrane.

Announcer: Frank Gallop.

Conductor: Lew White.

Theme Song: Song of Youth.

Music Arranger: L. Wolfe (Gilbert Music Co.).

Length of Run: Oct. 3, 1938, to July 28, 1939.

Captain Herne

Sponsor: Axton-Fisher Tobacco Co., Inc.

Agency: McCann-Erickson, Inc.

Origination: Chicago.

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

Network: Mutual; 3 stations.

Talent: Capt. Herne, commentator.

Announcer: Staff announcers.

NETWORK COMMERCIALS—Continued

Length of Run: May 6, 1939, to Sept. 1, 1939.

Highlights from the Sport News of the Day

(Sports Newsreel of the Air)

Sponsor: Colgate-Palmolive-Peet Co. (Colgate Brushless and Rapid Shave Cream).
Agency: Sherman & Marquette, Inc.
Origination: New York.
Air Time: Sunday, 9:45 to 10 p.m.
Network: NBC Blue; 47 stations.
Script Writer: Bill Stern.
Talent: Bill Stern; guests; Armchair Quartet (Fred Hufsmith, Alden Edkins, Edward Wolter, Norman Price).
Length of Run: Started Oct. 8, 1939.

Edwin C. Hill

(Titled for a short time, Stop, Look and Listen with Edwin C. Hill)

Sponsor: Metropolitan Life Insurance Co.
Agency: Young & Rubicam, Inc.
Origination: New York.
Air Time: Monday through Friday, 9:15 to 9:30 p.m.
Network: Mutual; 2 stations.
Script Writer: Edwin C. Hill.
Talent: Edwin C. Hill, commentator.
Length of Run: May 22, 1939, to Nov. 3, 1939.

Hilltop House

Sponsor: Colgate - Palmolive - Peet Co. (Palmolive Soap).
Agency: Benton & Bowles, Inc.
Origination: New York.
Air Time: Monday through Friday, 10:30 to 10:45 a.m. (repeat from 4:30 to 4:45 p.m.).
Network: CBS; 77 stations.
Production: Carlo de Angelo.
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 Director: Carlo de Angelo.
Announcer: Frank Gallop.
Conductor: Abe Goldman, organist.
Theme Song: Brahm's Lullaby.
Length of Run: Started Nov. 1, 1937.

Hobby Lobby

Sponsor: Fels & Co. (Fels Naphtha Soap Chips).
Agency: Young & Rubicam, Inc.
Origination: New York.
Air Time: Sunday, 5 to 5:30 p.m. (repeat from 11 to 11:30 p.m.).
Network: CBS; 57 stations.
Production: H. Booraem.
Script Writers: Special staff.
Talent: Dave Elman; Harry Salter and his Orchestra; guests.
Agency Director: H. Booraem.
Announcer: Carl Frank.
Conductor: Harry Salter.
Theme Song: The Best Things in Life Are Free.
Length of Run: Oct. 8, 1939, to March 31, 1940. (This program ran on CBS from Oct. 5, 1938, to Sept. 27, 1939).

Hollywood Highlights with Sam Hayes

(See "Beauty Secrets")

Home Town, Unincorporated

Sponsor: Brown & Williamson Tobacco Corp. (Raleigh Cigarettes).
Agency: Russel M. Seeds Co., Inc.
Origination: Chicago.
Air Time: Sunday, 10:30 to 11 p.m.
Network: NBC Red; 20 stations.
Script Writer: Fred Kress.
Talent: Virginia Verrill; Wayne Van Dyne; Marlin Hurt; Bob Trendler and his Orchestra.
Agency Director: Tom Wallace.
Announcer: Louis Roen.
Conductor: Bob Trendler.
Music Arranger: Bob Trendler.
Length of Run: Nov. 26, 1939, to April 28, 1940.

Honolulu Bound

Sponsor: Hawaiian Pineapple Co. (Dole Pineapple Jems, Pineapple Juice).
Agency: Young & Rubicam, Inc.
Origination: New York.
Air Time: Wednesday, 8 to 8:30 p.m. (previous to July, 1939, 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); Elisse Cooper; Harry Salter's Orchestra

NETWORK COMMERCIALS—Continued

(replaced by Lyn Murray's Orchestra, July 15, 1939).

Agency Director: Jack Van Nostrand.
Announcer: Harry Von Zell.
Conductor: Lyn Murray (before July 15, 1939, Harry Salter).
Music Arranger: Lyn Murray.
Length of Run: Jan. 14, 1939, to Oct. 4, 1939. (Replaced by "Al Pearce and His Gang").

Hilda Hope, M.D.

Sponsor: Wheatena Corp.
Agency: Compton Advertising, Inc.
Origination: New York.
Air Time: Saturday, 11:30 a.m. to 12 noon.
Network: NBC Red; 17 stations.
Production: Himan Brown.
Script Writer: Julian Funt.
Talent: Selena Royle (Dr. Hilda Hope); others, including Richard Gordon; Ann Shepherd; House Jameson; Vera Allen; as well as various stars of the stage and screen.
Agency Director: Frederick K. Gropper (supervisor).
Announcer: Nelson Case.
Conductor: Charles Paul, organist.
Length of Run: Oct. 7, 1939, to March 30, 1940.

Edna Wallace Hopper

(See "The Romance of Helen Trent")

Hedda Hopper's Hollywood

Sponsor: California Fruit Growers Exchange (Sunkist oranges, lemons).
Agency: Lord & Thomas.
Origination: Hollywood.
Air Time: Monday, Wednesday, Friday, 6:15 to 6:30 p.m.
Network: CBS; 29 stations.
Production: Thomas A. McAvity, James D. Fonda.
Script Writers: Robert Redd, Fred Runyon.
Talent: Hedda Hopper; dramatic cast.
Agency Director: Thomas A. McAvity.
Announcer: Arthur Baker.
Length of Run: Started Nov. 6, 1939.

George A. Hormel & Co.

(See "It Happened in Hollywood")

Houseboat Hannah

Sponsor: Procter & Gamble (Lava Soap).
Agency: Blackett-Sample-Hummert, Inc.

Origination: Chicago.

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

Network: NBC Red; 12 stations.

Production: Alan Wallace.

Script Writer: Robert Newman.

Talent: Doris Rich (Hannah); Norman Gottschalk (Dan); Les Damon (Jim); Carl Kronke (Alec Ferguson); Nancy Douglass (Barbara); William Amsdell (Hughy); Gil Faust (Clem); Virginia Dwyer (Ellen); Earl George (Tony); Peg Fuller (Tinka); Henry Saxe (Abe Finklestein); Frank Derby (Kerwin); William Rose (Shamus); Jeanne Juvelier (Maria); Donald Gallagher (Carver).

Agency Director: Roy W. Winsor.

Announcer: Carlton Brickert.

Theme Song: The Last Rose of Summer.

Length of Run: Started Sept. 26, 1938.

Rush Hughes

Sponsor: Langendorf United Bakeries, Inc.

Agency: Leon Livingston.

Origination: San Francisco.

Air Time: Monday through Friday, 3 to 3:15 p.m., EST (before January 1940, 3:30 to 3:45 p.m.).

Network: NBC Red; 3 stations.

Talent: Rush Hughes.

Length of Run: August, 1939, to February, 1940.

Human Side of the News

Sponsor: American Oil Co. (Amoco-Gas, Orange American Gas).

Agency: 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.

Hymns of All Churches

Sponsor: General Mills, Inc.

Agency: Blackett-Sample-Hummert, Inc.

Origination: Chicago.

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

Network: NBC Red; 25 stations.

Production: Handled by NBC.

Script Writer: George Roosen.

Talent: Joe Emerson and octette (Winfred Strache, Marguerite Meyer, Friedel Schlippert, Edna Thompson, Kenneth Morrow, John Neher, Paul Nettinga, Betty Herlocker).

NETWORK COMMERCIALS—Continued

Agency Director: David Owen.
Announcer: Pierre Andre.
Conductor: Fred Jacky.
Theme Song: Andante Religioso.
Music Arranger: Fred Jacky.
Length of Run: Started May 30, 1938 (original program started on CBS, June 1, 1936).

I

I Love a Mystery

Sponsor: Standard Brands, Inc. (Fleischmann's Foil Yeast).
Agency: J. Walter Thompson Co.
Air Time: Thursday, 8:30 to 9 p.m. (repeat from 12:30 to 1 a.m.). (Before Dec. 1939, Monday to Friday, 7:15 to 7:30 p.m. with repeat from 11:15 to 11:30 p.m.).
Network: NBC Red; 46 stations.
Production: Carlton E. Morse.
Script Writer: Carlton E. Morse.
Talent: J. Anthony Smythe; Minetta Ellen; Page Gilman; Michael Raffetto; Kathleen Wilson; Walter Paterson; Barton Yarborough; Bernice Berwin.
Agency Director: John Christ.
Announcer: Dresser Dahlstead.
Length of Run: Started Jan. 16, 1939 (Pacific Coast only); coast-to-coast broadcast started Oct. 2, 1939.

I Want a Divorce

Sponsor: Food & Beverage Broadcasters' Association (local sponsors).
Agency: Brisacher, Davis and Staff.
Origination: San Francisco.
Air Time: Sunday, 3 to 3:30 p.m., EST (repeat from 4 to 4:30 p.m.).
Network: NBC Red; 21 stations.
Production: Van Fleming.
Script Writers: Well-known authors including Van Fleming, Peter B. Kyne, Hugh Wiley, Donald Henderson, Rex Rivers, Elsie Robinson.
Talent: Dramatic cast.
Announcers: Local announcers.
Conductor: Lou Forbes.
Length of Run: Oct. 15, 1939 to May 26, 1940.

I Want a Divorce

Sponsor: S. & W. Fine Foods, Inc.
Agency: Brisacher, Davis and Staff.
Origination: San Francisco.
Air Time: Friday, 8 to 8:15 p.m., PST.
Network: CBS; 8 stations.
Production: Bill Larence, Van Fleming.

Script Writers: Peter B. Kyne, Hugh Wiley, Donald Henderson Clarke, Van Fleming, Rex Rivers, Elsie Robinson.
Talent: Virginia Gordon; John Deering; dramatic cast.
Agency Directors: Emil Brisacher; Walton Purdom; Weston Suttlemer.
Length of Run: Oct. 16, 1938 to Oct. 11, 1939.

Illinois Meat Co.

(See "Play Broadcast")

Informal Talks by Mrs. Eleanor Roosevelt

Sponsor: Manhattan Soap Co. (Sweetheart Toilet Soap).
Agency: Frankiin Bruck Advertising Corp.
Origination: Various points.
Air Time: Tuesday and Thursday, 1:15 to 1:30 p.m., EDST.
Network: NBC Red and Blue; 46 stations.
Script Writer: Mrs. Eleanor Roosevelt.
Talent: Mrs. Eleanor Roosevelt.
Agency Director: M. J. Kleinfeld.
Announcer: Ben Grauer.
Conductor: John Gart, organist.
Theme Song: Untitled number composed by John Gart.
Length of Run: Started April 30, 1940.

Information Please

Sponsor: Canada Dry Ginger Ale Co., Inc.
Agency: J. M. Mathes, Inc.
Origination: New York.
Air Time: Tuesday, 8:30 to 9 p.m.
Network: NBC Blue; 54 stations, plus transcriptions.
Production: Dan Golenpaul (owner of the program).
Talent: Clifton Fadiman, m.c.; Franklin P. Adams; John Kieran; Oscar Levant; guests.
Agency Director: Wilfred S. King.
Announcer: Milton Cross.
Length of Run: Started Nov. 15, 1938.

Inside of Sports

Sponsor: Bayuk Cigars, Inc.
Agency: Ivey & Ellington, Inc.
Origination: Hollywood.
Air Time: Monday through Saturday; quarter-hour program at various times.
Network: Mutual; 22 stations.
Script Writer: Sam Balter.
Talent: Sam Balter (Jack Stevens on Monday, Wednesday and Friday, 7:30 to 7:45 p.m.).
Length of Run: Started June 14, 1938.

NETWORK COMMERCIALS—Continued

Inside Story, The

J

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. (Test program, 7 CBS Pacific stations).

Production: Clarence L. Menser. (Test program was handled by M. P. Wamboldt.)

Script Writer: Leonard T. Holton.

Talent: Fred Sullivan, m.c.; varied dramatic cast each week.

Agency Director: Charles E. Claggett.

Announcer: Paul Luther.

Conductor: Glenn Welty and Roy Shield.

Music Arrangers: Glenn Welty and Roy Shield.

Length of Run: Test program ran from Dec. 6, 1938, to March 2, 1939; coast-to-coast program from March 14, 1939, to Oct. 3, 1939.

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 to 12 midnight).

Network: NBC Red; 75 stations and CBC.

Production: Murray Bolen.

Script Writers: Ed Beloin and Bill Morrow.

Talent: Jack Benny; Mary Livingstone; Phil Harris and his Orchestra; Andy Devine; Eddie Anderson (Rochester); Dennis Day (since Oct. 1939) (previously Kenny Baker).

Agency Director: Murray Bolen.

Announcer: Don Wilson.

Conductor: Phil Harris.

Theme Song: J-E-L-L-O.

Length of Run: Oct. 14, 1934 to June 16, 1940. (Off during the summer of 1939 from June 25 to Oct. 8; replaced during this time by the "Aldrich Family").

International Cellucotton Products Co.

(See "Her Honor, Nancy James")

International Silver Co.

(See "Fun in Print")
(See "Silver Theatre")

Ironized Yeast Co., Inc.

(See "Good Will Hour")

It Happened in Hollywood

Sponsor: George A. Hormel & Co. (Spam).

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

Origination: Hollywood.

Air Time: Monday through Friday, 3:15 to 3:30 p.m. (before April 29, 1940, 5:30 to 5:45 p.m. and before Oct. 9, 1939, Monday, Wednesday, Friday, 5:30 to 5:45 p.m.).

Network: CBS; 38 stations.

Production: Jack Smalley.

Script Writer: Dane Lussier.

Talent: Eddie Dunstедter and his Orchestra; John Conte; Martha Mears (off since April, 1940).

Agency Director: Wayne Tiss.

Announcer: John Hiestand.

Conductor: Eddie Dunstедter.

Length of Run: Started April 3, 1939.

Andrew Jergens Co.

(See "Jergens Journal—Walter Winchell")
(See "The Parker Family")

Andrew Jergens-Woodbury Sales Corp.

(See "Woodbury's Hollywood Playhouse")

Jergens Journal (Walter Winchell)

Sponsor: Andrew Jergens Co. (Jergens Lotion).

Agency: Lennen & Mitchell, Inc.

Origination: Hollywood and New York.

Air Time: Sunday, 9 to 9:15 p.m. (repeat from 12 to 12:15 a.m.).

Network: NBC Blue; 64 stations.

Production: Blayne Butcher.

Script Writer: Walter Winchell.

Talent: Walter Winchell (replaced by Edwin C. Hill a short time in the summer of 1939).

Agency Director: Blayne Butcher.

Announcer: Ben Grauer.

Length of Run: Started Dec. 4, 1932.

Jingo

(Before April 10, 1940, program was known as "Breezing Along")

Sponsor: Philip Morris & Co., Ltd.

Agency: Biow Co.

NETWORK COMMERCIALS—Continued

Origination: New York.

Air Time: Wednesday, 8 to 8:30 p.m. (repeat from 11 to 11:30 p.m.).

Network: NBC Blue; 36 stations.

Production: W. A. Tibbals.

Talent: Johnny Green and his Orchestra; Johnny Roventini; "Beverly" and the Swing Fourteen directed by Ray Bloch; Jack Smith, tenor; Charles O'Connor.

Agency Director: W. A. Tibbals.

Announcer: Charles O'Connor.

Conductor: Johnny Green.

Theme Song: On the Trail (Grofe).

Music Arrangers: Ray Bloch, Dave Terry.

Length of Run: "Breezing Along" program ran on Mutual from May 19, 1939, to Oct. 30, 1939. Switched to NBC Blue Nov. 8, 1939, and ran until March 27, 1940. From April 10, 1940, to May 1, 1940, the program was known as "Jingo."

Johnny Presents

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

Agency: Biow Co.

Origination: New York.

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

Network: NBC Red; 62 stations.

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

Script Writers: L. W. Thomas, Max Marcin.

Talent: Johnny Roventini; Beverly (Free-land); Genevieve Rowe; Floyd Sherman; Glenn Cross; Three Harmonics (Beverly and Jude Freeland, Helen Jackson); Frances Adair; Johnny Green and his Orchestra; Ray Bloch's Swing Fourteen (off since Feb. 6, 1940); special feature: The Perfect Crime, conceived by Max Marcin (replaced by "Hughesreel" with Rush Hughes from Feb. to May, 1940; and later replaced by "The Story Comes to Life").

Agency Director: Miss R. Schuebel.

Announcer: Charles O'Connor.

Conductor: Johnny Green.

Theme Song: On the Trail (Grofe).

Music Arrangers: Johnny Green, Ray Bloch.

Length of Run: Started April 17, 1933.

Johnny Presents

Sponsor: Philip Morris & Co., Ltd.

Agency: Biow Co.

Origination: New York.

Air Time: Friday, 9 to 9:30 p.m. (repeat from 11:30 to 12 p.m.). (Previous to Sept. 29, 1939, Friday, 8:30 to 9 p.m.).

Network: CBS; 83 stations.

Production: W. A. Tibbals.

Script Writer: Max Marcin (dramatic portion).

Talent: Johnny Green's Orchestra; Genevieve Rowe; Beverly; Glenn Cross; Floyd Sherman; Roger Kinney; Ray Bloch's Swing Fourteen; Johnny Roventini; and The Perfect Crime dramatizations.

Agency Director: Miss R. Schuebel.

Announcer: Charles O'Connor.

Conductor: Johnny Green.

Theme Song: On the Trail (Grofe).

Music Arrangers: Johnny Green, Ray Bloch.

Length of Run: Started Feb. 13, 1937.

John's Other Wife

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

Agency: Blackett-Sample-Hummert, Inc.

Origination: New York.

Air Time: Monday through Friday, 3:30 to 3:45 p.m. (before March 25, 1940, 10:15 to 10:30 a.m.).

Network: NBC Blue (before March 25, 1940, Red); 60 stations.

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

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

Dialogue Writers: Jerry Cady (Feb. 13, 1939, to Aug. 4, 1939); Doris Halman (Aug. 7, 1939, to Nov. 24, 1939); Stella Reynolds (since Nov. 27, 1939).

Agency Script Editor: Lloyd Rosenmond.

Talent: William Post, Jr. (John Perry); Erin O'Brien Moore (Elizabeth Perry); Elaine Kent (Charlie Prince).

Agency Director: Lester Vail.

Announcer: James Fleming.

Conductor: Stanley Davis (theme).

Length of Run: Started Sept. 14, 1936.

S. C. Johnson & Son, Inc.

(See "Fibber McGee & Molly")

(See "Johnson's Wax Presents Alec Templeton Program")

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: April 17, 1939, to Oct. 20, 1939.

NETWORK COMMERCIALS—Continued

Johnson's Wax Presents Alec Templeton Program

Sponsor: S. C. Johnson & Son, Inc. (Johnson's Carnu, Glo-Coat, Johnson's Wax).
Agency: Needham, Louis & Brorby, Inc.
Origination: New York.
Air Time: Tuesday, 9:30 to 10 p.m.
Network: NBC Red; 75 stations.
Production: Cecil Underwood.
Script Writer: Forrest Barnes.
Talent: Alec Templeton; Edna Odell; Billy Mills and his Orchestra; Conrad Nagel; guests.
Agency Director: Cecil Underwood.
Announcer: Harlow Wilcox.
Conductor: Billy Mills.
Theme Song: Templeton Rhapsody.
Music Arranger: Billy Mills.
Length of Run: July 4, 1939, to Aug. 29, 1939 (replaced the "Fibber McGee & Molly" program).

Lorenzo Jones

Sponsor: Charles H. Phillips Chemical Co. (Phillips' Magnesia Toothpaste, Milk of Magnesia Tablets).
Agency: Blakett-Sample-Hummert, Inc.
Origination: New York.
Air Time: Monday through Friday, 4:30 to 4:45 p.m. (before Nov. 13, 1939, 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: Frank and Anne Hummert.
Dialogue Writers: Jerome Kanner and Francis Winikus (June 19, 1939 to Aug. 11, 1939); Pauline Gibson and Frederick Gilsdorf (Aug. 14, 1939 to April 5, 1940); John De Witt (April 8, 1940 to April 12, 1940); Theodore and Mathilde Ferro (since April 15, 1940).
Agency Script Editor: Lloyd Rosenmond.
Talent: Karl Swenson (Lorenzo Jones); Lucille Wall (Belle Jones); dramatic cast.
Agency Director: Lloyd Rosenmond.
Announcer: Jean Paul King (before January 1940, Don Lowe).
Conductor: Ann Leaf, organist (theme).
Length of Run: Started April 26, 1937.

Joyce Jordan—Girl Interne

Sponsor: General Foods Corp. (La France, Satina, Minute Tapioca).
Agency: Young & Rubicam, Inc.
Origination: New York.
Air Time: Monday through Friday, 2:15 to

2:30 p.m. (repeat from 6:30 to 6:45 p.m., EST). (Before Jan. 29, 1940, 3 to 3:15 p.m., EST).

Network: CBS; 51 stations.
Production: Himan Brown, Carol Irwin (agency supervisor).
Script Writer: Julian Funt.
Talent: Ann Shepherd (Joyce Jordan); Theodore Newton (Dr. Christopher Parker); Alexander Scourby (Neil Reynolds); Myron McCormick (Paul Sherwood); Aileen Pringle (Anne Hill); (since Jan. 1940); Erik Rolf (Dr. Hans Simons); Charlotte Holland (Hope Alison); Karl Swensen (Dr. Tiny Collins); Joanna Roos (Miss Richards); Rex Ingram (John, the hospital orderly).
Agency Director: Ralph Skedgell and Robert E. Lee (alternating).
Announcer: Kenneth Roberts.
Conductor: Verlye Mills (harpist).
Theme Song: Original music by Verlye Mills.
Music Arranger: Verlye Mills.
Length of Run: Started July 3, 1939.

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.
Talent: Information not available.
Length of Run: April 9, 1939 to June 29, 1939.

Just Plain Bill

Sponsor: Anacin (Monday, Tuesday, Wednesday), BiSoDol (Thursday, Friday).
Agency: Blakett-Sample-Hummert, Inc.
Origination: New York.
Air Time: Monday through Friday, 3:45 to 4 p.m. (before March 25, 1940, 10:30 to 10:45 a.m.).
Network: NBC Blue; 60 stations (before March 25, 1940, NBC Red; 41 stations).
General Supervisors of Script and Production: Anne and Frank Hummert.
Authors of Title and Original Story Line: Anne and Frank Hummert.
Dialogue Writer: Robert Andrews.
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 an evening program on Sept. 19, 1932; changed to daytime, Aug. 14, 1933.

NETWORK COMMERCIALS—Continued

K

Kaltenborn Edits the News

Sponsor: The Pure Oil Co. (Petroleum Products).
Agency: Leo Burnett Co., Inc.
Origination: New York and Chicago.
Air Time: Monday, Wednesday and Friday, 6:30 to 6:45 p.m. (before Sept. 25, 1939, Sunday and Tuesday, 10:30 to 10:45 p.m.).
Network: CBS; 35 stations.
Production: R. W. Winsor (1939); F. S. Cary (1940).
Talent: H. V. Kaltenborn, commentator.
Agency Director: R. W. Winsor (1939); F. S. Cary (1940).
Announcers: Frank Gallop (New York); Ken Ellington (Chicago).
Length of Run: April 30, 1939 to April 26, 1940.

Kaltenborn Edits the News

Sponsor: The Pure Oil Co. (Petroleum Products).
Agency: Leo Burnett Co., Inc.
Origination: New York.
Air Time: Tuesday, Thursday, Saturday, 7:45 to 8 p. m.
Network: NBC Red; 36 stations.
Production: F. S. Cary.
Talent: H. V. Kaltenborn, commentator.
Agency Director: F. S. Cary.
Announcer: Gene Hamilton.
Length of Run: Started May 14, 1940.

Kitty Keene

Sponsor: Procter & Gamble (Dreft).
Agency: Blackett-Sample-Hummert, Inc.
Origination: Chicago.
Air Time: Monday through Friday, 5:15 to 5:30 p. m.
Network: NBC Red; 20 stations.
Production: Frank Dane.
Script Writer: Lenton Huntley.
Talent: Gail Henshaw (Kitty Keene); Patricia Dunlap (Jill); Herb Nelson (Bob Jones); Carlton Kadell (Charles Williams); Cornelia Osgood (Audrey Cantrell); Philip Lord (Jefferson Fowler).
Agency Director: Roy W. Winsor.
Announcer: Dan Donaldson.
Theme Song: None But the Lonely Heart.
Length of Run: Started July 6, 1936.

Kellogg Co.

(See "The Circle")
(See "Howie Wing")

Keep Fit to Music

Sponsor: Beatrice Creameries.
Agency: Lord & Thomas.
Origination: Chicago.
Air Time: Monday through Friday, 10:30 to 10:45 a. m. (and 11:30 to 11:45 a. m.).
Network: Mutual; 4 stations.
Talent: "Wallace."
Length of Run: Started January, 1940.

Wayne King's Orchestra

Sponsor: Colgate - Palmolive - Peet Co. (Cashmere Products, Halo).
Agency: Sherman & Marquette, Inc. (also Lord & Thomas of Toronto).
Origination: Chicago.
Air Time: Saturday, 8:30 to 8:55 p.m.
Network: CBS; 65 stations, plus 29 CBC stations.
Production: Henry Hayward.
Script Writer: Henry Hayward.
Talent: Wayne King and his Orchestra; Buddy Clark; Franklyn MacCormack.
Announcers: David Ross, Sunda Love as "Mary Lee" (Cashmere Bouquet beauty confidante).
Conductor: Wayne King.
Theme Song: The Waltz You Saved For Me.
Length of Run: Oct. 21, 1939 to June 15, 1940.

Knickerbocker Playhouse

Sponsor: Procter & Gamble (Teel and Drene).
Agency: H. W. Kastor & Sons Advertising Co.
Origination: Chicago.
Air Time: Sunday, 9 to 9:30 p.m. (previous to July 12, 1939, 10 to 10:30 p.m.)
Network: CBS; 59 stations.
Production: George L. Fogle.
Script Writers: 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: May 21, 1939 to Aug. 9, 1939.

Knox Gelatine Co., Inc.

(See "Bob Garred Reporting")
(See "Fletcher Wiley")

Kolynos Co.

(See "Mr. Keen, Tracer of Lost Persons")

NETWORK COMMERCIALS—Continued

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. (after July 4, 1940, 9 to 10 p.m.).
Network: NBC Red; 76 stations, plus CBC.
Production: Handled by the agency.
Script Writers: Carroll Carroll, Duke Attebury.
Talent: Bing Crosby; Bob Burns; Music Maids (Denny Wilson, June Clifford, Dotty Messner, Alice Sizer, Virginia Erwin); John Scott Trotter and his Orchestra; guests.
Agency Director: Robert Brewster.
Announcer: Ken Carpenter.
Conductor: John Scott Trotter.
Theme Song: When the Blue of the Night.
Length of Run: Original contract started June 26, 1933; new cast with Bing Crosby started Jan. 2, 1936.

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; 101 stations, plus 16 stations via transcriptions.
Production: Handled by the agency.
Script Writer: Frank Wilson.
Talent: Kay Kyser's Orchestra; Virginia Simms; Harry Babbitt; Sully Mason; members of the studio audience.
Agency Directors: Karl W. Schullinger, Ed. Cashman.
Announcers: Ben Grauer, Basil Ruysdael.
Conductor: Kay Kyser.
Theme Song: Happy Days Are Here Again; and Thinking of You.
Music Arranger: George Duning.
Length of Run: Started March 30, 1938.

L

Lady Esther, Ltd.

(See "Lady Esther Serenade")
(See "Guy Lombardo & His Orchestra")

Lady Esther Serenade

Sponsor: Lady Esther, Ltd. (Cosmetics).
Agency: Pedlar & Ryan, Inc.
Origination: New York.

Air Time: Friday, 10 to 10:30 p.m.
Network: NBC Red; 51 stations.
Production: Edgar G. Sisson, Jr.
Script Writer: Howard Merrill.
Talent: Guy Lombardo and his Orchestra (Wayne King, before Oct. 14, 1938).
Agency Director: Edgar G. Sisson, Jr.
Announcer: Kenneth Roberts.
Conductor: Guy Lombardo.
Theme Song: Auld Lange Syne.
Length of Run: Sept. 27, 1931 to Jan. 26, 1940.

Lambert Pharmacal Co.

(See "Grand Central Station")

Langendorf Pictorial

Sponsor: Langendorf United Bakeries, Inc.
Agency: Leon Livingston.
Origination: San Francisco.
Air Time: Monday to Friday, 3 to 3:15 p.m., EST.
Network: NBC Pacific Coast Red; 3 stations.
Talent: Data not available.
Length of Run: March to May, 1940.

Langendorf True Life Dramas

Sponsor: Langendorf United Bakeries, Inc.
Agency: Leon Livingston.
Origination: San Francisco.
Air Time: Monday to Friday, 2 to 2:15 p.m., PST.
Network: NBC Pacific Coast Red; 3 stations.
Production: Don Clark.
Script Writer: Don Clark.
Program Supervisor: Hal Hudson.
Talent: Dramatic cast.
Agency Director: Leon Livingston.
Announcer: Tobe Reed.
Length of Run: April 29, 1940 to July 8, 1940.

Langendorf United Bakeries, Inc.

(See "Rush Hughes")
(See "Langendorf Pictorial")
(See "Langendorf True Life Dramas")

La Rosa Concerts

Sponsor: La Rosa & Sons.
Agency: Commercial Radio Service.
Origination: New York.
Air Time: Tuesday, 8 to 8:30 p.m. (repeat from 9:30 to 10 p.m.).
Network: Mutual; 4 stations.
Production: Andre Luotto.

NETWORK COMMERCIALS—Continued

Script Writers: Commercial Radio Service Staff.

Talent: Alfred Antonini and his Orchestra; Harry Kramer, m.c.; Vivian Della Chiesa; Hilde Reggiani; Tito Schipa (alternately); chorus.

Agency Director: Andre Luotto.

Announcers: Bill Harding, Alba Luongo, Florence Schilling.

Conductor: Alfredo Antonini.

Theme Song: Santa Lucia.

Length of Run: Oct. 31, 1939 to May 17, 1940.

Lehn & Fink Products Corp.

(See "Burns & Allen")

Let's Go Hollywood

Sponsor: Cooperative Group.

Agency: Redfield-Johnstone, Inc.

Origination: Hollywood.

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

Network: Mutual and Don Lee Networks; 31 stations.

Production: Owen Crump.

Script Writers: Various.

Talent: Owen Crump, m.c.; Leon Leonardi and his Orchestra; Warner Bros. players as guest stars.

Agency Director: Norman S. Livingston.

Announcers: Local announcers.

Conductor: Leon Leonardi.

Theme Song: Let's Go Hollywood.

Music Arranger: Leon Leonardi.

Length of Run: Sept. 29, 1939 to Dec. 22, 1939.

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; 89 stations.

Production: Kenneth L. Watt.

Script Writers: Ray Perkins and Kenneth L. Watt.

Talent: Ray Perkins; Helen Bennett, assistant.

Agency Director: Kenneth L. Watt.

Announcer: Milton Cross.

Length of Run: May 7, 1939 to Sept. 24, 1939.

Lever Bros. Co.

(See "Aunt Jenny's Real Life Stories")
(See "Big Sister")
(See "Big Town")

(See "Life and Love of Dr. Susan")

(See "Lux Radio Theatre")

(See "Tuesday Night Party")

Fulton Lewis, Jr.

Sponsor: Local sponsors.

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.)

Fulton Lewis, Jr.

Sponsor: Detrola Corp.

Agency: Bass-Luckoff.

Origination: New York.

Air Time: Monday, Wednesday, Friday, 7 to 7:15 p.m. (repeats: 8 to 8:15 p.m.; 10:30 to 10:45 p.m.; 12:15 to 12:30 a.m. and 1:30 to 1:45 a.m.).

Network: Mutual; 12 stations.

Talent: Fulton Lewis, Jr., commentator.

Length of Run: Oct. 30, 1939 to Jan. 26, 1940.

Lewis-Howe Co.

(See "Musical Treasure Chest")

(See "Pot o' Gold")

(See "Quicksilver")

(See "Vocal Varieties")

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); dramatic cast.

Announcer: Frank Luther.

Conductor: Richard Leibert, organist.

Length of Run: Feb. 13, 1939 to Dec. 29, 1939.

Life Begins

Sponsor: Campbell Soup Co.

Agency: Ward Wheelock Co.

Origination: New York.

NETWORK COMMERCIALS—Continued

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

Network: CBS; 58 stations.

Production: Diana Bourbon.

Script Writer: Bess Flynn.

Talent: Bess Flynn (Martha Webster); Ray Collins (Father Craig); Carleton Young (Winfield Craig); Toni Gilman (Virginia Craig); Jimmy Donnelly (Dick Craig); Betty Philcon (Lucy Craig); Donald Cook (Lloyd Crawford) (since Feb. 1940).

Agency Director: Diana Bourbon.

Announcer: Ken Roberts.

Conductor: Lew White.

Theme Song: Melody in F.

Length of Run: Started Jan. 22, 1940.

Life Can Be Beautiful

Sponsor: Procter & Gamble (Ivory Soap).

Agency: Compton Advertising, Inc.

Origination: New York.

Air Time and Network: Monday through Friday, 1:15 to 1:30 p.m. (CBS; 28 stations), and Monday through Friday, 5:15 to 5:30 p.m. (NBC Red; 21 stations).

Production: Chick Vincent (of Transamerican Broadcasting & Television Corp.).

Script Writers: Don Becker, Carl Bixby.

Talent: Alice Reinheart (Chichi Conrad); Ralph Locke (David Solomon); John Holbrook (Stephen Hamilton); Mitzi Gould (Rita Yates); Carl Eastman (Toby Nelson); Richard Kollmar (Barry Markham); Charles Webster (Dr. Markham); Peggy Allenby (Louise Kimball Markham); Mandel Kramer (Lefty); Adelaide Klein (Mrs. Wadsworth); Mildred Robin (Priscilla Wadsworth); John Parrish (Wellington); Roger de Koven (Myron Henderson); Ruth Matteson (Kate Henderson); Bartlett Robinson (Dr. Abbott); Ian Martin (Henry Bristow).

Agency Director: Storrs Haynes (supervisor).

Announcer: Ralph Edwards.

Conductor: William Meeder, organist.

Theme Song: Original by Don Becker.

Length of Run: Started Nov. 7, 1938 on CBS, and July 3, 1939 on NBC.

Liggett & Myers Tobacco Co.

(See "Chesterfield Presents Fred Waring in *Pleasure Time*")

(See "Chesterfield Program")

(See "Glenn Miller and Orchestra")

Light of the World

Sponsor: General Mills, Inc. (Corn Kix).

Agency: Blackett-Sample-Hummert, Inc.

Origination: New York.

Air Time: Monday through Friday, 2 to 2:15 p.m., EST.

Network: NBC Red and Blue; 28 stations.

Production: Oliver Barbour (Transamerican Broadcasting & Television Corp.).

Script Writers: Don Becker (Transamerican); Dr. James B. Moffatt (of Union Theological Seminary), program consultant.

Talent: Cast changes frequently; David Gothard, narrator.

Announcer: James Fleming.

Length of Run: Started March 19, 1940.

Lincoln Highway

Sponsor: Hecker Products Corp. (Shinola).

Agency: Benton & Bowles, Inc.

Origination: New York.

Air Time: Saturday, 10 to 10:30 a.m. (repeat from 12 to 12:30 p.m.).

Network: NBC Red; 40 stations.

Production: Maury Lowell.

Talent: John T. McIntire, m.c.; cast varies.

Agency Director: Maury Lowell.

Announcer: John T. McIntire.

Length of Run: Started March 16, 1940.

Listen America (Calling America)

Sponsor: Cooperative Group.

Agency: Cecil & Presbrey, Inc.

Origination: New York and Washington.

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

Network: Mutual; 5 stations.

Talent: Erno Rapee and his Orchestra; Drew Pearson; Robert Allen; Gracie Barrie; The Tunetwisters (Andy Love, Bob Wacker, Jack Lathrop).

Announcer: Arthur Hale.

Conductor: Erno Rapee.

Length of Run: Oct. 22, 1939 to Jan. 14, 1940.

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: Mutual; 84 stations.

Production: Alan Wallace.

Script Writers: Wallace K. Norman, Day Keene.

Talent: Shirley Bell (Little Orphan Annie); Francis Derby (Joe Cornassel); Henry Saxe (Daddy Warbucks); Edmund Sprague (Mr. Silo); Henrietta Tedro (Mrs. Silo); Al Halus.

Agency Director: Robert Wilson.

Announcer: Pierre Andre.

NETWORK COMMERCIALS—Continued

Theme Song: Original.

Length of Run: Started Jan. 22, 1940 on Mutual. (On 17 NBC Red stations from April 6, 1931 to Jan. 19, 1940, Monday through Friday, 5:45 to 6 p.m.).

Guy Lombardo & His Orchestra

Sponsor: Lady Esther, Ltd. (Cosmetics).

Agency: Pedlar & Ryan, Inc.

Origination: Varies, according to band's engagements.

Air Time: Monday, 10 to 10:30 p.m. (from July 17, 1939 to Sept. 11, 1939, 9:30 to 10 p.m.).

Network: CBS; 63 stations.

Production: E. G. Sisson, Jr.

Script Writers: Howard Merrill (previously Raymond G. Sweeney).

Talent: Guy Lombardo and his Royal Canadians.

Agency Director: E. G. Sisson, Jr.

Announcer: Kenneth Roberts.

Conductor: Guy Lombardo.

Music Arranger: Boyd Bunch.

Length of Run: Original contract started Oct. 9, 1933.

Lone Journey

Sponsor: Procter & Gamble (Dreft).

Agency: Blackett-Semple-Hummert, Inc.

Origination: Chicago.

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

Network: NBC Red; 13 stations.

Production: Ted MacMurray.

Script Writer: Sandra Michael.

Talent: Betty Winkler (Nita); Les Damon (Wolfe); Cliff Soubier (Henry); Cleveland Towne (Young Wolfe).

Agency Director: Roy W. Winsor.

Announcer: Durward Kirby.

Theme Song: Original by Delos Owen.

Length of Run: Started May 27, 1940.

Lone Ranger, The

Sponsor: Local sponsors.

Origination: WXYZ, Detroit.

Air Time: Monday, Wednesday and Friday half-hour periods at varying times.

Network: Mutual, Michigan Radio Network, Don Lee and independent stations; approximately 140 stations.

Production: Charles Livingstone.

Script Writer: Fran Striker.

Talent: WXYZ Policy prevents listing of cast names.

Announcers: Harold True (commercial), Brace Beemer (narrator).

Theme Song: William Tell Overture.

Length of Run: Program originally started in November, 1933; local sponsors change frequently, hence no starting and closing dates can be given.

Lone Ranger, The

Sponsor: General Baking Co. (Bond Bread).

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

Origination: WXYZ, Detroit.

Air Time: Monday, Wednesday, Friday, 7:30 to 8 p.m. (also: Tues., Thurs., Sat., 6 to 6:30 p.m., 6:30 to 7 p.m., 7:30 to 8 p.m.; Mon., Wed., Fri., 6:30 to 7 p.m.).

Network: Mutual; 13 stations.

Script Writer: Fran Striker.

Talent: John Todd; Charles Livingstone; Jack Petruzzi; Jay Michael; Ruth Rickaby; Herschell Mayal.

Announcer: Harold True.

Conductor: Ted Robertson.

Length of Run: Program originally started November, 1933 (General Baking took over sponsorship, Feb. 13, 1939; previously sponsored by Gordon Bakeries).

Loose-Wiles Biscuit Co.

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

P. Lorillard Co.

(See "Melody and Madness")

(See "Old Gold-Don Ameche Show")

(See "Sensations and Swing")

Los Angeles Soap Co.

(See "Dealer in Dreams")

(See "Spelling Beeliner")

Lovely Lady

(See "Anson Weeks and His Orchestra")

Lovely Lady Program

Sponsor: Chamberlain Laboratories, Inc. (Lotion).

Agency: L. W. Ramsey Co.

Origination: Denver.

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

Network: NBC Split Network; 9 stations.

Talent: Milton Shrednik and his Orchestra; Lester Harding, singer.

Announcer: John Stanton.

Conductor: Milton Shrednik.

Length of Run: Jan. 7, 1940 to March 31, 1940.

NETWORK COMMERCIALS—Continued

Lum and Abner

Sponsor: General Foods Corp. (Postum).
Agency: Young & Rubicam, Inc.
Origination: Hollywood.
Air Time: Monday, Wednesday, Friday, 7:15 to 7:30 p.m. (repeat from 11:15 to 11:30 p.m.).
Network: CBS; 56 stations.
Production: William L. Stuart.
Script Writers: Chester Lauck, F. Norris Goff.
Talent: Chester Lauck (Lum); F. Norris Goff (Abner).
Agency Director: William L. Stuart.
Announcer: Lew Crosby.
Conductor: Sybil Chism, organist.
Theme Song: Eleanor.
Length of Run: Feb. 28, 1938 to March 29, 1940. (Off during the summer of 1939 from June 30 to Aug. 28).

Lux Radio Theatre

Sponsor: Lever Bros. Co. (Lux Toilet Soap).
Agency: J. Walter Thompson Co.
Origination: Hollywood.
Air Time: Monday, 9 to 10 p.m.
Network: CBS; 63 stations, plus 29 CBC.
Production: Cecil B. De Mille.
Script Writers: George Wells, Harry Kerr.
Talent: Cecil B. De Mille; Louis Silvers' Orchestra; stage and screen stars.
Agency Director: Sanford Barnett.
Announcer: Melville Ruick.
Conductor: Louis Silvers.
Theme Song: Original.
Length of Run: Started July 29, 1935. (Off during the summer of 1939 from July 4, to Sept. 11).

Luncheon at the Waldorf

Sponsor: R. J. Reynolds Tobacco Co. (Camels).
Agency: William Esty & Co., Inc.
Origination: Empire Room of the Waldorf-Astoria Hotel, New York.
Air Time: Saturday, 1:30 to 2 p.m.
Network: NBC Blue; 44 stations.
Production: Handled by the agency.
Script Writers: Edith Meiser, Sylvia Dowling, Beatrice Faber.
Talent: Ilka Chase; Frank Luther; Paul Barron's Orchestra; guests.
Agency Director: Don Bernard.
Announcer: Bert Parks.
Conductor: Paul Barron.
Length of Run: Started Feb. 24, 1940.

Lutheran Hour

Sponsor: Lutheran Laymen's League.
Agency: Kelly, Stuhlman & Zahrdt, Inc.
Origination: St. Louis.
Air Time: Sunday, 1:30 to 2 p.m. (repeat from 4:30 to 5 p.m.).
Network: Mutual; 56 stations, plus 7 Oklahoma and 31 Don Lee Network stations, plus transcriptions on 78 stations.
Continuity Writer: Virgil A. Kelly.
Talent: Dr. Walter A. Maier; Acappella Choir; Lutheran Hour Male Chorus (students at Concordia Seminary, St. Louis).
Agency Director: Walter W. Zahrdt.
Announcer: R. W. Janetzke.
Conductors: William B. Heyne, Ronald Ross.
Opening Song: A Mighty Fortress is Our God. **Signature:** Beautiful Savior.
Length of Run: Original contract started Oct. 4, 1935. (Off during the summer of 1939 from April 16 to Oct. 29).

M

Ma Perkins

Sponsor: Procter & Gamble (Oxydol).
Agency: Blackett-Sample-Hummert, Inc.
Origination: Chicago.
Air Time: Monday through Friday, 3:15 to 3:30 p.m.
Network: NBC Red; 67 stations, plus CBC.
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: Roy W. Winsor.
Announcer: Dick Wells.
Theme Song: Original by Larry Larson.
Length of Run: Started Dec. 4, 1933.

Macfadden Publications, Inc.

(See "True Story Time with Fulton Oursler")

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 finish of bout.
Network: NBC Blue; 81 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.

NETWORK COMMERCIALS—Continued

Magic Key of RCA

Sponsor: Radio Corporation of America.
Agency: None.
Origination: New York (with worldwide pickups).
Air Time: Monday, 9 to 10 p.m. (before Aug. 14, 1939, Sunday, 2 to 3 p.m. and Monday, 8:30 to 9:30 p.m.).
Network: NBC Blue; 107 stations.
Production: Howard Wiley (NBC), Thomas Bennett, Wm. S. Rainey (drama).
Script Writers: Welbourn Kelley, Richard McDonagh.
Talent: Dr. Frank Black; Magic Key Orchestra; guests.
Announcers: Milton Cross, Ben Grauer.
Conductor: Dr. Frank Black.
Theme Song: Theme of the RCA (original by Dr. Black).
Length of Run: Sept. 25, 1935 to Sept. 18, 1939.

Maltex Co.

(See "Uncle Don")

Man I Married, The

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; 45 stations and CBC.
Production: Basil Loughrane.
Script Writers: Carl Bixby, Don Becker.
Talent: Barbara Lee; Van Heflin; Jackson Beck; George Hogan.
Length of Run: Started July 3, 1939.

Manhattan Merry-Go-Round

Sponsor: R. L. Watkins Co. (Dr. Lyon's Toothpowder).
Agency: Blackett-Sample-Hummert, Inc.
Origination: New York.
Air Time: Sunday, 9 to 9:30 p.m.
Network: NBC Red; 38 stations.
General Supervisors of Script and Production: Frank and Anne Hummert.
Author of Title and Original Story Line: Frank Hummert.
Dialogue Writer: Anne Hummert.
Agency Script Editor: Anne Hummert.
Talent: Men About Town (Harold [Scrappy] Lambert, Jack Parker, Phil Duey); Pierre Le Kruein; Rachael Carley; Don Donnie & Orchestra.
Agency Director: Anne Hummert.
Announcer: Ford Bond.
Conductor: Don Donnie (Andy Sanella).
Length of Run: Original contract started Nov. 6, 1932.

Manhattan Mother

Sponsor: Procter & Gamble (Chipso).
Agency: Pedlar & Ryan, Inc.
Origination: New York (before January, 1940, Chicago).
Air Time: Monday through Friday, 4:30 to 4:45 p.m., EST (before Jan. 1940, 9 to 9:15 a.m.).
Network: CBS; 9 stations.
Production: John McLean (of the agency), Stuart Dawson.
Script Writer: Orin Tovrov.
Talent: Kaye Brinker (Patricia Locke) (Margaret Hillas, before Jan. 1940); Dan Sutter (Tony); Elizabeth Reller (Leona); John Brown (Bump) (before Jan. 1940, John Walsh); David Niles (Sam Newell); Effie Palmer (Hannah) (before Jan. 1940, Marie Nelson); Ethel Owen (Mrs. Chandler); John Davenport Seymour (Lawrence Locke) (before Jan. 1940, Arnold Moss who had previously replaced Ken Griffin); James Van Dyke (Michael Chandler); Eleanor Phelps (Valerie Thompson) (before Jan. 1940, Claudia Morgan); Eric Dressler (Jack Thompson); John Anthony (Curtis Graham); Vicki Vola (Dale Locke).
Agency Director: Betty Howard (formerly John McLean).
Announcer: James Fleming.
Length of Run: March 6, 1939 to April 5, 1940.

Manhattan Soap Co.

(See "Jack Berch and His Boys")
(See "Informal Talks by Mrs. Eleanor Roosevelt")

Marathon Melodies

Sponsor: The Ohio Oil Co.
Agency: Byer & Bowman Advertising.
Origination: Cincinnati.
Air Time: Friday, 10:30 to 11 p.m.
Network: NBC Blue; 11 stations.
Production: Harold Carr, Chester Herman.
Script Writer: Herbert Byer.
Talent: Josef Cherniavsky and his Orchestra; Sylvia Rhodes, singer; Steve Merrill, singer; The Thrasher Sisters, harmony trio; Charles Woods (James Leonard, before March 29, 1940).
Agency Directors: Herbert Byer, Gus K. Bowman.
Announcers: Fred Foster (Charles Woods, before March 29, 1940).
Conductor: Josef Cherniavsky.
Theme Song: If You Were Set to Music.
Music Arranger: Josef Cherniavsky.
Length of Run: Sept. 1, 1939 to May 24, 1940.

NETWORK COMMERCIALS—Continued

Marriage License Romances

Sponsor: Local Cooperative Group.
Origination: Chicago.
Air Time: Monday, Wednesday and Friday, 3 to 3:15 p.m.
Network: Mutual; 3 stations.
Talent: Quinn Ryan, interviewer.
Announcer: Jeff Sparks.
Length of Run: Started June 27, 1938. (This program has been alternately a sustaining and commercial feature. Changes were frequent and dates are not available).

Mars, Inc.

(See "Dr. I. Q.")

Mary Margaret McBride

Sponsor: General Foods Corp. (La France, 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 after May 1, 1939).
Network: CBS; 40 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: Oct. 4, 1937 to June 30, 1939.

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 announcers.
Music Arranger: Charles Runyon.
Length of Run: Started in the spring of 1931 (definite date not available). Ended on June 22, 1939.

Meet the Dixons

Sponsor: Campbell Soup Co. (Franco-American Spaghettii).

Agency: Ruthrauff & Ryan, Inc.
Origination: New York.
Air Time: Monday through Friday, 9:15 to 9:30 a.m.
Network: CBS; 14 stations.
Production: John Loveton.
Script Writer: Robert Andrews.
Talent: Richard Widmark (Wesley); Barbara Weeks (Joan); Charles Dingle.
Agency Director: John Loveton.
Announcer: Dan Seymour.
Length of Run: July 31, 1939 to Oct. 6, 1939.

Melody and Madness

Sponsor: P. Lorillard Co. (Old Gold Cigarettes).
Agency: Lennen & Mitchell, Inc.
Origination: Hollywood.
Air Time: Tuesday, 9 to 9:30 p.m.
Network: NBC Blue; 90 stations.
Production: Mann Holiner (of the agency).
Script Writers: Al Lewis, Hank Garson.
Talent: Robert Benchley (off for the summer of 1939 from June 27 to Oct. 3); Lennie Hayton (before Oct. 10, 1939, Artie Shaw) and his Orchestra; Dick Todd (off after Feb. 26, 1939).
Agency Director: Mann Holiner.
Announcer: Del Sharbutt.
Conductor: Lennie Hayton (Artie Shaw, before Oct. 10, 1939).
Length of Run: Started Nov. 20, 1938 on CBS; shifted to NBC Blue, May 23, 1939 and ran until Nov. 14, 1939.

Melody Ranch

Sponsor: William Wrigley, Jr., Co. (Doublemint).
Agency: J. Walter Thompson Co. (Chicago).
Origination: Hollywood.
Air Time: Sunday, 6:30 to 7 p.m.
Network: CBS; 66 stations.
Production: Bob Brewster (of the agency).
Script Writers: Carroll Carroll, Irvin Ashkenazy, Edward James.
Talent: Gene Autry; Nancy Mason (Dorothy Ellers); Horace (Shorty) Murphy.
Agency Director: Bob Brewster.
Announcer: Wendall Niles.
Conductor: Lou Bring.
Theme Song: Back in the Saddle Again.
Length of Run: Started Jan. 7, 1940.

Mennen Co.

(See "Bob Garred Reporting")
(See "The People's Vote")
(See "Quixie Doodle Contest")

NETWORK COMMERCIALS—Continued

Metropolitan Life Insurance Co.

(See "Edwin C. Hill")

Metropolitan Opera Auditions of the Air

Sponsor: Sherwin-Williams Co.
Agency: Warwick & Legler, Inc.
Origination: New York.
Air Time: Sunday, 5:30 to 6 p.m.
Network: NBC Blue; 89 stations.
Production: James Haupt.
Script Writer: Anna Erskine.
Talent: Wilfred Pelletier and Orchestra; Edward Johnson; Milton Cross; guests.
Agency Director: Preston H. Pumphrey.
Announcer: Milton Cross.
Conductor: Wilfred Pelletier.
Theme Song: March from Tannhauser.
Music Arrangers: Louis Brunelli, Carroll Huxley, Allan Shulman.
Length of Run: Original contract started Dec. 22, 1935. (Off during each summer. Last series ran from Oct. 1, 1939 to March 24, 1940).

Midstream

Sponsor: Procter & Gamble (Teel).
Agency: H. W. Kastor & Sons Advertising Co.
Origination: Chicago.
Air Time and Network: Monday through Friday 10:15 to 10:30 a.m., NBC Red, 44 stations (repeat from 5:30 to 5:45 p.m.) (previously heard on both Red and Blue networks).
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.
Announcers: Dick Wells, Gene Baker.
Conductor: Larry Larson, organist.
Length of Run: Started May 1, 1939.

Miles Laboratories, Inc.

(See "National Barn Dance")
(See "Alec Templeton Time")

Glenn Miller and Orchestra

Sponsor: Liggett & Myers Tobacco Co. (Chesterfield Cigarettes).
Agency: Newell-Emmett Co., Inc.
Origination: New York.
Air Time: Tuesday, Wednesday, Thursday, 10 to 10:15 p.m., EST.

Network: CBS; 95 stations.
Production: Lawrence W. Bruff (for the agency), Douglas Coulter (CBS).
Talent: Glenn Miller and Orchestra; Andrews Sisters (off since March 21, 1940); Marion Hutton; Ray Eberly.
Agency Director: Don Langan.
Announcers: Paul Douglas, Lawrence W. Bruff (outside New York).
Conductor: Glenn Miller.
Theme Song: Moonlight Serenade.
Length of Run: Started Jan. 2, 1940.

Mr. District Attorney

Sponsor: Bristol-Myers Co. (Vitalis).
Agency: Pedlar & Ryan, Inc.
Origination: New York.
Air Time: Thursday, 8 to 8:30 p.m.
Network: NBC Red; 51 stations.
Production: Ed Byron.
Script Writers: Various.
Talent: Jay Jostyn (as District Attorney); Len Doyle; Jeffrey Bryant; Amy Seidell; Maurice Franklin; Paul Stewart; Helene Dumas; Craig McDonnell; Frank Lovejoy; Vicki Vola; Peter Van Steedan and his Orchestra.
Announcers: Ben Grauer, Mark Hawley.
Conductor: Peter Van Steedan.
Length of Run: Started April 11, 1940.

Mr. District Attorney

Sponsor: The Pepsodent Co. (Toothpaste).
Agency: Lord & Thomas.
Origination: New York.
Air Time: Sunday, 7:30 to 8 p.m. (repeat from midnight to 12:30 a.m.).
Network: NBC Blue; 35 stations.
Production: Ed Byron.
Script Writer: Harry Herman.
Talent: Jay Jostyn (as District Attorney) (Raymond Edward Johnson before Oct. 1, 1939); Len Doyle; Jeffrey Bryant; Amy Seidell; Maurice Franklin; Paul Stewart; Helene Dumas; Craig McDonnell; Frank Lovejoy; Vicki Vola (Arlene Francis, from Oct. 7, 1939 to Jan. 7, 1940).
Agency Director: Norman Morrell.
Announcer: Ed Herlihy.
Conductor: Harry Salter.
Theme Song: Hail Liberty.
Length of Run: Replaced the "Pepsodent Program Starring Bob Hope" from June 27, 1939 to Sept. 19, 1939, NBC Red, Tuesday, 10 to 10:30 p.m. Started on NBC Blue, Oct. 1, 1939 and ran until March 31, 1940.

Mr. Keen, Tracer of Lost Persons

Sponsor: Kolynos Co.
Agency: Blackett-Sample-Hummert, Inc.

NETWORK COMMERCIALS—Continued

Origination: New York.

Air Time: Tuesday, Wednesday and Thursday, 7:15 to 7:30 p.m.

Network: NBC Blue; 44 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: Jerome Ross (Dec. 19, 1937 to Nov. 30, 1939); Al Scheuer (Dec. 5 and 6, 1939); Ernest Shenkin (Dec. 7, 12 and 13, 1939); Leonard Spigelgass (Dec. 14, 1939 to Jan. 31, 1940); Ernest Shenkin (Feb. 1, 1940 to Feb. 13, 1940); Leonard Spigelgass (Feb. 14, 1940 to April 18, 1940); Jerome Ross (April 23, 1940 to May 1, 1940); Willard Wiener (May 2, 1940 to May 14, 1940); Arthur Weinberg (May 15, 1940 to May 22, 1940).

Agency Script Editor: Mildred Fenton.

Talent: Bennett Kilpack (Mr. Keen); Florence Malone (Miss Ellis).

Agency Director: Martha Atwell.

Announcer: James Fleming.

Conductor: Ann Leaf (theme).

Length of Run: Started Oct. 12, 1937.

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; 53 stations.

Production: C. L. Menser.

Script Writer: Charles Tazewell.

Talent: Percy Hemus (Old Wrangler); Russell Thorsen (Tom Mix); Jane Webb (Jane); Curley Bradley (Pecos Williams); Sid Ellstrom (Amos Q. Snood); Carl Kroenke (Chris Acropolous); Vance McCune (Wash); Ranch Boys (Jack Ross, Shorty Carson, Curley Bradley).

Agency Director: Charles E. Claggett.

Announcer: Lynn Brandt.

Theme Song: When the Bloom Is on the Sage.

Length of Run: Original contract started Sept. 25, 1933. (Off for summer of 1939 from March 24 to Sept. 25). Latest series started Sept. 25, 1939.

Modern Food Process Co.

(See "The Moylan Sisters")

Moody Bible Institute

(See "Religious Talks—Let's Go back to the Bible")

Benjamin Moore & Co.

(See "Betty Moore")

Betty Moore

Sponsor: Benjamin Moore & Co.

Agency: Direct.

Origination: New York.

Air Time: Saturday, 10:30 to 10:45 a.m.

Network: NBC Red; 43 stations.

Production: Aldo Ghisalbert (NBC).

Talent: Betty Moore.

Announcer: Hjerluf Provinsen.

Conductor: George Crook, organist.

Theme Song: Little Grey Home In the West.

Length of Run: Feb. 24, 1940 to May 18, 1940.

John Morrell & Co.

(See "Bob Becker's Chats About Dogs")

Philip Morris & Co., Ltd.

(See "Breezing Along")

(See "Jingo")

(See "Johnny Presents")

(See "Name Three")

(See "Swingo")

Moylan Sisters, The (Cherubs of Radio)

Sponsor: Modern Food Process Co. (Thrive Dog Food).

Agency: Clements Co.

Origination: New York.

Air Time: Sunday, 5 to 5:15 p.m.

Network: NBC Blue; 13 stations.

Production: R. H. Smith.

Script Writer: I. W. Clements.

Talent: Marianne and Peggy Joan Moylan.

Agency Director: Alice Clements.

Announcer: Don Lowe.

Music Arranger: Mort Howard.

Length of Run: Started Oct. 15, 1939.

C. F. Mueller Co.

(See "Thunder Over Paradise")

Music By Malneck

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

Agency: Young & Rubicam, Inc.

Origination: Hollywood.

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

Network: CBS; 52 stations.

NETWORK COMMERCIALS—Continued

Production: Murray Bolen.
Script Writer: Matty Malneck.
Talent: Matty Malneck and his Orchestra.
Agency Director: Murray Bolen.
Announcer: John Hiestand.
Conductor: Matty Malneck.
Length of Run: June 1, 1939 to August 24, 1939.

Musical Americana

Sponsor: Westinghouse Electric & Mfg. Co.
Agency: Fuller, Smith & Ross, Inc.
Origination: Syria Mosque, Pittsburgh; New York after July 2, 1940.
Air Time: Thursday, 8 to 8:30 p.m. (repeat from 11:30 p.m. to 12 midnight) (after July 2, 1940, Tuesday, 9 to 9:30 p.m.).
Network: NBC Blue; 102 stations.
Production: Kenneth L. Watt.
Script Writer: Kenneth L. Watt.
Talent: Deems Taylor, m.c. (replaced by Kenneth L. Watt after July 2, 1940); Raymond Paige conducting the Westinghouse Orchestra; mixed choir; guests.
Agency Director: Kenneth L. Watt.
Announcer: Milton Cross.
Conductor: Raymond Paige.
Theme Song: White Knight Theme from "Through the Looking Glass" by Deems Taylor; and Where Else But Here? from "Let Freedom Ring" by Sigmund Romberg.
Length of Run: Started Jan. 25, 1940.

Musical Steelmakers, The

Sponsor: Wheeling Steel Corp.
Agency: Critchfield & Co.
Origination: Wheeling, W. Va.
Air Time: Sunday, 5 to 5:30 p.m. (repeat from 6 to 6:30 p.m.).
Network: Mutual; 46 stations.
Production: J. L. Grimes, Maury Longfellow, Ardenne White.
Script Writer: J. L. Grimes.
Talent: Dorothy Anne Crowe; Regina Colbert; Ardenne White; Steele Sisters (Lucille Bell, Lois Mae Nolte, Kathleen Nelson); the Singing Millmen (Walter Schane, Bill Griffiths, Frank Nalepa, Bill Stevenson); John Wincholl (the Old Timer); the Musical Steelmakers' Orchestra; and amateurs selected by auditions from employee families of Wheeling Steel Corp.
Agency Director: Merle Blackburn.
Announcer: Lew Clawson.
Conductor: Earl Summers.
Theme Song: The Ranger Song from "Rio Rita."
Music Arranger: Maury Longfellow, John Haale.

Length of Run: Jan. 2, 1938 to June 30, 1940. (Off during the summer of 1939 from June 25 to Oct. 8; scheduled to be off during the summer of 1940 from June 30 to Oct. 6).

Musical Treasure Chest

Sponsor: Lewis-Howe Co. (Tums).
Agency: Stack-Goble Advertising Agency.
Origination: New York (and other points depending upon band's tour).
Air Time: Tuesday, 8:30 to 9 p.m.
Network: NBC Red; 81 stations.
Talent: Horace Heidt & His Musical Knights; members of the studio audience.
Conductor: Horace Heidt.
Theme Song: The March of the Heidt Brigade.
Music Arranger: Horace Heidt.
Length of Run: Started June 11, 1940.

Musterole Co.

(See "Carson Robison & His Buckaroos")

My Children

Sponsor: Sperry Flour Co. (Wheat Hearts).
Agency: Westco Advertising Agency.
Origination: KSFO, San Francisco.
Air Time: Monday through Friday, 8:45 to 9 a.m., PST.
Network: CBS (Pacific Network); 8 stations.
Script Writer: C. C. Thomas.
Talent: Not available.
Length of Run: Started Oct. 9, 1939.

My Son and I

Sponsor: General Foods Corp. (Calumet and Swans Down).
Agency: Young & Rubicam, Inc.
Origination: New York.
Air Time: Monday through Friday, 2:45 to 3 p.m.
Network: CBS; 67 stations.
Production: Carol Irwin.
Script Writers: Frank Provo assisted by John Picard.
Talent: Betty Garde (Connie Vance); Helene Dumas (Nina Chase); Kingsley Colton (Buddy Watson); Alan Hewitt (Kent Davis); Gladys Thornton (Aunt Addie Owens); Helen Choate (Lucy James); Marcel Journet (Paul Varre); Agnes Young (Aunt Minta Owens).
Agency Director: Carol Irwin (supervisor) and Bill Rousseau.

NETWORK COMMERCIALS—Continued

Announcers: Charles Stark (before Jan. 15, 1940, Andre Baruch).
Conductor: Charles Paul, organist.
Theme Song: My Son and I (by Charles Paul).
Music Arranger: Charles Paul.
Length of Run: Started Oct. 9, 1939.

Myrt and Marge

Sponsor: Colgate-Palmolive-Peet Co. (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.).
Network: CBS; 77 stations.
Production: Ted Barash.
Script Writer: Stuart Hawkins.
Talent: Myrtle Vail (Myrt); Donna Damerel (Marge); Gene Morgan; Ray Hedge; Edith Evanson; Santos Ortega; Leo Curley; Linda Carlon; Joe Latham; Joanne Myers; John Pickard; Roger de Koven; others.
Agency Directors: Jack Mullen, Ted Barash.
Announcers: Del Sharbutt (previously Jean Paul King).
Conductor: John Winters, organist.
Theme Song: Poor Butterfly.
Music Arranger: John Winters.
Length of Run: Started Jan. 4, 1937.

N

Name Three

Sponsor: Dunhill Cigarettes.
Agency: Biow Co.
Origination: New York.
Air Time: Wednesday, 8 to 8:30 p.m. (before Aug. 9, 1939, 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.
Announcers: Frank Knight, Clyde Kittell.
Conductor: Dave Terry.
Theme Song: Original.
Length of Run: April 10, 1939 to Oct. 4, 1939.

Name Three

Sponsor: Philip Morris & Co., Ltd. (Revelation Smoking Tobacco).
Agency: Biow Co.
Origination: New York.

Air Time: Saturday, 8 to 8:30 p.m.
Network: Mutual; 5 stations.
Production: Walter A. Tibbals.
Talent: Bob Hawk, m.c.
Agency Director: Walter A. Tibbals.
Announcers: David Gothard, George Brooks.
Conductor: Dave Terry.
Theme Song: Original.
Length of Run: Oct. 14, 1939 to April 6, 1940.

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; 82 stations (after June 29, 1940, NBC Red).
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 and Paul Trietsch, Charles O. Ward); Joe Parsons; Pat Barrett; Maple City Four (Al Rice, Fritz Meissner, Art Janes, Pat Petterson); Lucille Long; Skyland Scotty (Scott Wiseman); Arkie, the Arkansas Woodchopper (Luther Ossenbrink); Vass Family (Sally, Virginia, Emily, Louise and Frank); Bill O'Connor; Skip Farrell; Trio (Ann, Pat and Judy); Eddie Peabody, since December 30, 1939; octet.
Agency Director: W. A. Wade.
Announcer: Jack Holden.
Conductor: Glenn Welty.
Theme Song: Hail, Hail the Gang's All Here; Hot Time in the Old Town Tonight; and Seeing Nellie Home.
Length of Run: Original contract started July 15, 1933; latest series started Oct. 1, 1938.

National Lead Co.

(See "Answer Auction")

Nehi Corp.

(See "Believe It or Not")

News

Sponsor: Pepsi-Cola Co.
Agency: Newell-Emmett Co., Inc.
Origination: New York.
Air Time: Tuesday, Thursday, Saturday, 6 to 6:05 p.m. (repeats from 10:55 to 11 p.m. and 11 to 11:05 p.m.)

NETWORK COMMERCIALS—Continued

Network: CBS; 112 stations.
Talent: Tom Shirley, newscaster.
Agency Director: George Ogle.
Announcer: Tom Shirley.
Length of Run: Started April 30, 1940.

News and Rhythm

Sponsor: Bowey's, Inc. (Dari-Rich).
Agency: Sorenson & Co.
Origination: Chicago.
Air Time: Sunday, 11:05 to 11:30 a.m. (repeat from 2:30 to 2:55 p.m.).
Network: CBS; 33 stations.
Production: Bob Hafter (CBS).
Talent: Carl Hohengarten and his Orchestra; Todd Hunter (reporter); Dave Bacal (Novachordist).
Announcer: Tommy Bartlett.
Conductor: Carl Hohengarten.
Length of Run: Started June 4, 1939.

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 Hughes, commentator.
Length of Run: March 19, 1939 to Sept. 15, 1939. (Currently heard over the Don Lee Network, 23 stations).

Night Editor

Sponsor: Cardinet Candy Co., Inc.
Agency: Tomaschke-Elliott, Inc.
Origination: San Francisco.
Air Time: Sunday, 8 to 8:15 p.m., PST (previously 9 to 9:15 p.m.).
Network: NBC Red; 8 stations.
Production: Handled by the agency.
Script Writer: Hal Burdick.
Talent: Hal Burdick (Night Editor); Wally Elliott (Bobby).
Agency Director: Wallace F. Elliott.
Announcers: Larry Keating, Cliff Engle.
Length of Run: Started Sept. 12, 1934. (Heard over CBS from Oct. 16, 1938 to Jan. 22, 1939).

No Greater Glory

Sponsor: Albers Bros. Milling Co. (cereals).
Agency: Erwin, Wasey & Co., Pacific Coast.
Air Time: Monday, Wednesday, Friday, 3:15 to 3:30 p.m., PST.

Network: NBC Pacific Coast Red; 8 stations.
Talent: Not available.
Length of Run: Started January, 1940.

Noxzema Chemical Co.

(See "Bob Trout")



Ohio Oil Co.

(See "Marathon Melodies")

Old Fashioned Revival

Sponsor: Gospel Broadcasting Association.
Agency: R. H. Alber Co.
Origination: KHJ, Los Angeles.
Air Time: One-hour program heard on Sunday evening at various times.
Network: Mutual; 76 stations.
Production: Charles E. Fuller.
Talent: Rev. Charles E. Fuller; quartet; audience participation.
Agency Director: R. H. Alber.
Announcer: Hugh Brundage.
Theme Song: Jesus Saves.
Music Arranger: Rudy Atwood.
Length of Run: Original contract started April 4, 1937; latest series runs from Dec. 31, 1939 to Dec. 22, 1940.

Old Gold-Don Ameche Show

Sponsor: P. Lorillard Co.
Agency: Lennen & Mitchell, Inc.
Origination: Hollywood.
Air Time: Friday, 10 to 10:30 p.m., EST.
Network: NBC Red; 60 stations.
Production: William N. Robson.
Script Writers: True Boardman, Roger Denny, Hal Medford, Roswell Rogers.
Talent: Don Ameche; Claire Trevor; Pat Friday; Victor Young and his Orchestra.
Agency Director: William N. Robson.
Announcer: Harlow Wilcox.
Conductor: Victor Young.
Theme Song: Original by Victor Young.
Length of Run: Started April 5, 1940.

Old Trusty Dog Food Co.

(See "Just Dogs")

One Man Theatre

Sponsor: D. Ghiradelli & Co.
Agency: Erwin, Wasey & Co., Inc.
Origination: KNX, Hollywood.

NETWORK COMMERCIALS—Continued

Air Time: Thursday, 8:15 to 8:30 p.m., PST.
Network: CBS Pacific Network.
Production: Handled by CBS.
Script Writer: Walter Gering.
Talent: Frank Graham.
Agency Director: H. A. Stebbins.
Announcer: Chet Huntley.
Length of Run: Feb. 22 to March 28, 1940.

One Man's Family

Sponsor: Standard Brands, Inc. (Tender Leaf Tea).

Agency: J. Walter Thompson Co.

Origination: Hollywood.

Air Time: Sunday, 8:30 to 9 p.m. (repeat from 9:30 to 10 p.m.). (Before Jan. 1940, Thursday, 8 to 8:30 p.m.; before Oct. 5, 1939, Wednesday, 8 to 8:30 p.m. with repeat on Sunday, 9:30 to 10 p.m., PST).

Network: NBC Red; 61 stations, and CBC.

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 Rouverol (Betty); Barbara Jo Allen (Beth Holly); Lucy Gilman (various roles).

Agency Director: John Christ.

Announcer: Ken Carpenter.

Theme Song: Destiny Waltz.

Length of Run: Original contract started April 3, 1935. Latest series started Jan. 1, 1939.

One of the Finest

Sponsor: Gordon Baking Co. (Silvercup Bread).

Agency: Young & Rubicam, Inc.

Origination: New York.

Air Time: Monday and Thursday, 7:30 to 8 p.m.

Network: NBC Red and Blue; 3 stations.

Production: Ben Larsen.

Script Writers: Stuart Hawkings, John Martin.

Talent: Leif Ericson; Alan Reed; others.

Agency Director: Ben Larsen.

Announcer: Bill Johnstone.

Conductor: Don Baker.

Theme Song: Il Guarnney.

Length of Run: Started Oct. 2, 1939.

O'Neills, The

Sponsor: Proctor & Gamble (Ivory Soap).

Agency: Compton Advertising, Inc.

Origination: New York.

Air Time: Monday through Friday, 12:15 to 12:30 p.m. and 5:45 to 6 p.m. (before Jan. 29, 1940, 12:15 to 12:30 p.m., only).

Network: NBC Red; 45 stations.

Production: Carlo De Angelo (of Ed Wolf Associates).

Script Writer: Jane West.

Talent: Kate McComb (Mrs. O'Neill); Jimmy Tansey (Danny O'Neill); Claire Niessen (Peggy O'Neill Kayden); Chester Stratton (Monte Kayden); Janice Gilbert (Janice Collins O'Neill, Junior, Margie, and Bobby); Jimmy Donnelly (Eddie Collins); Jane West (Mrs. Bailey); Jack Rubin (Mr. Levy); Helen Claire (Sally Scott O'Neill); Jackie Jordon (Stevie King); David Gothard (Dr. Kingsley); Roy Fant (Mr. Hubbell).

Agency Supervisor: Storrs Haynes.

Announcer: Alan Kent.

Conductor: William Meeder, organist.

Theme Song: Danny Boy.

Length of Run: Original contract started Oct. 8, 1935; latest series started July 4, 1938.

Orphans of Divorce

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

Agency: Blackett-Sample-Hummert, Inc.

Origination: New York.

Air Time: Monday through Friday, 3 to 3:15 p.m. (before Sept. 25, 1939, Monday, 7 to 7:30 p.m.).

Network: NBC Blue; 45 stations.

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

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

Dialogue Writers: Doris Halman (Feb. 20, 1939 to June 12, 1939); Marie Baumer (June 19, 1939 to Sept. 4, 1939); Ray Buffum (Sept. 11, 1939 to Sept. 29, 1939); Katherine Seymour (Oct. 2, 1939 to Nov. 8, 1939); Marie Baumer (Nov. 9, 1939 to date).

Agency Script Editor: George Nobbs.

Talent: Effie Palmer (Nora Kelly Worthington); Richard Keith (Cyril Worthington); Joan Tompkins (Barbara Worthington Pratt); James Creiger (Alexander Pratt); Vivian Ogden (Annie Smith).

Agency Director: Richard Leonard.

Announcer: Stuart Metz.

Conductor: Richard Leibert (theme).

Length of Run: Ran from Feb. 20, 1939 to Dec. 22, 1939. Returned on Jan. 15, 1940.

Our Gal Sunday

Sponsor: Anacin Co.

Agency: Blackett-Sample-Hummert, Inc.

NETWORK COMMERCIALS—Continued

Origination: New York.
Air Time: Monday through Friday, 12:45 to 1 p.m.
Network: CBS; 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.
Script Writers: Ruth Borden (June 8, 1938 to June 16, 1939), Woody Klose (June 19, 1939 to July 28, 1939), Helen Walpole (since July 31, 1939).
Agency Script Editor: Lloyd Rosenmond.
Talent: Dorothy Lowell (Sunday); Karl Swenson (Lord Henry).
Agency Director: Stephen Gross.
Announcer: James Fleming.
Conductor: Fred Feibel (organ theme).
Length of Run: Started March 29, 1937.

P

Pacific Coast Borax Co.

(See "Death Valley Days")

Raymond Paige, 99 Men and a Girl

Sponsor: United States Rubber Co.
Agency: Campbell-Ewald Co. of New York, Inc.
Origination: New York.
Air Time: Friday, 9 to 9:30 p.m. (before June 9, 1939, Wednesday, 10 to 10:30 p.m.).
Network: CBS; 82 stations.
Production: Louis Dean (of the agency).
Talent: Raymond Paige, 99-piece orchestra; Hildegarde; Lyn Murray Chorus.
Agency Director: Louis Dean.
Announcer: Ralph Edwards (originally Dan Seymour).
Conductor: Raymond Paige.
Music Arrangers: Raymond Paige and staff.
Length of Run: Feb. 22, 1939 to Aug. 25, 1939.

Painted Dreams

Sponsor: Procter & Gamble (Chipso).
Agency: H. W. Kastor & Sons Advertising Co., Inc.
Origination: Chicago.
Air Time: Monday through Friday, 10 to 10:15 a.m.
Network: NBC Blue; 7 stations.
Script Writer: Kay Chase.
Talent: Jane Green; Sally Smith; Alice Hill; Ed Prentiss; Pat Murphy.
Announcer: Don Gordon.
Length of Run: Started April 29, 1940.

Palmer Bros.

(See "Four Star News")

Parker Family, The

Sponsor: Andrew Jergens Co. (Woodbury Soap).
Agency: Lennen & Mitchell, Inc.
Origination: New York.
Air Time: Sunday, 9:15 to 9:30 p.m. (repeat from 12:15 to 12:30 a.m.) (before Oct. 1, 1939, Thursday, 7:15 to 7:30 p.m., with repeat from 11:15 to 11:30 p.m.; CBS).
Network: NBC Blue; 64 stations (CBS, 34 stations, July 7 to Sept. 29, 1939).
Production: Transamerican Broadcasting & Television Corp.
Script Writer: Vera Oldham.
Talent: Leon Janney (Richard, the Great); Jay Jostyn (Mr. Parker); Linda Carlon (Mrs. Parker); Mitzi Gould (Nancy Parker).
Agency Director: Blayne Butcher.
Announcers: Harry Clark (CBS), Erik Rolfe (NBC).
Conductor: Elliott Jacoby and Group (before Oct. 1, 1939, Charles Paul, organist).
Theme Song: Deep Purple.
Music Arranger: Elliott Jacoby.
Length of Run: Heard on CBS from July 7, 1939 to Sept. 29, 1939. Started on NBC Blue, Oct. 1, 1939.

Passing Parade

Sponsor: Bank of America National Trust & Savings Association.
Agency: Charles R. Stuart.
Origination: Hollywood.
Air Time: Monday, 8 to 8:15 p.m., PST (before April 22, 1940, Sunday, 7 to 7:15 p.m., PST).
Network: NBC Pacific Coast Blue (before April 22, 1940, NBC PC Red).
Production: John Nesbitt.
Script Writer: John Nesbitt.
Talent: John Nesbitt, commentator.
Agency Director: Charles P. Johnson.
Announcer: Ken Carpenter.
Length of Run: Jan. 23, 1940 to April 14, 1940 on NBC Pacific Coast Red. Started on NBC Pacific Coast Blue April 22, 1940 and is scheduled to run until Jan. 15, 1941.

Al Pearce and His Gang

Sponsor: General Foods Corp. (Grape Nuts).
Agency: Young & Rubicam, Inc.

NETWORK COMMERCIALS—Continued

Origination: Hollywood.

Air Time: Monday, 8 to 8:30 p.m., EST (repeat from 9:30 to 10 p.m., PST) (during daylight saving time, program remained at 8 p.m., EDST, with repeat from 8:30 to 9 p.m., PST).

Network: NBC Red; 58 stations.

Production: Carroll O'Meara (of the agency).

Script Writers: Monroe Upton, Jack Roberts, Jack Hasty, Thomas K. Carpenter, Jr.

Talent: Al Pearce (Elmer Blurt); Arlene Harris, the Human Chatterbox; Everett West; Kitty O'Neil, the Laughing Lady; Bill Wright (Zeb, of Eb and Zeb); Charlene Wyatt; Barbara Jo Allen; Elvia Allman; Alice Frost; Teddy Bergman; Carl Hoff and his Orchestra.

Agency Director: Carroll O'Meara.

Announcer: Bill Goodwin.

Conductor: Carl Hoff.

Music Arrangers: Carl Hoff, Dick McCaffery.

Length of Run: Oct. 10, 1938 to July 31, 1939.

Al Pearce and His Gang

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

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

Origination: Hollywood.

Air Time: Wednesday, 8 to 8:30 p.m. (repeat from 12 midnight to 12:30 a.m.).

Network: CBS; 63 stations.

Production: Brad Browne.

Script Writers: Monroe Upton, Don Prindle, Art Phillips.

Talent: Al Pearce; Billy House (off after Jan. 1940); Don Reid; Bill Wright; Carl Hoff and his Orchestra; Arlene Harris; Marie and her Merry Men (Marie Greene, Thurl Ravenscroft, Max Smith, Bill Days, John Rarig); old vaudeville stars as guests starting Jan. 24, 1940.

Agency Director: Brad Browne.

Announcers: Wendall Niles (before Jan. 10, 1940, Gary Breckner).

Conductor: Carl Hoff.

Theme Song: Paradise Isle.

Music Arrangers: Richard E. McCaffery, Danny Gool.

Length of Run: Oct. 11, 1939 to April 3, 1940.

Al Pearce and His Gang

Sponsor: R. J. Reynolds Tobacco Co. (Camels).

Agency: William Esty & Co., Inc.

Origination: Hollywood.

Air Time: Friday, 7:30 to 8 p.m. (repeat

from 10:30 to 11 p.m.; before May 31, 1940, repeat from 9 to 9:30 p.m.).

Network: CBS; 101 stations.

Production: Handled by the agency.

Script Writers: Monroe Upton, Don Prindle, Arthur Hargrove Kribs.

Talent: Al Pearce; Blanche Stewart; Artie Auerbach; Arthur Q. Bryan; Dick Lane; Marie and Her Merrie Men (Marie Greene, Thurl Ravenscroft, Max Smith, Bill Days, John Rarig); Carl Hoff and his Orchestra.

Agency Director: William Moore.

Announcer: Wendall Niles.

Conductor: Carl Hoff.

Theme Song: Bojangles of Harlem; and Ain't She Sweet.

Length of Run: Started May 3, 1940.

Penn Tobacco Co.

(See "Vox Pop")

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.

Network: CBS; 7 stations.

Talent: Sam Hayes, news and voting.

Agency Director: Samm S. Baker.

Length of Run: Oct. 10, 1938, to April 25, 1939.

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); and 10:45 to 11 a.m. (NBC Blue) (before April 29, 1940, 11 to 11:15 a.m.).

Network: NBC Blue, 17 stations; NBC Red, 58 stations; plus 26 CBC.

Production: Edwin Wolfe.

Script Writer: Elaine Sterne Carrington.

Talent: Betty Wragge (Peggy Young); Curtis Arnall (Pepper Young); Marion Barney (Mrs. Mary Young); Thomas Chalmers, since April 8, 1940 (Sam Young) (after the death of Jack Roseleigh, Jan., 1940, Bill Adams played the role for four months); Johnny Kane (Nick Havens); Jean Sothern (Eddie Gray); Eunice Howard (Linda Benton); Laddie Seaman (Biff Bradley); Eric Dressler (Charlie Hurd); Blaine Cordner (Andy Holt); Florence Freeman (Connie Davis).

Agency Director: Elisabeth Howard.

NETWORK COMMERCIALS—Continued

Announcer: Stuart Metz.

Length of Run: Original contract started Jan. 13, 1936, for "Forever Young"; above program began June 29, 1936, on the Red and Aug. 31, 1936, on the Blue.

Pepsi-Cola Co.

(See "News")

Pepsodent Co.

(See "Mr. District Attorney")

(See "The Pepsodent Show Starring Bob Hope")

Pepsodent Show Starring Bob Hope

Sponsor: The Pepsodent Co.

Agency: Lord & Thomas.

Origination: Hollywood.

Air Time: Tuesday, 10 to 10:30 p.m.

Network: NBC Red; 61 stations.

Production: Thomas A. McAvity, John F. White, Jr.

Script Writers: Milt Josefsberg, Mel Shavelson, Al Schwartz, Dick McNight, Jack Douglas, Sherwood Schwartz, Norman Sullivan, Dave Murray, Fred Williams, Reni du Plessi.

Talent: Bob Hope; Skinnay Ennis and Orchestra; Judy Garland; Jerry Colonna; Elvia Allman (Brenda); Blanche Stewart (Cobina); Bill Goodwin; Six Hits and a Miss (Pauline Byrnes, Bill Seckler, Vincent Degan, Marvin Bailey, Howard Hudson, Mack McLean).

Agency Director: Thomas A. McAvity.

Announcers: Bill Goodwin, Art Baker.

Conductor: Skinnay Ennis.

Theme Song: Thanks for the Memory.

Music Arranger: Gil Evans.

Length of Run: Sept. 27, 1938 to June 18, 1940. (Off during the summer of 1939 from June 20 to Sept. 26). Went off the air June 18, 1940, for the summer, scheduled to return in the fall.

Personal Finance Co.

(See "Doc Barclay's Daughters")

Pet Milk Sales Co.

(See "Pet Milky Way—Mary Lee Taylor")

(See "Saturday Night Serenade")

Pet Milky Way (Mary Lee Taylor)

Sponsor: Pet Milk Sales 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; 65 stations.

Production: Chester Rainer (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.

Petroleum Advisers for Cities Service

(See "Cities Service Concerts")

Philco Radio & Television Corp.

(See "Wythe Williams")

Charles H. Phillips Chemical Co.

(See "Amanda of Honeymoon Hill")

(See "Stella Dallas")

(See "Lorenzo Jones")

(See "Waltz Time")

Pillsbury Flour Mills Co.

(See "The Woman in White")

Lydia E. Pinkham Medicine Co.

(See "Vaughn De Leath")

(See "Voice of Experience")

Pipe Smoking Time

Sponsor: U. S. Tobacco Co.

Agency: Arthur Kudner, Inc.

Origination: New York.

Air Time: Monday, 8:30 to 8:55 p.m. (repeat from 11:30 to 11:55 p.m.).

Network: CBS; 54 stations.

Production: Frank McMahon (free lance).

Script Writer: Tom Howard.

Talent: Tom Howard; George Shelton; double male quartet; double female quartet; Ray Bloch and his Orchestra; Jud Hawkins, corn cob philosopher.

Agency Director: Frank McMahon (free lance).

Announcers: Harry Clark (before April, 1939, Mel Allen).

Conductor: Ray Bloch.

Music Arranger: Ray Bloch.

Length of Run: Original contract started June 3, 1935. Above cast with Howard and Shelton started Feb. 27, 1939.

NETWORK COMMERCIALS—Continued

Plantation Party

Sponsor: Brown & Williamson Tobacco Corp. (Bugler Tobacco).

Agency: Russel M. Seeds Co., Inc.

Origination: Chicago.

Air Time: Wednesday, 8:30 to 9 p.m., EDST (before May 8, 1940, Friday, 9 to 9:30 p.m.).

Network: NBC Blue; 79 stations.

Production: Tom Wallace (of the agency).

Script Writers: Harry Maus, Tom Wallace.

Talent: Whitey Ford, m.c.; Tom, Dick and Harry (Bud Van Dover, Marlin Hurt, Gordon Van Dover); Doring Sisters; Larry Wellington (accordionist); Michael Stewart (basso); the Westerners.

Agency Director: Tom Wallace.

Announcer: Charles Lyon.

Length of Run: Started Dec. 9, 1938.

Play Broadcast

Sponsor: Illinois Meat Co. (Redi-Meat).

Agency: Neisser-Meyerhoff, Inc.

Origination: Chicago.

Air Time: Monday, 8 to 8:30 p.m., EST.

Network: Mutual; 5 stations.

Production: Lou Jacobsen.

Script Writer: Al Lewin.

Talent: Harold Stokes and his Orchestra; Bill Anson, m.c.; Bob Elson; Dorothy Roberts; Murray Forbes.

Agency Director: Nelson Shawn.

Announcer: Norman Ross.

Conductor: Harold Stokes.

Theme Song: The Moon Is a Silver Dollar.

Length of Run: Started Feb. 19, 1940.

Pot o' Gold

Sponsor: Lewis-Howe Co. (Tums).

Agency: Stack-Goble Advertising.

Origination: New York (and other points depending upon band's tour).

Air Time: Thursday, 8:30 to 9 p.m. (before June 13, 1940, Tuesday, 8:30 to 9 p.m. and before Sept. 26, 1939, Monday, 9:30 to 10 p.m.).

Network: NBC Blue (before June 13, 1940, NBC Red); 81 stations.

Production: Paul Dudley, Harold Kemp (of the agency).

Script Writers: Paul Dudley, John A. Butler (of the agency).

Talent: Horace Heidt & His Musical Knights; Jack Costello; Le Ahn Sisters (Jean, Miriam, Virginia and Maree); Larry Cotton.

Agency Director: R. A. Porter.

Announcer: Jack Costello.

Conductor: Horace Heidt.

Theme Song: The March of the Heidt Brigade.

Music Arranger: Horace Heidt.

Length of Run: Started June 29, 1939, as the "Horace Heidt and His Musical Knights Program." Since Sept. 26, 1939, known as the "Pot o' Gold" Program.

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.).

Network: CBS; 45 stations.

Production: Ken Mac Gregor.

Script Writer: Frank Dahm.

Talent: Arline Blackburn (Kitty Kelly); Clayton Collyer (Michael); Helen Choate (Bunny); Dennis Hoey (Mr. Welby); Ethel Intropidi (Mrs. Welby); Matt Crowley (narrator); Sylvia Sidney (since Jan. 15, 1940); Winston Ross (as Jerome Brooks, since April 1940).

Agency Director: Ken MacGregor.

Announcer: Andrew Stanton.

Conductor: Ann Leaf, organist.

Theme Song: Kerry Dance.

Length of Run: Started March 8, 1937 (replaced "Renfrew of the Mounted").

Problem Clinic

Sponsor: Duart Mfg. Co. (Creme of the Milk Face Cream, Lotion, Lipstick).

Agency: Erwin, Wasey & Co., Inc.

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.

Agency Director: Marigold Cassin.

Announcer: Joe Walters.

Length of Run: Jan. 15, 1939, to July 9, 1939.

Procter & Gamble

(See "Against the Storm")

(See "Central City")

(See "Jimmie Fidler")

(See "The Goldbergs")

(See "The Guiding Light")

(See "Houseboat Hannah")

(See "Kitty Keene")

(See "Knickerbocker Playhouse")

(See "Life Can Be Beautiful")

(See "Lone Journey")

(See "Ma Perkins")

NETWORK COMMERCIALS—Continued

(See "The Man I Married")
(See "Manhattan Mother")
(See "Midstream")
(See "The O'Neills")
(See "Painted Dreams")
(See "Pepper Young's Family")
(See "Professor Quiz")
(See "The Right to Happiness")
(See "The Road of Life")
(See "Story of Mary Marlin")
(See "This Day Is Ours")
(See "The Trouble with Marriage")
(See "Truth and Consequences")
(See "Vic and Sade")
(See "What's My Name?")
(See "The Woman in White")

Professor Puzzlewit

Sponsor: Gallenkamp's Stores, Inc. (Shoes).
Agency: Long Advertising Service.
Origination: San Francisco.
Air Time: Sunday, 4 to 4:30 p.m., PST.
Network: NBC Red; 4 stations.
Production: Arnold Marquis.
Script Writer: Mrs. Gertrude Murphy.
Talent: Larry Keating (Professor Puzzlewit).
Agency Director: Hassel W. Smith.
Announcer: Berton Bennett.
Length of Run: Started March 19, 1937.

Professor Quiz

Sponsor: Procter & Gamble (Teel, Drene).
Agency: H. W. Kastor & Sons Advertising Co.
Origination: New York.
Air Time: Tuesday, 9:30 to 10 p.m. (with repeat from 12:30 to 1 a.m.) (previously Friday, 7:30 to 8 p.m., repeat from 9:30 to 10 p.m.; from Sept. 29, 1939 to April 30, 1940 repeat from 9 to 9:30 p.m.).
Network: CBS; 51 stations.
Production: L. Little.
Script Writer: Dr. Craig Earl and staff
Talent: Dr. Craig Earl (Professor Quiz); Bob Trout.
Agency Director: Robert Jennings.
Announcer: Bob Trout.
Length of Run: Started Sept. 8, 1939 (previously sponsored by Noxzema Chemical Co., Oct. 1, 1938 to June 24, 1939).

Prudential Life Ins. Co. of America

(See "When a Girl Marries")

Pull Over, Neighbor

Sponsor: Wilshire Oil Co.
Agency: Dan B. Miner Co.
Origination: Hollywood.

Air Time: Monday, 8 to 8:30 p.m., PST (Mutual) (previously Tuesday, 8 to 8:30 p.m., PST on NBC Red, and Tuesday, 8 to 8:30 p.m., CBS).

Network: NBC Red, 2 stations (June 8, 1938 to June 24, 1939); CBS, 3 stations (Aug. 3, 1939 to Sept. 12, 1939); Mutual and Don Lee Networks, 15 stations (since Sept. 18, 1939).

Production: John Guedel assisted by Jim Burton and Sam Pierce (of Mutual).

Script Writer: John Guedel.

Talent: Art Baker (program conductor, guide of "mythical tour").

Agency Director: John Guedel.

Announcers: Jim Burton (before Jan. 1, 1940, Sam Pierce; Chet Huntley, before Sept. 12, 1939; and Herb Allen, before July 6, 1939).

Length of Run: See above under "Network."

Pure Oil Co.

(See "Kaltenborn Edits the News")

Purity Baking Co.

(See "Smilin' Ed McConnell")

Q

Quaker Oats Co.

(See "Girl Alone")
(See "Quaker Variety Show")
(See "Stop-Me-If-You've-Heard-This-One")
(See "Dick Tracy")
(See "We, The Wives Quiz")

Quaker Variety Show

Sponsor: Quaker Oats Co.
Agency: Ruthrauff & Ryan, Inc.
Origination: New York.
Air Time: Monday, 8 to 8:30 p.m.
Network: NBC Red; 59 stations, and CBC.
Production: Nate Tufts.
Talent: Tommy Riggs & Betty Lou; Freddie Rich and his Orchestra; Eddie Green (after Feb. 5, 1940).
Agency Director: Nate Tufts.
Announcer: Dan Seymour.
Conductor: Freddie Rich.
Length of Run: Oct. 1, 1938, to March 25, 1940. (Program off during the summer of 1939 from May 27, to Sept. 4).

Quicksilver

Sponsor: Lewis-Howe Co. (Tums).
Agency: H. W. Kastor & Sons Advertising

NETWORK COMMERCIALS—Continued

Co. (before Oct. 25, 1939, Stack-Goble Advertising Agency).

Origination: Chicago.

Air Time: Wednesday, 8:30 to 9 p.m. (with repeat from 11:30 p.m. to 12 midnight; before Oct. 25, 1939, Tuesday, 7:15 to 7:30 p.m. with repeat from 11:15 to 11:30 p.m.).

Production: Gordon Hughes.

Script Writers: M. McBride Panton, Charles Cromer.

Network: NBC Blue; 53 stations. (Before Oct. 25, 1939, NBC Red; 29 stations).

Talent: Bob Brown; Ransom Sherman.

Agency Director: Robert G. Jennings.

Announcer: Dick Wells.

Length of Run: June 20, 1939, to April 17, 1940.

Quixie Doodle Contest

Sponsor: Mennen Co. (Mennen Shave Cream).

Agency: H. M. Kiesewetter Advertising Agency.

Origination: New York.

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

Network: Mutual; 10 stations.

Production: Samm S. Baker.

Script Writers: F. Chase Taylor (Col. Stoopnagle), Al Garry, Will Glickman.

Talent: F. Chase Taylor (Colonel Lemuel Q. Stoopnagle); Alan Reed; contestants.

Agency Director: Samm S. Baker.

Announcer: Alan Reed.

Theme Song: I Love Coffee, I Love Tea.

Length of Run: Oct. 20, 1939, to April 19, 1940.

R

Radio Corp. of America

(See "Magic Key of RCA")

Ralston Purina Co.

(See "The Inside Story")

(See "Tom Mix Straight Shooters Program")

Ramsdell, Inc.

(See "The Johnson Family")

Ellen Randolph

Sponsor: Colgate-Palmolive-Peet Co. (Concentrated Super Suds).

Agency: Benton & Bowles, Inc.

Origination: New York.

Air Time: Monday through Friday, 10:30

to 10:45 a.m. (before April 1940, Monday through Friday, 1:15 to 1:30 p.m.).

Network: NBC Red; 38 stations.

Production: Jack Hurdle, since June 1940 (previously Cyril Armbrister, Maury Lowell).

Script Writers: Margaret Sangster (before May 1, 1940, Vera Oldham).

Talent: Elsie Hitz; John McGovern; Kenneth Daigneau; Parker Fennelly; Jack Jordan.

Agency Director: Jack Hurdle, since June 1940 (previously Cyril Armbrister, Maury Lowell).

Announcer: Ford Bond.

Conductor: Ann Leaf, organist.

Theme Song: Andante Cantabile.

Length of Run: Started Oct. 9, 1939.

Religious Talks—Let's Go Back to the Bible

Sponsor: Moody Bible Institute.

Agency: Critchfield & Co.

Origination: Los Angeles.

Air Time: Sunday, 2:30 to 3 p.m. (repeats at 3 to 3:30 p.m., 6 to 6:30 p.m., 7 to 7:30 p.m. and 7:30 to 8 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 24, 1940. (Program off during 1939 from March 19 to Sept. 24).

Return to Romance

Sponsor: Colonial Dames, Inc. (Cosmetics).

Agency: Glasser Advertising.

Origination: KNX, Hollywood.

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

Network: CBS; 6 stations.

Talent: Frank Graham.

Length of run: December 17, 1939 to April 17, 1940.

Revelers, The—R & R Entertainers

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.

Network: NBC Red and Blue; 5 stations.

Production: David Jeidell (of the agency).

Scripts: Handled by the agency.

Talent: The Revelers (Robert Simmons, Lewis James, John Herrick [replaced Elliott Shaw], Wilfred Glenn); Sam Herman; Three Singing Strings directed by Joseph Stopak.

NETWORK COMMERCIALS—Continued

Agency Director: R. Pratt.
Announcer: Jack Costello.
Conductor: Joseph Stopak.
Theme Song: Just Around the Corner.
Length of Run: Started April 18, 1938.

R. J. Reynolds Tobacco Co.

(See "Blondie")
(See "Camel Caravan with Bob Crosby's Orchestra")
(See "Bob Crosby's Orchestra")
(See "Benny Goodman's Camel Caravan")
(See "The Grand Ole Opry")
(See "Luncheon at the Waldorf")
(See "Al Pearce and His Gang")
(See "Today in Europe")

Richardson & Robbins

(See "The Revelers")

Richfield Oil Corp.

(See "Confidentially Yours")
(See "The Richfield Reporter")

Richfield Reporter, The

Sponsor: Richfield Oil Corp. (Gas & Oil).
Agency: Hixson-O'Donnell, Inc.
Origination: Hollywood.
Air Time: Daily except Saturday, 10 to 10:15 p.m., PST.
Network: NBC Red; 7 stations.
Script Writer: Wayne Miller.
Talent: John Wald; Don Forbes.
Agency Director: C. K. Breitenstein.
Announcers: John Wald, Don Forbes.
Length of Run: Started Aug. 1, 1932.

Right to Happiness, The

Sponsor: Procter & Gamble (Crisco).
Agency: Compton Advertising, Inc.
Origination: Chicago.
Air Time: Monday through Friday, 1:30 to 1:45 p.m., EST (before Jan. 22, 1940, NBC Blue, Monday through Friday, 10:15 to 10:30 a.m.).
Network: CBS; 35 stations, plus 19 CBC (before Jan. 22, 1940, NBC Blue; 24 stations).
Production: Howard Keegan (of Carl Wester & Co.).
Script Writer: Irna Phillips.
Talent: Nancy Douglass (Mildred Burke); Connie Crowder (Doris Cameron); Reese Taylor (William Walker); Eloise Kummer (Carolyn Allen); Sarajane Wells (Louise Sims); Arthur Kohl (Fred Mintern); Virginia Dwyer (Lornal Hall); Dick Wells (Dwight Kramer); Ruth

Bailey (Rose Kransky); Mignon Schreiber (Mrs. Kransky); Seymour Young (Jacob Kransky); Bernardine Flynn (Emily Burke); Carl Kroenke (Tom Burke); Carlton Kadell (Terry Burke); Pat Murphy (Donald Burke); Lucy Gilman (Katherine Burke).

Agency Supervisor: Gilbert Ralston.
Announcer: Don Gordan.
Conductor: Bernice Yanacek, organist.
Theme Song: Song of the Soul (Breil).
Length of Run: NBC Blue from Oct. 16, 1939, to Jan. 19, 1940; switched to CBS Jan. 22, 1940.

Rio Grande Oil, Inc.

(See "Calling All Cars")

Road of Life, The

Sponsor: Procter & Gamble, (Chipso, Oxydol).
Agency: Pedlar & Ryan, Inc. (also, since Jan., 1940, Blackett-Sample-Hummert).
Origination: Chicago.
Air Time: NBC Red: Monday through Friday, 11:15 to 11:30 a.m.; CBS: Monday through Friday, 1:45 to 2 p.m.
Network: NBC Red, 37 stations; and CBS, 25 stations.
Production: Elisabeth Howard (of the agency); Owen Vinson.
Script Writer: Irna Phillips.
Talent: Leo Curley (Mr. Brent); Percy Hemus (Dr. Winslow); Alice Goodkin (Julia Brent); Allen Baruch (Andy Brent); Joan Kay (Myrtle Brooks); Frankie Pacelli (Junior Stephenson); Dorothy Meade (Sally Barnett); Lee Young (Dr. Bill Evans); John Larkin (Dr. Sam Martin); Betty Winkler (replaced Janet Lane) (Helen Gowan); Ken Griffin (Jim Brent); Reese Taylor (Dr. Parsons); Lesley Woods (Carole Evans Martin); Vivian Fridell (Mary Holt); Frank Dane (Fred Brent); Hope Summers (Mrs. Evans); Donald Kraaz (Butch McEwen); Cecil Roy (Mrs. McEwen); Sidney Breese (Dr. Thompson); Hugh Studebaker (Grandpa Sutter); Joan Winters (Sylvia Bertram); Ken Christy (Pete); Helen Van Tuyl (Mrs. Brent); Marie Nelson (Mrs. Holt).
Agency Director: Elisabeth Howard.
Announcers: James Fleming (before Feb. 27, 1939, Stuart Metz, on NBC).
Length of Run: Started Sept. 13, 1937, on NBC, and Jan. 3, 1938 on CBS.

Carson Robison & His Buckaroos

Sponsor: Musterole Co. (Musterole, Zemo).

NETWORK COMMERCIALS—Continued

Agency: Erwin, Wasey & Co., Inc.
Origination: New York.
Air Time: Friday, 8:30 to 9 p.m. (repeat from 11 to 11:30 p.m.).
Network: NBC Blue; 55 stations.
Production: Gager Wasey.
Script Writer: Carson Robison.
Talent: Carson Robison; Pearl Mitchell; John Mitchell; Bill Mitchell.
Agency Director: Gager Wasey.
Announcer: Jack Costello.
Conductor: Carson Robison.
Theme Song: Home Sweet Home on the Prairie.
Music Arranger: Carson Robison.
Length of Run: Oct. 4, 1938, to April 5, 1940. (Off during the summer of 1939 from April 3 to Oct. 13).

Romance of Helen Trent, The

Sponsor: Edna Wallace Hopper (Mon., Tues. and Wed.) and Fly-ded (Thurs. and Fri.).
Agency: Blackett-Sample-Hummert, Inc.
Origination: Chicago.
Air Time: Monday through Friday, 12:30 to 12:45 p.m.
Network: CBS; 37 stations.
General Supervisors of Script and Production: Frank and Anne Hummert.
Authors of Title and Original Story Line: Anne and Frank Hummert.
Script Writer: Mary Watkins Reeves, since Nov. 17, 1937.
Agency Script Editor: Mildren Fenton.
Talent: Virginia Clark (Helen Trent); dramatic cast.
Agency Director: Blair Walliser.
Announcer: Don Hancock.
Conductor: Lawrence Salerno.
Theme Song: Just a Little Love, A Little Kiss.
Length of Run: Started July 24, 1933.

Elliott Roosevelt

Sponsor: Emerson Radio & Phonograph Corp.
Agency: Grady & Wagner.
Origination: Various places.
Air Time: Tuesday, Thursday, Saturday, 7:15 to 7:30 p.m. (repeat from 10 to 10:15 p.m.).
Network: Mutual; 32 stations.
Talent: Elliott Roosevelt, commentator.
Length of Run: June 10, 1939, to Nov. 30, 1939.

Lanny Ross

Sponsor: Campbell Soup Co. (Franco-American Spaghetti).
Agency: Ruthrauff & Ryan, Inc.

Origination: New York.
Air Time: Monday through Friday, 7:15 to 7:30 p.m. with repeat from 11:15 to 11:30 p.m. (April 1 to April 30, 1940, Mon., Wed., Thurs., Fri., 7:15 to 7:30 p.m.; Jan. 22 to April 1, 1940, Mon. to Fri., 2 to 2:15 p.m. with repeat from 6 to 6:15 p.m.; before Jan. 22, 1940, Mon., Wed., Fri., 11 to 11:15 a.m. with repeat from 1:45 to 2 p.m.).
Network: CBS; 51 stations.
Talent: Lanny Ross; three piece orchestra (Andy Sannella, Dick Leibert, Joe Lilley).
Announcer: Del Sharbutt.
Conductor: Lanny Ross.
Theme Song: Moonlight and Roses.
Length of Run: Started Oct. 9, 1939.

Royal Desserts Program

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.
Script Writers: Various, including George Faulkner and Tony Stanford.
Talent: Rudy Vallee and Orchestra; guests.
Announcers: Graham McNamee; others.
Conductor: Rudy Vallee.
Theme Song: My Time Is Your Time.
Length of Run: Original Standard Brands contract with Rudy Vallee (for Fleischmann's Yeast) started Sept. 5, 1929; last series ran from Sept. 24, 1936, to Sept. 28, 1939.

S

S & W Fine Foods, Inc.

(See "I Want a Divorce")

Saturday Night Serenade

Sponsor: Pet Milk Sales Co. (Irradiated Pet Milk).
Agency: Gardner Advertising Co.
Origination: New York.
Air Time: Saturday, 9:45 to 10:15 p.m. (before July 8, 1939, 9:30 to 10 p.m.).
Network: CBS; 54 stations.
Production: Roland Martini (of the agency).
Script Writer: Mrs. Erma Proetz (of the agency).
Talent: Mary Eastman; Bill Perry; Gustav Haenschen and his Orchestra; The

NETWORK COMMERCIALS—Continued

Serenaders (14 choral voices); Bob Trout.
Agency Director: Roland Martini.
Announcer: Bob Trout.
Conductor: Gustav Haenschen.
Theme Song: Silver Star.
Music Arranger: Gustav Haenschen.
Length of Run: Started Oct. 3, 1936; latest series began Oct. 1, 1938.

Scattergood Baines

Sponsor: William Wrigley, Jr., Co. (Spearmint Gum).
Agency: Neisser-Meyerhoff, Inc.
Origination: Chicago.
Air Time: Monday through Friday, 5:45 to 6 p.m. (before Sept. 11, 1939, 10:15 to 10:30 a.m.).
Network: CBS; 75 stations.
Production: Walter Preston.
Script Writers: George Milburn, Louis Zarra.
Talent: Jess Pugh (Scattergood Baines); Frances Trout (Pliny Pickett); Catherine McCune (Clara Potts); Arnold Robertson (Ed Potts); Forrest Lewis (Squire Hopper); John Hearne (Hippocrates Brown).
Agency Director: Nelson Shawn.
Announcer: George Watson.
Length of Run: Started Feb. 22, 1937.

Screen Guild Theatre

Sponsor: Gulf Oil Corp.
Agency: Young & Rubicam, Inc.
Origination: Hollywood.
Air Time: Sunday, 7:30 to 8 p.m.
Network: CBS; 66 stations.
Production: Tom Lewis (of the agency).
Script Writers: Austin Peterson, Jess Oppenheimer, Charles Tazewell, Sam Kurtzman, Charles Paswell.
Talent: Roger Pryor, m.c., after Sept. 24, 1939 (previously, George Murphy); Oscar Bradley and his Orchestra; guests.
Agency Director: Joseph Hill.
Announcer: John Conte.
Conductor: Oscar Bradley.
Music Arranger: Earl Lawrence.
Length of Run: Jan. 8, 1939 to April 21, 1940. (Off during the summer of 1939 from June 4 to Sept. 24.)

Sealtest, Inc.

(See "Rudy Vallee Sealtest Program")
(See "Your Family and Mine")

Second Husband

Sponsor: Bayer Co. (Bayer Aspirin).
Agency: Blakett-Sample-Hummert, Inc.

Origination: New York.
Air Time: Tuesday, 7:30 to 8 p.m.
Network: CBS; 54 stations.
General Supervisors of Script and Production: Frank and Anne Hummert.
Authors of Title and Original Story: Frank and Anne Hummert.
Script Writer: David Davidson, since May 23, 1939.
Agency Script Editor: Lloyd Rosenmond.
Talent: Helen Menken (Brenda Cummings); Joseph Curtin (Grant Cummings); Jay Jostyn (Ben Porter); Janice Gilbert (Fran); Tommy Donnelly (Dick); Carleton Young (Bill Cummings); Ralph Locke (Milt Brownspun).
Agency Director: Ed Wolfe.
Announcer: Andre Baruch.
Conductor: Victor Arden.
Theme Song: If Love Were All; and Diane.
Length of Run: Started April 14, 1937 on NBC; shifted to CBS, August 3, 1937.

Sensations & Swing

Sponsor: P. Lorillard & Co. (Sensation Cigarettes and Muriel Cigars.)
Agency: Lennen & Mitchell, Inc.
Origination: New York.
Air Time: Monday, 7:30 to 8 p.m. (repeat from 10:30 to 11 p.m.).
Network: NBC Red and Blue; 84 stations (61 stations before January, 1940).
Production: Blayne Butcher.
Talent: Sammy Kaye (before Jan. 1940, Larry Clinton) and his Orchestra; Alan Kent, m.c.; Richard Brooks; Vass Family (Sally, Virginia, Emily, Louisa and Frank); Mary Dugan and Ford Leary (off after Dec. 25, 1939).
Agency Director: Blayne Butcher.
Announcer: Alan Kent.
Conductor: Sammy Kaye (previously Larry Clinton).
Length of Run: July 3, 1939 to June 24, 1940.

Shadow, The

Sponsor: Delaware, Lackawanna & Western Coal Co. (Blue Coal).
Agency: Ruthrauff & Ryan, Inc.
Origination: New York.
Air Time: Sunday, 5:30 to 6 p.m.
Network: Mutual; 8 stations (also 6 New England stations at 4:30 to 5 p.m.).
Production: Bill Tuttle.
Script Writers: Free lance writers.
Talent: Bill Johnstone (Lamont Cranston); Marjorie Anderson (Margot Lane); others.
Agency Director: Bill Tuttle.

NETWORK COMMERCIALS—Continued

Announcer: Ken Roberts.

Length of Run: Original contract started Sept. 26, 1937; last series ran from Sept. 24, 1939 to April 7, 1940. (Program off during 1939 from March 19 to Sept. 24.)

Sherwin-Williams Co.

(See "Metropolitan Opera Auditions of the Air")

Sherwood Bros.

(See "Confidentially Yours")

Show of the Week

Sponsor: Cooperative Group.

Agency: Redfield-Johnstone, Inc.

Origination: New York.

Air Time: Sunday, 6:30 to 7 p.m. (also Friday, 6:30 to 7 p.m. and 7 to 7:30 p.m.).

Network: Mutual; 11 stations. (Before October, 1939, 80 stations).

Production: Norman S. Livingston.

Script Writer: Bill Barr.

Talent: Happy Jim Parsons, since March 24, 1940 (previously at different times, Budd Hulick, Ernest Chappell, Ray Perkins); Dave Driscoll; name band and guest singers each week.

Agency Director: Norman S. Livingston.

Announcers: Local announcers.

Conductor: Changed weekly.

Length of Run: Started Sept. 25, 1938. (Off during the summer of 1939 from June 18 to Oct. 1 and during 1940 from June 23 to Sept. 29).

Signal Carnival

Sponsor: Signal Oil Co.

Agency: Barton A. Stebbins (formerly Logan & Stebbins).

Origination: Hollywood (originally San Francisco).

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

Network: NBC Pacific Coast Red; 12 stations.

Production: Paul Conlan, Dave Elton.

Script Writers: Paul Conlan, Marvin Fisher.

Talent: Jack Carson, m.c.; Barbara Jo Allen (Vera Vague); John Gibson (Deems); Hans Conried (J. Thorndike Boon); Signaleer Quartette (Dick Davis, Bob Stevens, Kirby Grant, Harry Stanton); Kay St. Germain, soloist; Harold Peary, characterizations.

Agency Director: Barton A. Stebbins.

Announcer: John Frazer.

Conductor: Gordon Jenkins.

Theme Song: Original by Meredith Willson.

Music Arranger: Gordon Jenkins.

Length of Run: Started Nov. 20, 1936.

Signal Oil Co.

(See "Signal Carnival")

Silver Theatre

Sponsor: International Silver Co. (International Sterling, 1847 Rogers Bros. Silver-plate).

Agency: Young & Rubicam, Inc.

Origination: Hollywood.

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

Network: CBS; 53 stations, plus 30 CBC.

Production: Glenhall Taylor.

Script Writers: True Boardman, William Bowers.

Talent: Conrad Nagel; Felix Mills and his Orchestra; guest stars of stage and screen.

Agency Director: Glenhall Taylor.

Announcer: Dick Joy.

Conductor: Felix Mills.

Theme Song: Original.

Length of Run: Original contract started Oct. 3, 1937; above setup ran from Oct. 2, 1938, to May 5, 1940. (Program off during the summer of 1939 from May 28 to Oct. 8).

Sinclair Refining

(See "The World Today")

Sky Blazers

Sponsor: Continental Baking Co. (Wonder Bread).

Agency: Benton & Bowles, Inc.

Origination: New York.

Air Time: Saturday, 7:30 to 8 p.m. (after June 29, 1940, 8 to 8:30 p.m.) (repeat from 11 to 11:30 p.m.).

Network: CBS; 48 stations.

Production: Ken Mac Gregor.

Script Writer: Phillips Lord.

Talent: Col. Roscoe Turner, m.c.; guests.

Agency Director: Ken Mac Gregor.

Announcer: Nelson Case.

Length of Run: Started Dec. 9, 1939.

Dr. Earl S. Sloan, Inc.

(See "Youth Vs. Age")

Smilin' Ed McConnell

Sponsor: Acme White Lead & Color Works (Paint Products, Lin-X).

Agency: Henri, Hurst & McDonald, Inc.

Origination: Chicago.

Air Time: Saturday, 11:15 to 11:30 a.m.

NETWORK COMMERCIALS—Continued

Network: NBC Red; 38 stations (from Sept. 27, 1938, to June 22, 1939, on NBC Blue, with repeat on Red).
Production: Dave Dole.
Script Writer: Ed McConnell.
Talent: Smilin' Ed McConnell, the Singing Philosopher.
Agency Director: Frank W. Ferrin.
Announcer: Norman Barry.
Conductor: Irma Glen, organist.
Theme Song: Paint Away the Cares of the Day.
Length of Run: Sept. 27, 1938, to May 18, 1940. (Off during 1939 from June 22 to Sept. 16).

Smilin' Ed McConnell

Sponsor: Air Conditioning Training Corp.
Agency: Weill & Wilkins, Inc. (now Norman S. Weill, Inc.).
Origination: Chicago.
Air Time: Sunday, 10:45 to 11 a.m., EST (repeat from 11:15 to 11:30 a.m.).
Network: NBC Blue; 27 stations.
Talent: Smilin' Ed McConnell; Irma Glen, organist; Del Owen, pianist.
Length of Run: Oct. 29, 1939, to Jan. 28, 1940.

Smilin' Ed McConnell

Sponsor: Purity Baking Co. (Taystee Bread).
Agency: Campbell-Mithun, Inc.
Origination: Chicago.
Air Time: Monday through Friday, 4:45 to 5 p.m.
Network: CBS; 18 stations.
Talent: Smilin' Ed McConnell, the Singing Philosopher.
Conductor: Dave Bacal.
Length of Run: Oct. 16, 1939, to April 12, 1940.

Kate Smith Hour

Sponsor: General Foods Corp. (Grape Nuts).
Agency: Young & Rubicam, Inc.
Origination: New York.
Air Time: Friday, 8 to 8:55 p.m. (repeat from 12 to 12:55 a.m.).
Network: CBS; 77 stations.
Production: Harry Ackerman.
Script Writers: John Grant, Don Sharpe and Sylvan Taplinger.
Talent: Kate Smith; Ted Collins; Budd Abbott and Lou Costello; Ted Straeter Chorus; Johnny Williams; Jack Miller and his Orchestra; Theatre Group; Parker Fennelly and Arthur Allen in Snow Village Sketches (off after March 1940); guests.
Agency Director: Harry Ackerman.
Announcer: Andre Baruch.

Conductor: Jack Miller.
Theme Song: Original.
Music Arranger: Tony Gale.
Length of Run: Sept. 30, 1937 to June 28, 1940. (Off during the summer of 1939 from June 29 to Oct. 6).

Kate Smith's Noonday Chats

Sponsor: General Foods Corp.
Agency: Young & Rubicam, Inc. (also Benton & Bowles, Inc.).
Origination: New York.
Air Time: Monday through Friday, 12 to 12:15 p.m.
Network: CBS; 66 stations.
Production: Harry Ackerman.
Script Writer: Jane Tompkins.
Talent: Kate Smith.
Agency Director: Harry Ackerman.
Announcer: Ted Collins.
Length of Run: Started Oct. 4, 1938. (Off during 1939 from May 27 to Oct. 9).

Smoke Dreams

Sponsor: H. Fendrich, Inc.
Agency: Ruthrauff & Ryan, Inc.
Origination: Cincinnati.
Air Time: Sunday, 2 to 2:30 p.m. (Oct. 2, 1938, to May 16, 1939, Tuesday, 10:45 to 11 p.m., NBC Blue).
Network: NBC Red; 13 stations (previously NBC Blue; 21 stations).
Script Writer: Art Trask.
Talent: "The Dreamer"; Virginio Maruccio and his Orchestra; soloists; guests.
Agency Director: Art Trask.
Announcer: Charles Wood.
Conductor: Virginio Maruccio.
Length of Run: Oct. 2, 1938, to May 16, 1939, on NBC Blue; started on NBC Red, Jan. 14, 1940.

Society Girl

Sponsor: Corn Products Refining Co. (Kre-mel, Linit, Karo-Mazola-Argo Corn Starch).
Agency: C. L. Miller Co.
Origination: New York.
Air Time: Monday through Friday, 3 to 3:15 p.m. (before Jan. 29, 1940, from 3:15 to 3:30 p.m.).
Network: CBS; 48 stations.
Production: Roger White.
Script Writers: David Davidson, Jerome Ross.
Talent: Charlotte Manson (Bryn Barrington); Alexander Kirkland (Russ Barrington); Arthur Elmer (Mickey Marlowe); Ed Jerome (Dwight Barrington); Beatrice Miller (Mrs. Gertrude Grant); Billy Livingston (since Jan. 22, 1940)

NETWORK COMMERCIALS—Continued

(Billy Carmichael); Jackie Coogan;
Elaine Barrie.

Agency Director: Ted Cott.
Announcers: John Reed King (before April, 1940, Irving Kaufman).
Conductor: Ted Steele (Novachordist).
Length of Run: Started Oct. 9, 1939.

Sofenz Sales Corp.

(See "Beauty Secrets")

Spelling Bee

Sponsor: Duart Manufacturing Co.
Agency: Erwin, Wasey & Co., Inc.
Origination: San Francisco.
Air Time: Sunday, 7 to 7:30 p.m., PST.
Network: CBS.
Talent: Tom Breneman.
Length of Run: Started Jan. 15, 1939, as "Human Interest" program; ran from May 21, 1939, to July 9, 1939, as "Spelling Bee."

Spelling Bee, Paul Wing's

Sponsor: Cummer Products Co. (Engerline).
Agency: Stack-Globe Advertising Agency.
Origination: New York.
Air Time: Sunday, 5:30 to 6 p.m.
Network: NBC Red; 24 stations.
Production: Harold Kemp (of the agency).
Script Writers: Paul Wing, John Butler (of the agency).
Talent: Paul Wing, conductor; contestants.
Agency Director: R. A. Porter.
Announcers: Jack Costello, Alan Kent.
Length of Run: Sept. 11, 1938, to Jan. 14, 1940.

Spelling Beeliner

Sponsor: Los Angeles Soap Co. (Sierra Pine Toilet Soap).
Agency: Raymond R. Morgan Co.
Origination: KNX, Hollywood.
Air Time: Sunday, 1 to 1:30 p.m., EST.
Network: CBS; 7 stations.
Talent: Tom Breneman.
Agency Director: Sam Pierce.
Announcer: Sam Pierce.
Length of Run: Started Jan. 7, 1940.

Sperry Flour Co.

(See "Doctor Kate")
(See "Sam Hayes")
(See "Martha Meade")
(See "My Children")

Sports Huddle

Sponsor: Stephano Brothers (Marvels Cigarettes).
Agency: Aitkin-Kynett Co.
Origination: KNX, Hollywood.
Air Time: Tuesday, Thursday, Saturday, 6:45 to 6:55 p.m., PST (before April, 1940, 7:45 to 8 p.m., PST).
Network: CBS Pacific Coast.
Talent: Tom Breneman; Braven Dyer.
Announcer: Maury Webster.
Length of Run: Started October, 1939.

Sports Pop-Offs

Sponsor: Stephano Brothers.
Agency: Aitkin-Kynett Co.
Origination: San Francisco.
Air Time: Tuesday, Thursday, Sunday, 9:30 to 9:45 p.m., PST.
Network: CBS, Pacific Coast.
Talent: Tom Breneman.
Length of Run: July 25, 1939 to Oct. 21, 1939.

Standard Brands, Inc.

(See "Chase & Sanborn Program")
(See "Getting the Most Out of Life")
(See "I Love a Mystery")
(See "One Man's Family")
(See "Royal Desserts Program")
(See "Those We Love")

Standard Oil Co. of Calif.

(See "Standard School Broadcast")
(See "Standard Symphony")

Standard School Broadcast

Sponsor: Standard Oil Co. of California.
Agency: McCann-Erickson, Inc.
Origination: San Francisco, Honolulu.
Air Time: Thursday, 11 to 11:45 a.m., PST (Honolulu, Tuesday, 8:15 to 9 a.m.).
Network: NBC Blue; 12 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 Director: 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 October, 1937.

NETWORK COMMERCIALS—Continued

Standard Symphony

Sponsor: Standard Oil Co. of California.
Agency: McCann-Erickson, Inc.
Origination: San Francisco.
Air Time: Thursday, 8:30 to 9 p.m., PST (before Dec. 1939, 8:15 to 9:15 p.m.).
Network: NBC Red; 6 stations.
Production: John Ribbe.
Script Writers: John Ribbe, Adrian F. Michaelis.
Talent: Various West Coast symphony orchestras.
Agency Director: H. G. Anderson, Adrian F. Michaelis (sponsor director).
Length of Run: Started Oct. 23, 1927.

Stephano Bros.

(See "Sports Huddle")
(See "Sports Pop-Offs")

Stepmother

Sponsor: Colgate-Palmolive-Peet Co. (Colgate Toothpowder).
Agency: Sherman & Marquette, Inc.
Origination: Chicago.
Air Time: Monday through Friday, 10:45 to 11 a.m. (repeat from 4:45 to 5 p.m.).
Network: CBS; 38 stations.
Production: Les Weinrott.
Script Writers: Joclyn Gerry, Les Weinrott, Ruth Borden.
Talent: Francis X. Bushman (John Fairchild); Sunda Love (Kay Fairchild); Barbara Fuller (Peg Fairchild) (before April 9, 1940, Peggy Wall); Cornelius Peeples (Bud Fairchild); Guila Adams (Mattie) (before April 22, 1940, Edith Davis); Eileen Palmer (Gen. Porter) (before May 14, 1940, Ethel Owen); Bess McCammon (Grandma Fairchild) (before April 17, 1940, Kay Miller); John Larkin (Bert Weston).
Agency Director: Henry Selinger.
Announcer: Don Hancock.
Theme Song: Chopin's "Impromptu".
Length of Run: Started Jan. 17, 1938.

Sterling Products, Inc.

(See "Court of Missing Heirs")

Stillicious Kids Quizaroo

Sponsor: Chocolate Products Co.
Agency: McCord Co., Inc.
Origination: Los Angeles and San Francisco.
Air Time: Saturday, 10 to 10:30 a.m.

Network: CBS; 3 stations.
Talent: Knox Manning; Jack Gregson.
Length of Run: Started March 16, 1940.

Stop-Me-If-You've-Heard-This-One

Sponsor: Quaker Oats Co.
Agency: Ruthrauff & Ryan, Inc.
Origination: New York.
Air Time: Saturday, 8:30 to 9 p.m.
Network: NBC Red; 65 stations.
Production: Nathan Tufts.
Talent: Milton Berle, m.c.; Gagbusters (J. C. Flippen, Harry Hershfield [until Dec. 30, 1939], and a different guest gagbuster each week); Vincent Travers and his Orchestra (before November, 1939, guest orchestras each week).
Agency Director: Nathan Tufts.
Announcer: Dan Seymour.
Conductor: Vincent Travers (before November, 1939, guest conductors).
Length of Run: Oct. 7, 1939, to Feb. 24, 1940.

Story of Mary Marlin

Sponsor: Procter & Gamble (Ivory Soap & Snow).
Agency: Compton Advertising, Inc.
Origination: Chicago.
Air Time: Monday through Friday, 10:30 to 10:45 a.m. (Blue); 3 to 3:15 p.m. (Red).
Network: NBC Red (66 stations); NBC Blue (22 stations); plus 27 CBC stations.
Production: Frank Papp (previously Axel Gruenberg, who, in turn, had replaced Maurice Lowell).
Script Writer: Jane Crusinberry.
Talent: Anne Seymour (Mary Marlin); Robert Griffin (Joe Marlin); Carlton Bricket (David Post); Arthur Kohl (Arnold); Patti Willis (Davey Marlin); Phil Lord (Frazer Mitchell); Frances Carlon (Bunny Mitchell); Rupert La Belle (Rufus Kane); Frankie Pacelli (Timothy Kent); Helen Behmiller (Sarah Jane Kane); Arthur Peterson (Pater Hujas); Robert Gilbert (Ben Jamison); Frank Dane (Hendricks); Cliff Soubier (Daniel B. Burke); Fred Sullivan (Senator Cobridge); Kathryn Card (Della Worthington); Bret Morrison (Jonothan); Rennee Radier (Celeste); Hugh Rowlands (Sandy); Robert Jellison (Oswald Ching); Loretta Poynton (Cynthia Adams); Olga Rosenova (Tanya); Arthur Jacobsen (Charlie Goodspeed); Byron Keith (Alexandre Stranoff); Billy Lee (George Crab); Rosemary Garbell (Tootie); Judith Lowry (Annie); Pat Murphy (Adam Fury); and the following sometime players: James Rose (Merit); Arthur Kohl (Arthur Adams);

NETWORK COMMERCIALS—Continued

Connie Crowder (Margaret Adams); Franklyn Adams (Bill Adams); Earl George (Edwards); Howard Hoffman (Stokes).

Agency Director: Gilbert Ralston (supervisor).

Announcer: Bob Brown.

Conductor: Allan Grant, pianist.

Theme Song: Clair de Lune (Debussy).

Length of Run: Started March 29, 1937.

Van Dyne; Ethel Owens; Serenaders Quartet; Sylvia Clark (after Aug. 10, 1939).

Agency Director: Alden Goble.

Announcer: Louis Roen.

Conductor: Rex Maupin.

Length of Run: Sept. 30, 1938, to Sept. 22, 1939.

Swift & Co.

(See "Sunbrite Smile Parade")

Strange As It Seems

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

Agency: Benton & Bowles, Inc.

Origination: New York.

Air Time: Thursday, 8:30 to 8:55 p.m. (repeat from 12 to 12:25 a.m.).

Network: CBS; 54 stations.

Production: Maurice Lowell, Ken Mac Gregor, Cyril Armbrister.

Script Writer: John Hix.

Talent: John Hix; dramatic cast.

Agency Director: Cyril Armbrister.

Announcer: Alois Havrilla.

Conductor: Ted Steele.

Length of Run: Started Aug. 17, 1939.

Raymond Gram Swing

Sponsor: General Cigar Co.

Agency: J. Walter Thompson Co.

Origination: New York.

Air Time: Monday and Friday, 10 to 10:15 p.m., EST.

Network: Mutual; 3 stations.

Talent: Raymond Gram Swing, commentator.

Length of Run: Started Sept. 25, 1939.

Swingo

(Philip Morris Musical Game)

Sponsor: Philip Morris & Co., Ltd.

Agency: Biow Co.

Origination: New York.

Air Time: Sunday, 8:30 to 8:55 p.m., EDST (repeat from 11 to 11:25 p.m.).

Network: CBS; 35 stations.

Production: Walter A. Tibbals.

Talent: Johnny Green and his Orchestra; Ray Bloch's Swing 14; "Beverly"; Audrey Marsh; Glenn Cross; Floyd Sherman; contestants.

Agency Director: Walter A. Tibbals.

Announcer: Charles O'Connor.

Conductor: Johnny Green.

Theme Song: On the Trail.

Music Arranger: Johnny Green.

Length of Run: Started May 5, 1940.

Paul Sullivan Reviews the News

Sponsor: Brown & Williamson Tobacco Corp. (Raleigh Cigarettes).

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

Origination: WHAS, Louisville.

Air Time: Monday through Friday, 6:30 to 6:45 p.m. (repeat from 7:15 to 7:30 p.m. and 1 to 1:15 a.m.) (before April 29, 1940, Sunday through Friday, 11 to 11:15 p.m. with repeats from 12 midnight to 12:15 a.m. and 1 to 1:15 a.m.).

Network: CBS; 39 stations.

Talent: Paul Sullivan, commentator.

Length of Run: Started Sept. 24, 1939.

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.

Network: NBC Blue; 55 stations.

Production: Wynn Orr, Alden Goble (of the agency).

Script Writer: Ransom Sherman.

Talent: Ransom Sherman; Rex Maupin and his Orchestra; Francis Allison; Wayne

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Take It Or Leave It

Sponsor: Eversharp, Inc.

Agency: Biow Co.

Origination: New York.

Air Time: Sunday, 10 to 10:30 p.m. (repeat from 12:30 to 1 a.m.).

Network: CBS; 27 stations.

Production: W. A. Tibbals.

Talent: Bob Hawk, m.c.

Agency Director: W. A. Tibbals.

Announcer: David Ross.

Conductor: Ray Bloch.

Theme Song: Original.

NETWORK COMMERCIALS—Continued

Music Arranger: Ray Bloch.
Length of Run: Started April 21, 1940.

Telephone Hour, The

Sponsor: Bell Telephone System.
Agency: N. W. Ayer & Son, Inc.
Origination: New York.
Air Time: Monday, 8 to 8:30 p.m., EDST.
Network: NBC Red; 87 stations.
Script Writers: John K. Lagemann (continuity writer), Alma Marks (research).
Talent: James Melton; Francia White; Bell Symphonic Orchestra and a chorus of 14 voices, both directed by Don Voorhees.
Agency Director: Arthur Daly.
Announcers: Floyd Mack, Warner Anderson.
Conductor: Don Voorhees.
Theme Song: Original by Don Voorhees.
Music Arrangers: Ardon Cornwell, John W. Rehauser, Albert Nussbaum, Kenneth Christie.
Length of Run: Started April 29, 1940.

Alec Templeton Time

Sponsor: Miles Laboratories, Inc. (Alka-Seltzer).
Agency: Wade Advertising Agency.
Origination: Chicago.
Air Time: Monday, 9:30 to 10 p.m., EDST.
Network: NBC Red; 81 stations.
Talent: Alec Templeton; William Miller Chorus; Daniel Saidenberg and Orchestra; Pat O'Malley, dialectician; guest stars.
Agency Directors: Edward Simmons, Jeff Wade.
Announcer: Fort Pearson.
Conductor: Daniel Saidenberg.
Music Arranger: L. A. Kempinski.
Length of Run: Started Sept. 25, 1939.

Texaco Star Theatre

Sponsor: Texas Co.
Agency: Buchanan & Co.
Origination: Hollywood and New York.
Air Time: Wednesday, 9 to 10 p.m.
Network: CBS; 88 stations.
Production: Jack Runyon (Hollywood); Ed Gardner (Hollywood) (until April, 1940); Transamerican Broadcasting & Television Corp. (New York).
Script Writers: Keith Fowler, Tom Langan, Abe Burrows, and Leo Townsend (Hollywood); Milton Geiger, and Doris Gilbert (New York).
Talent: From Hollywood: Ken Murray; Kenny Baker; Frances Langford; Irene Noble Ryan; David Broekman and his Orchestra. Second half hour from New York: Burns Mantle (drama critic

of N. Y. Daily News) with Broadway stars and plays.

Agency Director: Paul Munroe.
Announcers: Jimmy Wallington (Hollywood); Larry Elliot, (N. Y.).
Conductor: David Broekman.
Theme Song: Original by David Broekman.
Length of Run: Started Oct. 5, 1938. (Off during 1939 from June 28 to Sept. 13).

This Amazing America

Sponsor: Greyhound Lines.
Agency: Beaumont & Hohman, Inc.
Origination: Chicago.
Air Time: Friday, 9:30 to 10 p.m. (repeat from 12 to 12:30 a.m. (before May 3, 1940, Friday, 8 to 8:30 p.m.).
Network: NBC Blue; 79 stations.
Production: C. L. Menser.
Script Writer: William Murphy.
Talent: Roy Shield and his Orchestra; Bob Brown, m.c.; Ranch Boys (Jack Ross, Shorty Carson, Curly Bradley); Curly Bradley, soloist.
Agency Director: H. C. Vogel.
Announcer: Fort Pearson.
Conductor: Roy Shield.
Theme Song: Highways Are Happy Ways.
Music Arranger: Roy Shield.
Length of Run: Started Feb. 16, 1940.

This Day Is Ours

Sponsor: Procter & Gamble (Crisco).
Agency: Compton Advertising, Inc.
Origination: New York.
Air Time: Monday through Friday, 10:15 to 10:30 a.m. (before Jan. 22, 1940, CBS, Monday through Friday, 1:30 to 1:45 p.m.).
Network: NBC Blue; 19 stations (before Jan. 22, 1940, CBS; 47 stations).
Production: Chick Vincent (of Transamerican Broadcasting & Television Corp.).
Script Writers: Don Becker, Carl Bixby.
Talent: Jay Jostyn (Curt Curtis); Joan Banks (Eleanor McDonald); Alan Devitt (Wong); Julian Noa (Eugene Snell); House Jameson (Frank Allison); Agnes Moorehead (Catherine Allison); Effie Palmer (Mrs. Farnsworth); Leslie Bingham (Mrs. Simpson).
Agency Director: Mary Louise Anglin (supervisor).
Announcer: Melvin Allen.
Conductor: William Meeder, organist.
Theme Song: Original music by Don Becker.
Length of Run: Started on CBS, Nov. 7, 1938; switched to NBC Blue, Jan. 22, 1940, and ended March 29, 1940.

NETWORK COMMERCIALS—Continued

Lowell Thomas—The Day's News

Sponsor: Sun Oil Co. (Sunoco Motor Oil).
Agency: Roche, Williams & Cunnyingham, Inc.
Origination: New York.
Air Time: Monday through Friday, 6:45 to 7 p.m.
Network: NBC Blue; 21 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.

Ed Thorgersen—Sports

Sponsor: Congress Cigar Co. (La Palina).
Agency: Marschalk & Pratt, Inc.
Origination: New York.
Air Time: Saturday, 5:45 to 6 p.m. (repeat from 6:45 to 7 p.m.).
Network: Mutual; 20 stations.
Talent: Ed Thorgersen.
Agency Director: Ned Whitehead.
Announcer: Nelson Case.
Length of Run: Sept. 30 to Dec. 2, 1939.

Those We Love

Sponsor: Standard Brands, Inc. (Royal Desserts).
Agency: J. Walter Thompson Co.
Origination: San Francisco.
Air Time: Thursday, 8:30 to 9 p.m. (repeat from 12:30 to 1 a.m.).
Network: NBC Red; 46 stations.
Production: Bob Brewster.
Script Writer: Agnes Ridgway.
Talent: Nan Grey; Donald Woods; Richard Cromwell; Oscar O'Shea; Alma Kruger.
Agency Director: H. Calvin Kuhl.
Conductor: Edward Kay.
Theme Song: Those We Love.
Length of Run: Oct. 5, 1939, to March 28, 1940.

Thunder Over Paradise

Sponsor: C. F. Mueller Co. (Macaroni).
Agency: Kenyon & Eckhardt, Inc.
Origination: Chicago.
Air Time: Monday through Friday, 11 to 11:15 a.m. (before April 29, 1940, 10 to 10:15 a.m.).
Network: NBC Blue; 5 stations.
Script Writer: Fayette Krum.
Talent: Dramatic cast.
Length of Run: Started Oct. 2, 1939.

Tidewater Associated Oil Co.

(See "Associated Football")

Tillamook County Creamery Assn.

(See "Bennie Walker's Tillamook Kitchen")

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; 45 stations.
Production: Ed Cashman.
Script Writers: Jack Rose, Robert Smith.
Talent: Hal Kemp and his Orchestra; The Smoothies (Babs Johnson, Charlie Ryan, Little Ryan).
Agency Director: Arch Bermingham.
Announcer: David Ross.
Theme Song: Time to Shine.
Length of Run: April 19, 1938, to Oct. 11, 1938, and May 2, 1939, to Oct. 24, 1939.

Tip Top Show Starring Joe Penner

Sponsor: Ward Baking Co.
Agency: Sherman K. Ellis & Co., Inc.
Origination: Hollywood.
Air Time: Thursday, 8:30 to 9 p.m.
Network: NBC Blue; 20 stations.
Production: Larry Holcomb (previously Glan T. Heisch).
Script Writers: First 13 weeks: Hal Fimberg, Leonard Levinson, Oscar Brodney, Max Hayes, Hal Raynor, Ray Phillips. Last 17 weeks: Matt Brooks, Eddie Davis, Hal Raynor.
Talent: Joe Penner; Dick Ryan (Godfrey); Gay Seabrook (Susabella); Russ Brown; Kenny Stevens; Jacques Renard and his Orchestra; Bert Gordon.
Agency Director: Larry Holcomb (during last 17 weeks).
Announcers: Jim Bannon (Bert Parks during Jan. and Feb. 1940, when program originated in New York).
Conductor: Jacques Renard.
Theme Song: You're the Tops.
Music Arranger: Jim Mayfield.
Length of Run: Oct. 5, 1939, to April 25, 1940.

Today in Europe

Sponsor: R. J. Reynolds Tobacco Co.
Agency: William Esty & Co., Inc.
Origination: New York.
Air Time: Monday through Friday, 6:45 to 7 p.m.
Network: CBS; 25 stations.
Production: Handled by the agency.
Talent: Short-wave comment from Europe.

NETWORK COMMERCIALS—Continued

Agency Director: Don Bernard.
Announcers: Ted Pearson (before Jan. 1, 1940, John Reed King).
Length of Run: Oct. 3, 1939, to March 29, 1940.

Town Hall Tonight

Sponsor: Bristol-Myers Co. (Ipana, Sal-Hepatica).

Agency: Young & Rubicam, Inc.

Origination: New York.

Air Time: Wednesday, 9 to 10 p.m. (repeat from 12 midnight to 1 a.m.).

Network: NBC Red; 53 stations.

Production: Ben Larson.

Script Writers: Fred Allen, Arnold Auerbach, Herman Wouk.

Talent: Fred Allen; Portland Hoffa; the Merry Macs (Helen Carroll and Judd, Ted and Joe McMichael); Peter Van Steedan and his Orchestra; Harry Von Zell; Wynn Murray; Town Hall Singers, directed by Lyn Murray (off since 1940); dramatic cast.

Agency Directors: Bob Welch, Harmon Nelson.

Announcer: Harry Von Zell.

Conductor: Peter Van Steedan.

Theme Song: Smile, Darn Ya, Smile.

Music Arranger: Dick Costello.

Length of Run: Started Jan. 3, 1934, as Sal Hepatica Revue; present program began March 21, 1934. (Off during the summer of 1939 from June 28 to Oct. 4).

Dick Tracy

Sponsor: Quaker Oats Co. (Puffed Wheat and Rice).

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

Origination: New York.

Air Time: Monday, 8 to 8:30 p.m. (previously Saturday, 7 to 7:30 p.m.).

Network: NBC Red; 60 stations.

Production: Himan Brown (supervised by Lawrence Holcomb, of the agency).

Script Writer: Ed Verdier.

Talent: Ned Wever (Dick Tracy); Elizabeth Reller (Tess Trueheart); Andy Donnelly (Junior Tracy); Walter Kinsella (Pat Patton); John Brown (Inspector); Charles Cantor (Blackie Moran); Gilbert Mack (Franklin Webb); others.

Agency Director: Lawrence Holcomb.

Announcer: Dan Seymour.

Length of Run: Jan. 3, 1938, to Sept. 30, 1939. (Off during 1938 from June 1 to Sept. 26.).

Trouble with Marriage, The

Sponsor: Procter & Gamble (Oxydol).

Agency: Blackett-Sample-Hummert, Inc.

Origination: Chicago.

Air Time: Monday through Friday, 11 to 11:15 a.m. (before Nov. 13, 1939, Monday through Friday, 10:45 to 11 a.m.).

Network: NBC Blue; 8 stations.

Production: Wynn Orr.

Script Writer: Aline Ballard.

Talent: Mary Patton (Pat); Stanley Harris (Barry); Frances Dale (Aunt Kate); Janet Logan (Linda Sargent); Burton Wright (Johnny).

Agency Director: Henry Selinger.

Announcer: Dan Donaldson.

Theme Song: Jealousy.

Length of Run: July 31, 1939, to Dec. 29, 1939.

Bob Trout

Sponsor: Commercial Credit Co.

Agency: O'Dea, Sheldon & Canaday, Inc.

Origination: New York.

Air Time: Monday, Wednesday, Friday, 6 to 6:05 p.m. (repeats on Mon., Wed., Fri., 11 to 11:05 p.m.; Mon. and Wed., 11:55 to 12 midnight; and Saturday 10:30 to 10:35 p.m.).

Network: CBS; 68 stations.

Talent: Bob Trout, news commentator.

Length of Run: Started March 25, 1940.

Bob Trout

Sponsor: Noxzema Chemical Co.

Agency: Ruthrauff & Ryan, Inc.

Origination: New York.

Air Time: Monday, Wednesday, Friday, 3:30 to 3:35 p.m. (before Dec. 11, 1939, Tuesday, Thursday, Saturday, 3:30 to 3:35 p.m.).

Network: CBS; 38 stations.

Talent: Bob Trout.

Length of Run: Oct. 10, 1939, to Jan. 5, 1940.

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, 8:30 to 9 p.m. (repeat from 12 midnight to 12:30 a.m.).

Network: NBC Blue; 36 stations.

Production: Handled by the agency.

Talent: Dr. Harry Hagen and two competing teams each week.

Announcer: Bill Spargrove.

Length of Run: Started July 4, 1938.

True Story Time with Fulton Oursler

Sponsor: Macfadden Publications, Inc.

Agency: Arthur Kudner, Inc.

NETWORK COMMERCIALS—Continued

Origination: New York.
Air Time: Tuesday, 9:30 to 10 p.m.
Network: NBC Blue; 44 stations.
Production: Handled by the agency.
Script Writers: Ruth Loreaire and Felix Yager.
Talent: Fulton Oursler; varying dramatic cast.
Agency Director: Alan Ward.
Announcer: Ben Grauer.
Conductor: Arnold Johnson (off after June 13, 1939).
Music Arranger: Arnold Johnson (off after June 13, 1939).
Length of Run: May 23, 1939, to Oct. 3, 1939. (Replaced "Mary and Bob's True Stories").

Air Time: Monday, 8 to 8:30 p.m. (repeat from 12 to 12:30 a.m.).
Network: CBS; 66 stations.
Production: William Spier.
Talent: Tony Martin; Andre Kostelanetz and his Orchestra; Kay Thompson & Her Rhythm Singers (off after Jan. 1940); David Laughlin (off after Dec. 25, 1939); mixed chorus directed by Andre Kostelanetz (after Jan. 1940).
Announcer: Dan Seymour.
Conductor: Andre Kostelanetz.
Length of Run: Jan. 12, 1939, to June 24, 1940. (Off during 1939 from July 3 to Aug. 21).

U

Truth and Consequences

Sponsor: Procter & Gamble (Ivory Soap).
Agency: Compton Advertising, Inc.
Origination: New York.
Air Time: Saturday, 9:45 to 10:15 p.m., EST.
Network: CBS; 4 stations.
Production: Ralph Edwards.
Script Writer: Ralph Edwards.
Talent: Ralph Edwards, m.c.; contestants.
Agency Director: Gilbert Ralston (supervisor).
Announcers: Ralph Edwards, Melvin Allen.
Conductor: Bill Meeder, organist.
Theme Song: Hail, Hail, the Gang's All Here.
Length of Run: Started March 23, 1940.

Tuesday Night Party

Sponsor: Lever Bros. Co.
Agency: Ruthrauff & Ryan, Inc.
Origination: New York.
Air Time: Tuesday, 8:30 to 9 p.m. (repeat from 12 to 12:30 p.m.).
Network: CBS; 56 stations.
Production: Everard Meade.
Script Writers: Various.
Talent: Walter O'Keefe; Robert Emmett Dolan and his Orchestra; Mary Martin; guests.
Agency Director: Everard Meade.
Conductor: Robert Emmett Dolan.
Length of Run: Original contract started March 24, 1936; above setup ran from Sept. 19, 1939, to Dec. 12, 1939.

Tune Up Time

Sponsor: Ethyl Gasoline Corp.
Agency: Batten, Barton, Durstine & Osborn, Inc.
Origination: New York (from Oct. 2 to Nov. 6, 1939, Hollywood).

Uncle Don

Sponsor: Maltex Co.
Agency: Samuel C. Croot Co.
Origination: New York.
Air Time: Monday, Wednesday, Friday, 5:30 to 5:45 p.m.
Network: Mutual; 5 stations.
Production: Handled by the agency.
Script Writer: Uncle Don.
Talent: Uncle Don (Don Carney).
Agency Director: Donald B. Brant.
Announcer: Uncle Don.
Length of Run: Sept. 25, 1939, to Jan. 5, 1940.

Uncle Jim's 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; 6 stations.
Production: Keith McLeod (of the agency); previously Preston H. Pumphrey (of Warwick & Legler); Joseph Bell (NBC).
Script Writers: Material used from letters sent in by listeners.
Talent: Bill Slater as Uncle Jim (before April, 1939, Jim McWilliams); Joseph Bell; members of the 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; above series ran from Sept. 24, 1938, to Dec. 16, 1939.

Uncle Walter's Dog House

Sponsor: Brown & Williamson Tobacco Corp. (Raleigh).

NETWORK COMMERCIALS—Continued

Agency: Russel M. Seeds Co.
Origination: Chicago.
Air Time: Tuesday, 10:30 to 11 p.m.
Network: NBC Blue; 72 stations.
Production: Watson Humphrey.
Script Writer: Al Morey.
Talent: Tom Wallace (Uncle Walter); Robert Strong and his Orchestra (previously Phil Davis and his Orchestra); Dog House Male Trio; Virginia Verrill.
Agency Director: Watson Humphrey.
Announcer: Charles Lyon.
Conductor: Robert Strong (previously Phil Davis).
Theme Song: The Prisoner's Song.
Music Arranger: Bob Strong.
Length of Run: Started May 2, 1939.

Union Oil Program—Operettas

Sponsor: Union Oil Co. (Union "76" Gasoline, Triton Motor Oil).
Agency: Lord & Thomas.
Origination: Hollywood.
Air Time and Network: Thursday, 9:30 to 10 p.m., PST (CBS; 11 stations, from Oct. 5, 1939, to April 25, 1940); and Monday, 7:30 to 8 p.m., PST (NBC Pacific Coast Red; 12 stations, since April 29, 1940).
Production: Thomas A. McAvity, William L. Lawrence.
Script Writer: Jon Slott.
Talent: Mario Chamlee; Emily Hardy; Bill Ewing; Yasha Davidoff; Alice Avakian.
Agency Director: Thomas A. McAvity.
Announcer: Knox Manning (previously Truman Bradley on CBS).
Conductor: Mahlon Merrick (previously Thomas Peluso, on CBS).
Theme Song: Where or When.
Music Arrangers: Mahlon Merrick (previously Thomas Peluso, on CBS).
Length of Run: Oct. 5, 1939, to April 25, 1940, on CBS; since April 29, 1940, NBC.

United States Rubber Co.

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

U. S. Tobacco Co.

(See "Pipe Smoking Time")

V

Valiant Lady

Sponsor: General Mills, Inc. (Wheaties).
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.
Production: Rikel Kent (before Dec. 1939, D. Gordon Graham).
Script Writers: Ruth Borden (Katherine Chase and Thomas Goodrich before June 12, 1939; Bayard Veiller, before Dec. 2, 1938).
Talent: Joan Blaine (Joan Barrett); Bill Johnstone (Jim Barrett); Arnold Moss (replaced Ray Johnson) (as Paul Morrison); Jack Grimes (replaced Kingsley Colton) (as Billy); Judith Lowry (Stevie); Charles Carroll (Dr. Tubby Scott); Parker Fennelly (Mike); Ethel Owen (Abigail Trowbridge); Shirling Oliver (Dudley Trowbridge).
Agency Director: Lloyd Griffin.
Announcer: Art Millet.
Length of Run: Started March 7, 1938, on CBS; shifted to NBC on May 30, 1938.

Rudy Vallee Sealtest Program

Sponsor: Sealtest, Inc.
Agency: McKee & Albright, Inc.
Origination: Hollywood.
Air Time: Thursday, 9:30 to 10 p.m., EST (after July 4, 1940, 10 to 10:30 p.m.).
Network: NBC Red; 61 stations.
Production: Vick Knight.
Script Writers: Sidney H. Fields; Norman Panama; Melvin Frank; Paul Henning; John McManus (died, May, 1940).
Talent: Rudy Vallee; Maxie Rosenbloom; guests.
Conductor: Ken Darby (orchestra) and Elliott Daniel (chorus).
Theme Song: My Time is Your Time.
Length of Run: Started March 7, 1940.

Vanette Fashion Previews

Sponsor: Vanette Hosiery Mills.
Agency: Grant Advertising, Inc.
Origination: Chicago.
Air Time: Saturday, 9:45 to 10 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.
Theme Song: Beautiful Lady.
Length of Run: Jan. 14, 1939, to June 3, 1939.

Vic & Sade

Sponsor: Procter & Gamble (Crisco).
Agency: Compton Advertising, Inc.

NETWORK COMMERCIALS—Continued

Origination: Chicago (commercials, lead-in, etc., from New York).

Air Time: Monday through Friday, 3:45 to 4 p.m. (NBC Red) and 10:15 to 10:30 a.m. (NBC Blue).

Network: NBC Red, 43 stations; NBC Blue, 19 stations.

Production: Ted MacMurray (Chicago); Arthur Hanna (New York) (both of NBC).

Script Writer: Paul Rhymer.

Talent: Art Van Harvey (Vic); Bernardine Flynn (Sade); Billy Idelson (Rush).

Agency Director: Frederick K. Gropper (supervisor).

Announcers: Ralph Edwards (NBC Red), Melvin Allen (NBC Blue).

Conductor: William Meeder, organist.

Theme Song: Chanson Bohemienne.

Length of Run: Original contract started Nov. 5, 1934.

day, 29 stations on Thursday, 6 stations on Friday.

Production: Samuel C. Fuller.

Talent: Jerry Cooper; The Smoothies (Babs Perron, Charlie Ryan, Little Ryan); De Vore Sisters (Marjorie, Billie, Ruth); The 8 Men (Ezra Hoffman, Steve Merrill, Herbert Spieckerman, Milton Flinn, Ralph Nyland, Franklin Bens, Ellis Frakes, Milton Sachs); Lynn Cole; Deon Craddock; Hal Edison and his 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 ran from Jan. 28, 1937, to June 29, 1939.

Vitalis Program Featuring George Jessel

Sponsor: Bristol-Myers Co. (Vitalis).

Agency: Pedlar & Ryan, Inc.

Origination: New York.

Air Time: Thursday, 8 to 8:30 p.m., EST (before Jan. 11, 1940, Friday, 9:30 to 10 p.m. and before Oct. 6, 1939, Tuesday, 8:30 to 9 p.m.).

Network: NBC Red; 51 stations.

Production: Edgar G. Sisson, Jr. (of the agency).

Script Writers: John Archer Carter, Finis Farr, Al Miller, Ed Ettinger, Sam Carlton.

Talent: George Jessel, m.c. (replaced Fred Uttal, March 21, 1939); Benay Venuta; The Merry Maes (Helen Carroll, Judd, Ted and Joe McMichael) (from Jan. 24, 1939, to Jan. 26, 1940); Peg La Centra (off after Jan. 17, 1939); Peter Van Steedan and his Orchestra; guests.

Agency Director: Lester Vail (previously Edgar G. Sisson, Jr.).

Announcers: Ben Grauer, Mark Hawley.

Conductor: Peter Van Steedan.

Length of Run: Started Jan. 10, 1938, as "For Men Only"; ended March 28, 1940. (Took over the second half of "Town Hall Tonight Program" from July 6 to Sept. 28, 1938).

Vocal Varieties

Sponsor: Lewis-Howe Co., Inc. (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.

Network: NBC Red; 22 stations on Tues-

Voice of Experience

Sponsor: Lydia Pinkham Medicine Co.

Agency: Erwin, Wasey & Co., Inc.

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).

Agency Director: Gager Wasey.

Announcers: John Shultz (and James Burton, May and June, 1939).

Length of Run: Dec. 27, 1937 to Dec. 22, 1939.

Voice of Firestone

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 to 12 midnight).

Network: NBC Red; 53 stations.

Talent: Alfred Wallenstein and Orchestra; Margaret Speaks; Richard Crooks.

Agency Director: Frank G. James.

Announcer: Gene Hamilton.

Conductor: Alfred Wallenstein.

Theme Song: In My Garden.

Music Arranger: Alfred Wallenstein.

Length of Run: Original contract started Dec. 3, 1928; latest continuous series started Dec. 4, 1933.

Vox Pop

Sponsor: Penn Tobacco Co.

Agency: Ruthrauff & Ryan, Inc.

Origination: New York.

NETWORK COMMERCIALS—Continued

Air Time: Thursday, 7:30 to 8 p.m.
Network: CBS; 51 stations.
Production: Nathan Tufts.
Talent: Parks Johnson and Wallace Butterworth.
Agency Director: Nathan Tufts.
Announcer: Wallace Butterworth.
Length of Run: Started Oct. 5, 1939.
(This program was heard over NBC Red from Oct. 1, 1938 to Sept. 23, 1939).

W

Bennie Walker's Tillamook Kitchen

Sponsor: Tillamook County Creamery Association.
Agency: Botsford, Constantine & Gardner.
Origination: San Francisco.
Air Time: Friday, 9:15 to 9:45 a.m., PST (before June, 1940, Thursday, 10 to 10:15 a.m., PST).
Network: NBC Red; 6 stations.
Production: Edith Abbott (of the agency).
Script Writer: Edith Abbott.
Talent: Bennie Walker (Ben McLaughlin); Tillamook Dairy Maid (Nancy Parker, also known as Teddy Sorg, replaced Virginia Dawson, June 30, 1939).
Agency Director: Edith Abbott.
Announcers: Commercials handled by Ben McLaughlin and Nancy Parker (Teddy Sorg).
Length of Run: Kitchen demonstrations, as above, started January 1934, but Tillamook has been on the air for 8 years.

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; 57 stations and CBC.
General Supervisors of Script and Production: Frank and Anne Hummert.
Authors of Title and Original Story Line: Frank and Anne Hummert.
Dialogue Writer: Frank Hummert.
Agency Script Editors: Frank and Anne Hummert.
Talent: Frank Munn; Abe Lyman and his Orchestra; Manhattan Chorus.
Agency Director: Frank Hummert.
Announcer: Stuart Metz.
Conductor: Abe Lyman.
Theme Song: Divine Waltz; Home, Sweet Home; and La Golondrina.
Length of Run: Original contract started Sept. 27, 1933.

Wander Co.

(See "Carters of Elm Street")
(See "Little Orphan Annie")

Ward Baking Co.

(See "Tip Top Show Starring Joe Penner")

G. Washington Coffee Refining Co.

(See "Uncle Jim's Question Bee")

R. L. Watkins Co.

(See "Backstage Wife")
(See "Manhattan Merry-Go-Round")
(See "Orphans of Divorce")

We, The People

Sponsor: General Foods Corp. (Grape Nuts, starting May 14, 1940; previously Sanka).
Agency: Young & Rubicam, Inc.
Origination: New York.
Air Time: Tuesday, 9 to 9:30 p.m. (repeat from 12 to 12:30 a.m.).
Network: CBS; 73 stations.
Production: Alexander Stronach.
Script Writers: Special staff.
Talent: Gabriel Heatter; Mark Warnow and his Orchestra; guests.
Agency Directors: Joe Hill, Adrian Samish.
Announcer: Harry Von Zell.
Conductor: Mark Warnow.
Theme Song: Original.
Music Arranger: Mark Warnow.
Length of Run: Started Oct. 7, 1937.

We, The Wives Quiz

Sponsor: Quaker Oats Co. (Quaker Farina).
Agency: Sherman & Marquette, Inc.
Origination: Chicago.
Air Time: Sunday, 3:30 to 4 p.m.
Network: NBC Red; 4 stations.
Script Writer: "Chuck" Acree.
Talent: "Chuck" Acree; Peggy Fuller; studio participants.
Length of Run: Oct. 22, 1939, to March 31, 1940.

Anson Weeks and His Orchestra (Lovely Lady)

Sponsor: Chamberlain Laboratories, Inc.
Agency: L. W. Ramsey Co.
Origination: Chicago.
Air Time: Sunday, 2:30 to 2:55 p.m.
Network: CBS; 17 stations.
Talent: Anson Weeks and his Orchestra; Charles Farrell, singer.

NETWORK COMMERCIALS—Continued

Announcer: Don Hancock.
Length of Run: Started Nov. 19, 1939.

Welch Presents Irene Rich

Sponsor: Welch Grape Juice Co.
Agency: H. W. Kastor & Sons Advertising Co., Inc.
Origination: Hollywood.
Air Time: Sunday, 9:30 to 9:45 p.m. (repeat from 11:15 to 11:30 p.m. on NBC Red).
Network: NBC Blue; 51 stations.
Production: Robert Redd and Ted Sherdeman of NBC.
Script Writers: Various free lance writers.
Talent: Irene Rich; Gale Gordon; dramatic cast.
Agency Director: Robert G. Jennings.
Announcers: Bob Sherwood, Hal Gibney, Joy Storm.
Length of Run: Original contract started Oct. 4, 1933; latest series began Jan. 7, 1940.

Wesson Oil & Snowdrift Sales Co., Inc.

(See "Hawthorn House")

Westinghouse Electric & Mfg. Co.

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

What Would You Have Done?

Sponsor: Cummer Products Co. (Energine).
Agency: Stack-Goble Advertising Agency.
Origination: New York.
Air Time: Wednesday, 8:30 to 9 p.m. with repeat from 11:30 to 12 midnight (before April, 1940, Friday, 9:30 to 10 p.m.).
Network: NBC Blue; 44 stations.
Production: Lester O'Keefe (NBC) and Harold Kemp (of the agency).
Script Writers: Edith Meiser and John A. Butler (of the agency).
Talent: Ben Grauer, m.c.; contestants.
Agency Director: R. A. Porter.
Announcer: Jack Costello.
Length of Run: Started Jan. 26, 1940 (replaced "Paul Wing's Spelling Bee").

What's My Name?

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 to 12:30 a.m.).
Network: NBC Red; 63 stations.
Production: Ben Larson.
Script Writers: Special staff.
Talent: Arlene Francis; Budd Hulick (before Aug. 23, 1939, Fred Uttal); Peter Van Steedan and his Troubadours.
Agency Director: Ben Larsen.
Announcer: Harry Von Zell.
Conductor: Peter Van Steedan.
Theme Song: Smile, Darn Ya, Smile.
Length of Run: Replaced the "Town Hall Tonight" (first-half) from July 5, 1939, to Sept. 27, 1939.

What's My Name?

Sponsor: Procter & Gamble (Oxydol).
Agency: Blackett-Sample-Hummert, Inc.
Origination: New York.
Air Time: Friday, 9:30 to 10 p.m. (before Feb. 9, 1940, Saturday, 7 to 7:30 p.m.).
Network: NBC Red; 32 stations.
Production: Ed Byron.
Talent: Budd Hulick; Arlene Francis; Harry Salter and his Orchestra.
Announcer: Ralph Edwards.
Conductor: Harry Salter.
Length of Run: Started Nov. 4, 1939.

Wheatena Corp.

(See "Hilda Hope, M.D.")

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, 12:15 to 12:30 p.m. (previously from 2:45 to 3 p.m.).
Network: CBS; 50 stations.
Production: Kenneth MacGregor, Maurice Lowell.
Script Writer: Elaine Sterne Carrington.
Talent: John Raby (Harry Davis); Frances Woodbury (Mrs. Stella Field); Ed Jerome (Samuel Tilden Field); Joan Tetzel (Sylvia Field); Michael Fitzmaurice (Phil Stanley); Irene Winston (Eve Stanley); Marion Barney (Anne Davis); Mary Jane Higby (Joan Davis); Bill Quinn (Tom Davis); Audrey Egan (Lola Farrell).

NETWORK COMMERCIALS—Continued

Agency Directors: Kenneth MacGregor, Maurice Lowell.
Announcer: Frank Gallop.
Conductor: Johnny Winters, organist.
Theme Song: At Dawning.
Length of Run: Started May 29, 1939.

Origination: New York.
Air Time: Monday, Wednesday, Friday, 7:15 to 7:30 p.m.
Network: Mutual; 2 stations.
Talent: Wythe Williams, commentator.
Length of Run: Started March 4, 1940.

Who Knows?

Sponsor: Griffin Mfg. Co.
Agency: Birmingham, Castleman & Pierce.
Origination: New York.
Air Time: Monday, 10:15 to 10:30 p.m. (before April 29, 1940, Saturday, 8:30 to 8:45 p.m.).
Network: Mutual; 4 stations.
Production: Jack Johnstone.
Script Writer: Jack Johnstone.
Talent: Dramatic cast.
Agency Director: Arch Birmingham.
Announcer: George Lowther.
Length of Run: Started March 16, 1940.

Fletcher Wiley

Sponsor: California Fruit Growers Exchange.
Agency: Lord & Thomas.
Origination: Hollywood.
Air Time: Wednesday, 2 to 2:15 p.m., PST.
Network: CBS Pacific Coast.
Talent: Fletcher Wiley, commentator.
Length of Run: May 17, 1939, to July 19, 1939.

Fletcher Wiley

Sponsor: Campbell Soup Co.
Agency: Ward Wheelock Co.
Air Time: Monday through Friday, 2:30 to 2:45 p.m., EDST.
Network: CBS; 40 stations.
Talent: Fletcher Wiley, commentator.
Agency Director: Mary Garvin.
Length of Run: Started April 29, 1940.

Fletcher Wiley

Sponsor: Knox Gelatine Co., Inc.
Agency: Kenyon & Eckhardt, Inc.
Origination: Hollywood.
Air Time: Friday, 2 to 2:15 p.m., PST.
Network: CBS Pacific Coast.
Talent: Fletcher Wiley, commentator.
Length of Run: April 21, 1939, to June 23, 1939.

J. B. Williams Co.

(See "True or False")

Wythe Williams

Sponsor: Philco Radio & Television Corp.
Agency: McKee & Albright, Inc.

Wilmington Transportation Co.

(See "Catalina Fun Quiz")

Wilshire Oil Co.

(See "Pull Over, Neighbor")

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: Oct. 3, 1938 to June 30, 1939.

Woman in White, The

Sponsor: Procter & Gamble (Camay).
Agency: Pedlar & Ryan, Inc.
Origination: Chicago.
Air Time: Monday through Friday, 12 to 12:15 p.m.
Network: NBC Red; 36 stations.
Production: Owen Vinson (of Carl Wester & Co.).
Script Writers: Irna Phillips (author); Pauline Hopkins (writer).
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 Mansfield); Bill Bouchey (Kenneth Craig); Beverly Ruby (Ruth Craig); Pat Murphy (Jerry Craig); Virginia Payne (Miss Morton and Mrs. Henehan); Karl Weber (Dr. Kirk Harding); Virginia Clark (Edith Harvey); Fay Warren (Miss West); Helen Van Tuyl (Mrs. Hamilton); Margaret Fuller (Donna Lee); Reese Taylor (Tom Reynolds); Philip Lord (Thomas Hawkins).

NETWORK COMMERCIALS—Continued

Agency Director: Howard Merrill (in New York).
Announcer: Louis Roen.
Conductor: Bernice Yanacek.
Theme Song: Interlude by Lucas.
Music Arranger: Bernice Yanacek.
Length of Run: Started May 27, 1940.

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: Owen Vinson (before Feb. 1940, Howard Keegan) (both of Carl Wester & Co.).
Script Writer: Irna Phillips.
Talent: See setup (above) for Procter & Gamble.
Agency Director: H. K. Painter.
Announcer: Louis Roen.
Length of Run: Original contract started Sept. 11, 1933; above program ran from Jan. 3, 1938 to May 24, 1940.

Woman of Courage

Sponsor: Colgate-Palmolive-Peet Co. (Otagon Soap).
Agency: Benton & Bowles, Inc.
Origination: New York.
Air Time: Monday through Friday, 9 to 9:15 a.m. (repeat from 10:45 to 11 a.m.).
Network: CBS; 40 stations.
Production: Theodora Yates.
Script Writer: Carl A. Buss.
Talent: Selena Royle (Martha Jackson); Albert Hayes (Jim Jackson); Tess Sheehan (Cora Jackson); Joan Tetzl (Lucy Jackson); Bill Quinn (Richey); Lawrence Robinson (Tommy); Horace Braham (George Harrison); Cliff Carpenter (Johnny Long); Elizabeth Heckscher (Trixie Turner).
Agency Director: Theodora Yates (previously Maurice Lowell).
Announcer: John Allen Wolf.
Conductor: Ann Leaf, organist.
Theme Song: Look for the Silver Lining.
Length of Run: Started July 17, 1939.

Woman's Magazine of the Air

Sponsor: Loose-Wiles Biscuit Co.
Agency: Newell-Emmett Co., Inc.
Origination: San Francisco.
Air Time: Tuesday and Thursday, 3:30 to 3:45 p.m., PST.

Network: NBC Red; 6 stations.
Length of Run: Through January and February, 1940.

Woman's Magazine of the Air

Sponsor: Hecker Products Corp. (Presto Cake Flour & H-O Oats).
Agency: Erwin, Wasey & Co., Inc.
Origination: San Francisco.
Air Time: Tuesday, Thursday, 3:45 to 4 p.m., PST.
Network: NBC Pacific Coast Red; 9 stations.
Length of Run: Ran from January to April, 1940.

Woodbury's Hollywood Playhouse

Sponsor: Andrew Jergens-Woodbury Sales Corp.
Agency: Lennen & Mitchell, Inc.
Origination: Hollywood.
Air Time: Wednesday, 8 to 8:30 p.m. (repeat from 10 to 10:30 p.m., EDST) (previously, Sunday, 9 to 9:30 p.m.).
Network: NBC Red (previously NBC Blue); 60 stations.
Production: William N. Robson.
Script Writers: Various.
Talent: Charles Boyer (off from July 2, 1939, to Jan. 3, 1940, and again on June 26, 1940); Jim Ameche (appeared on program from July 2, 1939, to Oct. 4, 1939; Nov. 15, 1939, to Jan. 3, 1940, and returned again on July 3, 1940); Herbert Marshall (from Oct. 4, 1939, to Nov. 15, 1939); Gale Page (from July 2, 1939, to March 27, 1940, and returned again on July 3, 1940); Felix Mills and his Orchestra (before April 10, 1940, Harry Sosnik and his Orchestra).
Agency Director: William N. Robson.
Announcer: Lew Crosby.
Conductor: Felix Mills (before April 10, 1940, Harry Sosnik).
Theme Song: All the Things You Are.
Length of Run: Started Oct. 3, 1937.

World Today, The

Sponsor: Sinclair Refining.
Agency: Federal Advertising Agency, Inc.
Origination: Various points.
Air Time: Monday, Wednesday, Friday, 6:45 to 7 p.m.
Network: CBS; 73 stations.
Talent: Linton Wells (from New York); other CBS correspondents located in various European cities.
Length of Run: Started April 3, 1940.

NETWORK COMMERCIALS—Continued

Wm. Wrigley, Jr., Co.

(See "Catalina Fun Quiz")
(See "Gateway to Hollywood")
(See "Gateway to Hollywood Summer Theatre")
(See "Melody Ranch")
(See "Scattergood Baines")

Y

Young Dr. Malone

Sponsor: General Foods Corp. (Post's 40% Bran Flakes).

Agency: Benton & Bowles, Inc.

Origination: New York.

Air Time: Monday through Friday, 2 to 2:15 p.m. (CBS). (before April 29, 1940, NBC Blue, Monday through Friday, 11:15 to 11:30 a.m.).

Network: CBS (before April 29, 1940, NBC Blue); 57 stations.

Production: Maurice Lowell, Cyril Armbrister, Lindsay MacHarrie.

Script Writers: John Pickard, Frank Provo.

Talent: Alan Bunce (Dr. Malone); Elizabeth Reller (Ann Richards); Tommy Hughes (Bun); Isabel Elsom (Mrs. Hughes); Nancy Coleman (Alice); Richard Coogan (Robert); Dora Weissman (Mrs. Blomfield); Bernard Zanville (Eddie Blomfield).

Agency Directors: Cyril Armbrister, Maurice Lowell, Lindsay MacHarrie.

Announcer: Ted Pearson.

Conductor: Johnny Winters, organist.

Theme Song: Original by Johnny Winters.

Length of Run: Ran on NBC Blue from Nov. 20, 1939, to April 26, 1940; switched to CBS, April 29, 1940.

Young Man With a Band

Sponsor: Columbia Recording Corp. (Columbia Records).

Agency: Ward Wheelock Co.

Origination: New York.

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

Network: CBS; 31 stations.

Production: Al Rinker.

Script Writer: Annemarie Ewing.

Talent: Dan Seymour, m.c.; guest orchestras.

Conductor: Guest conductors.

Theme Song: I'd Rather Lead a Band.

Length of Run: Sept. 30, 1939, to Feb. 9, 1940.

Young Widder Brown

Sponsor: The Bayer Co.

Agency: Blackett-Sample-Hummert, Inc.

Origination: New York.

Air Time: Monday through Friday, 4:45 to 5 p.m.

Network: NBC Red; 36 stations.

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

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

Dialogue Writers: Laurence Hammond and Carl Buss (May 15, 1939, to June 15, 1939); Carl Buss (June 16, 1939, to Feb. 20, 1940); Larry Bearson (Feb. 21, 1940, to May 1, 1940); Lawrence Klee (since May 2, 1940).

Agency Script Editor: John Hunter.

Talent: Florence Freeman (Ellen Brown); Clayton Collyer (Peter); Bennett Kilpack (Uncle Josh); Marilyn Erskin (Janey Brown); Tommy Donnelly (Mark Brown); Eric Dressler (previously House Jameson) (as Herbert).

Agency Director: Martha Atwell.

Announcer: George Ansbro.

Conductor: John Winters (theme).

Length of Run: Started Sept. 26, 1938.

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.

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); Ruth Yorke (Valerie Treadwat); Ray Bramley (Eric Chantel); James Krieger (Dick Burgess); Geraldine Kay (Addie); Ralph Locke (Boroff); Francesci Lenni (Milly Pennington); Ann Garrett (Miss Peterson).

Announcers: Ford Bond, Irene Hubbard.

Length of Run: Started April 25, 1938, on NBC Red; shifted to CBS and ran from May 1, 1939, to April 26, 1940.

Your Hit Parade

Sponsor: American Tobacco Co. (Lucky Strike Cigarettes).

Agency: Lord & Thomas.

Origination: New York.

Air Time: Saturday, 9 to 9:45 p.m. (repeat from 12 to 12:45 a.m.).

Network: CBS; 100 stations.

Production: Handled by the agency.

NETWORK COMMERCIALS—Continued

Script Writer: Bob Smith.

Talent: Barry Wood (previous to Nov. 4, 1939, Lanny Ross); Hit Paraders Chorus directed by Lyn Murray (replaced the Merry Macs on Nov. 4, 1939, who, in turn, had replaced the Raymond Scott Quintet on Aug. 5, 1939); Bea Wain (before Aug. 19, 1939, Kay Lorraine); Mark Warnow and his Orchestra; and Bonnie Baker and Orrin Tucker's Orchestra (since Jan. 6, 1940).

Agency Directors: Karl W. Schullinger, Gordon Auchincloss.

Announcers: Basil Ruysdael, Andre Baruch.
Conductors: Mark Warnow and Orrin Tucker.

Theme Song: Happy Days Are Here Again.
Music Arrangers: Ken Hopkins, Wilbur Bytell, Frank Guilfoyle, Nathan Van Cleave, Ralph Wilkinson, Benny Machan.

Length of Run: Started April 20, 1935.

Youth Vs. Age

Sponsor: Dr. Earl S. Sloan, Inc. (Sloan's liniment).

Agency: Warwick & Legler, Inc.
Origination: New York.

Air Time: Saturday, 9 to 9:30 p.m. (before Jan. 27, 1940, 8:30 to 9 p.m. on NBC Blue, 103 stations).

Network: NBC Red; 33 stations.

Production: Preston H. Pumphrey.

Scripts: Handled by the agency.

Talent: Paul Wing (before Jan. 27, 1940, Cal Tinney); participants.

Agency Director: Preston H. Pumphrey.

Announcer: Hugh James.

Length of Run: Oct. 28, 1939, to April 20, 1940. (This show ran from June 6, 1939, to Aug. 29, 1939, as a trial program for Wm. R. Warner Co., advertising Vince).

NBC SPONSORED INTERNATIONAL BROADCASTS

Since December, 1939, NBC has been sending commercial programs to the Latin Americas via short-wave. Details on such sponsored series appear below. All time is Eastern Standard Time.

Apex Program

Sponsor: RCA Manufacturing Co.

Origination: New York.

Air Time: Tuesday and Thursday, 8:30 to 8:45 p.m.

Network: WRCA and WNBI.

Production: Addison Durland (Spanish).

Script Writer: Margarita Deschamps.

Talent: Margarita Deschamps.

Announcers: Francisco J. Lara (Tuesday), A. L. Olivares (Thursday).

Theme Song: Wedding of the Painted Doll.

Length of Run: Contract runs from Jan. 1, 1940, to Jan. 1, 1941.

Xavier Cugat Orchestra

Sponsor: Waldorf-Astoria Hotel.

Origination: Starlight Roof, Waldorf-Astoria Hotel, New York.

Air Time: Tuesday, 9:15 to 9:45 p.m.

Network: WRCA and WNBI.

Production: Alfredo Barrett (Spanish).

Script Writer: Alfredo Barrett.

Talent: Xavier Cugat and his Orchestra.

Announcer: Alfredo Barrett.

Conductor: Xavier Cugat.

Theme Song: My Shawl.

Length of Run: Contract runs from May 28, 1940, to Nov. 19, 1940.

Discoteca Victor

Sponsor: RCA Manufacturing Co.

Origination: New York.

Air Time: Monday, 8:15 to 9 p.m.; Tuesday, 4:15 to 4:45 p.m.; Wednesday, 8:15 to 9 p.m.; Friday, 8:15 to 9 p.m.; Saturday, 7:15 to 7:45 p.m.

Network: WRCA and WNBI.

Production: Arthur S. Deter (Portuguese) (Tuesday, Saturday) and Addison Durland (Spanish) (Monday, Wednesday, Friday).

Script Writers: Carlos Lee (Monday, Wednesday), Arthur S. Deter (Tuesday, Saturday), Francisco J. Lara (Friday).

Talent: RCA Victor record concert.

Announcers: Alfredo Barrett (Monday, Friday), Arthur S. Deter (Tuesday, Saturday), Carlos Lee (Wednesday).

Theme Song: Sevillana by Albeniz (Monday, Wednesday, Friday).

INTERNATIONAL COMMERCIALS—Continued

Length of Run: Contract runs from Jan. 1, 1940 to Jan. 1, 1941.

Tommy Dorsey Orchestra

Sponsor: Astor Hotel.
Agency: Swafford & Koehl, Inc.
Origination: The Roof, Astor Hotel, New York.
Air Time: Wednesday, 9:15 to 9:45 p.m.
Network: WRCA and WNBI.
Production: Alfredo Barrett (Spanish).
Script Writer: Alfredo Barrett.
Talent: Tommy Dorsey and his Orchestra.
Announcer: Alfredo Barrett.
Conductor: Tommy Dorsey.
Theme Song: I'm Getting Sentimental Over You.
Length of Run: Contract runs from June 12, 1940 to Sept. 11, 1940.

Louis-Godoy Fight

Sponsor: Standard Oil Co.
Agency: McCann-Erickson, Inc.
Origination: Madison Square Garden, New York.
Air Time: 10 to 11:18 p.m.
Network: WRCA and WNBI.
Production: Buck Canel and Alfredo Barrett (Spanish).
Script Writers: Commercials written by McCann-Erickson, translated by Francisco Ariza; script written by Buck Canel and Alfredo Barrett.
Program: Description of boxing bout.
Announcers: Eli "Buck" Canel, Alfredo Barrett.
Length of Run: Feb. 9, 1940 only.

Madison Square Garden Boxing Bouts

Sponsor: Adam Hat Stores, Inc.

Agency: Glicksman Advertising Co.
Origination: Wherever fight is held.
Air Time: Approximately 10 p.m. to end of fights.
Network: WRCA and WNBI.
Production: Buck Canel and Alfredo Barrett.
Script Writers: Buck Canel and Alfredo Barrett.
Program: Description of boxing bouts.
Announcers: Eli "Buck" Canel and Alfredo Barrett.
Length of Run: Contract runs from June 6, 1940 to June 6, 1941.

Newscasts

Sponsor: United Fruit Co.
Agency: Wendell P. Colton Co.
Origination: New York.
Air Time: Daily, 9 to 9:15 p.m.
Network: WRCA and WNBI.
Production: Addison Durland (Spanish).
Script Writers: Alfredo Barrett, A. L. Olivares.
Talent: Alfredo Barrett and A. L. Olivares.
Announcers: Alfredo Barrett, A. L. Olivares.
Theme Song: El Embrujo (Paso Doble).
Length of Run: Contract runs from Dec. 1, 1939 to Dec. 1, 1940.

Promenading with Andre and Ariza

Sponsor: RCA Manufacturing Co.
Origination: New York.
Air Time: Thursday, 9:30 to 10 p.m.
Network: WRCA and WNBI.
Production: Addison Durland (Spanish).
Script Writer: Francisco J. Ariza.
Talent: Olga Andre and Francisco J. Ariza.
Announcer: Alfredo Barrett.
Length of Run: Contract runs from Jan. 1, 1940 to Jan. 1, 1941.

Technical Research

A FREQUENCY MODULATION CATECHISM

PREPARED BY
FM BROADCASTERS, INC.

Editor's Note: On May 18, 1940, the Federal Communications Commission made public a decision via which a greater range of wave-bands and permission to accept sponsored programs were granted to the exponents of a new type of radio broadcasting—Frequency Modulation. Subsequently FM has supplanted television in the broadcasting industry's mind as the No. 1 nominee for future success and rapid expansion. But—like all new methods—FM arouses many questions, and evokes much curiosity as to operating technique, patents, etc. To obtain answers to these questions, the VARIETY RADIO DIRECTORY asked FM Broadcasters, Inc., to prepare a simple, easily understandable catechism on the new art. It follows:

What is frequency modulation (as opposed to amplitude modulation)?

Frequency modulation is a new way of sending radio signals from one point to another. It displays several outstanding advantages which the present and universally used system of amplitude modulation lacks. To the average layman the electronic mechanics of frequency modulation—even as those of amplitude modulation—are a thorough mystery. Perhaps the simplest way to explain the matter is this:

Radio waves in general have two fundamental characteristics.

The first of these is “frequency”—the number of times they vibrate per second, usually measured in kilocycles (thousands of cycles) or megacycles (millions of cycles). *Frequency, in radio, is like a street address. It tells you where to find a station on your dial.*

The second characteristic is “amplitude”—the strength or intensity of the signal. When we impose modulation (voices and music) upon a radio signal as in radio telephony (broadcasting), we have to vary something in accordance with these voices and music. The standard method of “amplitude modulation,” which is generally employed just about everywhere from Vancouver to Capetown, varies the intensity of the signal. Static, incidentally, along with most interference and reception-marring noises, is produced by variations in electrical amplitude.

Frequency modulation takes another tangent. An FM signal remains constant in strength but alters the number of vibrations very slightly within a given channel. When this transmission is picked up by a special form of receiving set, the result is noise-free. FM avoids the usual sources of interference, and is capable of sending over the air programs of extreme naturalness. Furthermore, the strongest FM station on one channel always predominates so that a number of stations cannot be picked up at once.

FREQUENCY MODULATION—Continued

What are FM advantages in terms of: (a) High fidelity reproduction; (b) Elimination of electrical interference; (c) Elimination of station interference?

There are three outstanding virtues offered by FM. First, of course, is its naturalness and full range of tone, allowing orchestras or speakers to sound as if they were right in the same room with the listener.

Second, because FM operates on a different principle from amplitude modulation, it is impervious to electrical interference, static, and the bevy of man-made noises that so often mangle broadcast reception.

The third and—from an economic viewpoint—most surprising merit of FM is its ability to permit many stations to operate on identical channels at close range without a caterwauling of interference. An FM receiver discriminates automatically between two signals, always picking the stronger one, and giving no indication of the weaker. Hence, if stations in adjoining towns use the same channel, each may service its local area without interference from its neighbor. Potentially, there is no well-defined limit to the number of stations which might operate in this country.

Who invented FM?

Frequency modulation is the brainchild of Major Edwin H. Armstrong, one of the greatest living inventors in the radio and electronic fields. Among his other noteworthy discoveries are the superheterodyne receiver, commonly used throughout the world today for picking up standard broadcast and other types of radio signals. He also perfected the regenerative receiver (which took radio out of the crystal set epoch), and the super-regenerative circuit, used to detect ultra-high frequency signals.

A protege of the late Michael Pupin, electrical scientist who taught at Columbia University, Major Armstrong first began tinkering with vacuum tubes as a college sophomore in 1910. It was in 1913, shortly after graduation from Columbia, that he filed for patents on his first major discovery—the regenerative receiver.

During the past 25 years Armstrong has been universally recognized as one of the greatest minds in the science of radio. His superheterodyne receiver is in common use throughout the world, more than 40,000,000 such sets being used for broadcast reception alone in this country.

Despite the magnitude of his other inventive achievements, Major Armstrong has lavished the most attention on FM, and has spent close to a million dollars of his own money in developing the new art.

FM came about as the outgrowth of Armstrong's original efforts to find an antidote for that reception-buster, static. His crusade started as long ago as 1914—shortly after his graduation from Columbia University (where he now ranks as a Professor of Electrical Engineering).

In the years between 1914 and 1940, Major Armstrong has worked intermittently but doggedly at his pet idea. In 1935 he took his system to the Radio Corp. of America which permitted him to set up a demonstration receiver atop the Empire State Building, N. Y. Later, however, RCA asked him to remove the apparatus so room could be made for television (which at that time was commanding RCA's primary attention in the field of new electronic industries).

Undaunted by this turn of affairs, Major Armstrong then began building a giant laboratory with a special 500-foot experimental antenna tower at Alpine, N. J., a few miles north of New York, overlooking the Hudson

FREQUENCY MODULATION—Continued

River. The money that went into the building of this plant—assigned the call letters of W2XMN—came from the Major's own pocket. All in all, by his own admission, he has spent more on FM than he received from the tangled royalties on all his other radio inventions.

What is the resultant history of FM?

Despite Major Armstrong's persistence to see FM accepted as a superior means of radio transmission, it is doubtful whether his determination alone would have been sufficient to turn the trick. It remained for certain pioneers in the broadcasting world to investigate FM, then add their strength to the impetus that is carrying frequency modulation so far and so fast.

FM was first introduced as an accomplished fact in a paper delivered before the Institute of Radio Engineers by its inventor in 1935. As a radical swing from standard technique, FM at once found its way into several technical journals and thus was brought to the attention of the broadcasting industry.

It was shortly after Armstrong had been requested to remove his apparatus from the summit of the Empire State Building that he discussed the future of FM with an old friend—Carman Runyon of Yonkers, N. Y., who is a veteran radio "ham." Runyon built an FM transmitter operating on 2½ meters, and got it operating only a few hours before Armstrong was set to offer his paper at the Institute of Radio Engineers. The resultant demonstration startled the meeting.

Runyon, an executive in a large New York coal company, has been a constant co-experimenter with Major Armstrong for many years, participating in several demonstration FM relays that have been staged to show the possibilities of station-to-station transfer of network programs.

It was in 1936 that Armstrong went to Washington and sought ultra-high frequency channels for FM. Simultaneously, so did television. The latter won a total of 120 megacycles—nearly one-third of the allocated ultra-short wave portion of the radio spectrum.

FM was awarded 2.7 megacycles in which to experiment.

Meanwhile, one of FM's most ardent boosters, Paul A. deMars, who is vice-president in charge of engineering of The Yankee Network, became converted to the virtues of frequency modulation. Returning to Boston, he lauded the new system of radio transmission to John Shepard III, pioneer broadcaster who heads both the Yankee and Colonial networks in New England.

John Shepard III was equally enthusiastic. Yankee set aside \$150,000 for the construction of an FM broadcast transmitter atop Mount Asnebumskit, near Worcester, Mass.; also had Major Armstrong design a relay transmitter which sends a narrow beam from the roof of the network studios in Boston 43 miles westward to the top of Asnebumskit, thus eliminating wire lines and providing high-fidelity transfer from studio to transmitter at all times, in all weather.

Soon afterwards came another disciple for the new FM system, Franklin M. Doolittle, owner of station WDRC at Hartford, Conn., who built FM station W1XPW atop Meriden Mountain.

Next to fall in line was General Electric, following experiments at Schenectady and Albany which convinced G-E engineers that here was a bandwagon well worth climbing aboard.

FREQUENCY MODULATION—Continued

In 1937 Major Armstrong rushed construction of his own giant station, W2XMN, at Alpine. When opened the following year, its 40,000 watts were heard clearly at distances of 100 miles and more—no less a service range than the highest-powered standard broadcast station can boast during daylight hours.

Things began moving faster. Other stations filed applications with the FCC to experiment with FM. Stromberg-Carlson at Rochester, N. Y., and WTMJ, owned by the Milwaukee Journal, soon were ready to go on the FM kilocycles.

But one of the major drawbacks was the tiny wave-band which had been assigned by the government to this type of broadcasting. FM needed, more than any other single thing, room in which to grow. And so the leaders in the FM movement put their heads together to map out a course of action.

Who are FM Broadcasters, Inc.?

The formation of FM Broadcasters, Inc., as a nationwide organization of a non-profit nature, devoted to the advancement of frequency modulation, took place in January, 1940. John Shepard III, was voted president, with John V. L. Hogan of WQXR, New York, as vice-president.

Elected to the board of directors, in addition to these two were Walter J. Damm of WTMJ, Milwaukee, Wis.; Franklin M. Doolittle of WDRC, Hartford, Conn.; C. M. Jansky, Jr., of Jansky & Bailey, consulting engineers, Washington; Ray H. Manson, general manager and vice-president of the Stromberg-Carlson Telephone Manufacturing Co., Rochester, N. Y.; Carl Meyers, chief engineer of WGN, Chicago, Ill.; Paul W. Morency of WTIC, Hartford, Conn.; and Theodore C. Streibert of WOR, Newark, New Jersey.

The aims of FM Broadcasters, Inc., which now counts some 60 active FM groups among its members, are to "foster and promote the development of the art of frequency modulation (FM) broadcasting; to protect its members in every lawful and proper manner; to foster, encourage and promote laws, rules, regulations, customs and practices which will be in the best interest of the public; to protect the interests of the members of the Association by opposing the enactment or adoption of any laws, rules, regulations, customs or practices which would discriminate against or in any way injure the members of this Association to any greater degree or in any different manner than licensees of broadcast stations who are ineligible for membership in this Association, it being understood that all problems of a general nature which affect the broadcasting industry as a whole should be handled by the National Association of Broadcasters."

All members must be active ones. Those eligible to belong include "any individual, firm, or corporation who is licensed to operate a frequency modulation sound broadcast station...or has been granted a construction permit...or who has filed an application with the Federal Communications Commission for authority to construct a frequency modulation sound broadcast station."

Membership is in periods of a year, based upon the payment of annual dues of \$300. The term of officers on the board of directors also runs for one year.

The secretary-treasurer of FM Broadcasters, Inc., is Robert T. Bartley at the Association's main office, 21 Brookline Avenue, Boston, Mass.

FREQUENCY MODULATION—Continued

A branch and promotional office, with Dick Dorrance, director of promotion, in charge is maintained at 52 Vanderbilt Avenue, New York City. The Washington attorney for FM Broadcasters, Inc., is Philip G. Loucks, Loucks & Scharfeld, National Press Building, Washington, D. C.

Who controls FM patents? What do license rights cost?

Patents covering the frequency modulation method of radio transmission are held by Major Edwin H. Armstrong, inventor of the system. Armstrong will grant "to persons who are engaged or propose to engage in either experimental or commercial broadcasting and who desire to use the Armstrong system therein, licenses under the Armstrong patents in accordance with a standard form of license agreement."

Licensing agreements call for payment of the sum of \$25,000 by transmitter manufacturers, in return for use of patents and the technical advice of Major Armstrong. In addition, there is a scale of royalties on each F-M broadcast transmitter sold, ranging from \$300 on 250-watt installations to \$5,000 for 50,000-watt installations.

Manufacturers of receivers are also required to pay for the use of the Armstrong patents, at a rate of about 2¼% royalty on all wholesale receipts.

What waveband is now assigned to FM?

Following hearings in March, 1940, at Washington on the future of frequency modulation broadcasting, the FCC has assigned a new FM broadcast band ranging from 42 to 50 megacycles, sanctioned commercial operation, and established 40 channels designed for stations using "wide-band" or 200 kilocycle swing.

The hearing, at which Major Armstrong, FM Broadcasters, Inc., John Shepard III, Paul A. DeMars, together with numerous engineers and other authorities testified, presented a complete picture of FM's phenomenal growth and practicability. After nearly two months of deliberation, a decision was finally handed down on May 18, 1940.

Characterizing FM as "one of the most significant contributions to radio in recent years," the Commission opened the new 40-channel band, taking from television its No. 1 channel (44 to 50 mc.) in return for a new channel opened between 60 and 66 megacycles.

Of the 40 new channels, five are set aside for educational, non-profit stations. On the other 35—from 43 to 50 megacycles—unlimited commercial operation, identical with standard broadcast stations, will be permitted after January 1, 1941. During the interim, many frequencies must be reshuffled to make room for opening of the new territory.

"Frequency modulation," declared the FCC in a unanimous report, "is highly developed. It is ready to move forward on a broad scale and on a full commercial basis. On this point there is complete agreement among the engineers of both the manufacturing and broadcasting industries. A substantial demand for FM transmitting stations for full operation exists today. A comparable public demand for receiving sets is predicted. It can be expected, therefore, that this advancement in the broadcast art will create employment for thousands of persons in the manufacturing, installation and maintenance of such stations."

Government recognition of FM has been the signal for heavy activity

FREQUENCY MODULATION—Continued

on the part of receiver and transmitter manufacturers. Commercial status offers the prospect of operation on a profitable basis, with as many stations on the air as the country, in any given locality, can economically support.

At the time when the FCC made its decision there were pending in Washington some 136 applications to construct FM stations. Another 22 had already been granted on an experimental basis. All of these applications and licensees are now eligible to refile for regular commercial broadcast stations.

Is network operation of FM feasible?

Network operation via FM is not only feasible but an accomplished fact. On several occasions test networks for demonstration purposes have been hooked up between New York and the Canadian border, involving as many as eight stations.

Because of the high fidelity possible over FM, plus the fact that regular land-line wires are unable as yet to handle such high fidelity programs, makes radio relay from point to point the only satisfactory method of chain broadcasting.

Whether the FM network of the future will be based upon one station picking up and rebroadcasting the next one, or whether definite point-to-point relays on even higher frequencies using beam transmitters are to be established, is one of the developments yet to be worked out.

Because of the astonishingly low noise-level and freedom from background rush, FM signals may be relayed from station to station across many hundreds of miles without any appreciable loss of quality.

What are the costs of building, operating and maintaining an FM station in comparison with an AM station of similar rating?

Installation and initial cost of an FM broadcast station runs no higher than that of a standard AM station. Transmitters cost from \$67,000 for maximum power to \$10,000 and less for smaller units.

Maintenance, if anything, is less than that of a regular AM transmitter, since in FM circuits all current drains are constant and do not fluctuate under modulation. This is tantamount to a slight reduction in the operating power bill.

Furthermore, high power output is no longer a necessity for a large service area. Height of the antenna above the surrounding countryside is a very important factor, since a 5,000-watt station on a mountain peak can usually cover far more territory than a 50,000-watt station in a valley.

What is the situation as to receiver manufacture, prices, marketing, etc.?

At the present time there are several manufacturers with FM and combination FM-AM sets on the market. However, the FCC decision, opening up a far wider band to FM transmission, means that new receivers must be readied for the market. Those offered the public to date have usually had a tuning range from 40 to 44 megacycles. The new band runs from 42 to 50 megacycles.

Stromberg-Carlson, General Electric and Scott Radio have thus far been most prominent in manufacture and merchandising. However a dozen more firms, including Stewart-Warner, Farnsworth, Pilot, Zenith,

FREQUENCY MODULATION—Continued

Philharmonic and others are now engineering FM chassis to be ready for the market almost immediately.

Prices range upward—under the present non-assembly line method of production—from approximately \$60 for a plain FM table model. Combination sets, expected to sell best, run from \$130 to as high as the consumer wants to pay, the expensive sets being based on the cabinet cost, as is the case with AM receivers.

Under heavy production, prices are expected to be only a trifle more than those of standard sets, the slight increase being traceable to the added cost for a superior speaker capable of giving more faithful reproduction. The actual wiring of an FM set is no more complex than that of today's ordinary sets.

It is impossible to guess what FM receiver sales for 1940 will be, but most large manufacturers are planning extensive advertising and promotional campaigns.

What is the situation as to the manufacture of FM transmitters and other necessary equipment?

There are today four companies outstanding in the manufacture of frequency modulation transmitters. Pioneer among these is Radio Engineering Laboratories, Inc., of Long Island City, N. Y., which has diverted most of its efforts toward the production of FM transmitting equipment. Most of the FM installations thus far in operation about the country are products of the R. E. L. factory.

General Electric, following a long period of experimentation, is also offering an assortment of FM transmitters to the broadcasting industry, while a third concern to move along these lines with a stock model is Western Electric.

In addition, RCA has announced the production of a one-kilowatt FM unit for sale to broadcasters.

What are the basic regulations set up by the FCC to govern the operation of FM broadcast stations?

In a new set of regulations, issued June 22, 1940, the Federal Communications Commission refers to FM as "high frequency broadcast" to distinguish it from standard broadcast. "Rapid development of FM stations throughout the nation," declared the Commission, "is expedited by FCC action in apportioning frequencies and otherwise stipulating operation of FM so as to make such broadcasts available to as many American homes as possible. Under the rules just approved, FM facilities are, in effect, available to every community in the land."

These rules require that all FM stations must operate a minimum of six hours daily, three during the day and three at night. At least one hour of each day and one hour of each night must be given over to programs not duplicated simultaneously in the same area (in other words, distinct from standard broadcast). The multiplex transmission of facsimile and aural programs is also permissible, provided the facsimile is incidental to the aural broadcast.

"To safeguard the public against monopoly," states the Commission, "no person or group can directly or indirectly control more than one FM

FREQUENCY MODULATION—Continued

station in the same area. Likewise, no person or group may control more than one such station, except upon showing that such operation would foster competition or will provide a high-frequency broadcasting service distinct and separate from existing services, and that such operation would not concentrate control in a manner inconsistent with public interest, convenience, or necessity.

“In this connection, the Commission declares that control of more than six stations by the same person or persons under common control is inconsistent with the public interest.”

FM ALLOCATION TABLE

The channels made available by F.C.C. Order 67 to FM broadcast stations, including the multiplexing of facsimile transmission simultaneously with aural broadcasting, are assigned to services as follows:

Non-Commercial Educational Broadcast Stations

| | | |
|--------|--------|--------|
| 42,100 | 42,500 | 42,900 |
| 42,300 | 42,700 | |

Stations in Cities of Less than 25,000 (Service Area of 500 Square Miles)

| | | |
|--------|--------|--------|
| 48,900 | 49,300 | 49,700 |
| 49,100 | 49,500 | 49,900 |

Stations in Cities of 25,000 (Service Area of Less than 3,000 Square Miles)

| | | |
|--------|--------|--------|
| 44,500 | 45,900 | 47,300 |
| 44,700 | 46,100 | 47,500 |
| 44,900 | 46,300 | 47,700 |
| 45,100 | 46,500 | 47,900 |
| 45,300 | 46,700 | 48,100 |
| 45,500 | 46,900 | 48,300 |
| 45,700 | 47,100 | 48,500 |
| | | 48,700 |

Stations in Metropolitan Districts (Service Area in Excess of 3,000 Square Miles)

| | | |
|--------|--------|--------|
| 43,100 | 43,500 | 43,900 |
| 43,300 | 43,700 | 44,100 |
| | | 44,300 |

TELEVISION: 1939-40

Television during the past year suffered as stormy a fate as ever beset a branch of the radio industry. As the VARIETY RADIO DIRECTORY went to press, the future of the new art was in such a muddle following F.C.C. orders and counter-orders that no predictions of coming progress may safely be ventured. To state the matter briefly: television has been returned to a strictly experimental basis after high hopes had been raised that partial commercialization would put the industry into high gear on Sept. 1, 1940. Furthermore, one of the channels assigned to television has been given over to Frequency Modulation. And finally, the order of things as they now stand, after months of tumult, undoubtedly works to the greatest disadvantage of television's foremost exponent—the Radio Corporation of America, which is said to have spent some \$10,000,000 in fostering the growth of the new medium. Historically, the current situation came about as follows:

On Jan. 3, 1939, the F.C.C. appointed a Television Committee—composed of Commissioners T. A. M. Craven (chairman), Norman S. Case, and Thad H. Brown—to make proposals concerning the future regulation of the medium, with particular attention to the prospect of interesting the public in television developments. The appointment of this committee coincided with a television flurry largely created by RCA, Du Mont, the Don Lee Broadcasting System, and other interested parties. RCA, always in the van of this activity, on April 30, 1939, began a continuous service of television programs in New York City, and both curiosity and interest were rife. It was generally assumed in the trade press that television's first great "push" for public favor was beginning.

First Television Committee Report

On May 22, 1939, the F.C.C.'s Television Committee turned in its first report on the situation. Its principal recommendations were twofold: 1) that no fixed standards regarding transmission and allocation be adopted, thus avoiding an early "freezing" of the art on a fixed level; and 2) that the F.C.C. cooperate with the industry in helping television gain a foothold.

Throughout the summer of 1939, television continually was in the headlines. RCA-NBC kept pumping out programs in New York, and there was a general belief that television, as a whole, was now ready to be taken out of the laboratory and given a fair trial as a means of public entertainment and enlightenment.

Second Television Committee Report

In the fall, on Nov. 15, 1939, the F.C.C.'s Television Committee issued a second report. This new document fully agreed with the idea that television should be presented to the public. The committee advocated that two classes of television stations be established. The first group—called Class I stations—would be the laboratory-research group, carrying on a program of "research and experimentation in the technical phases of television broadcasting, not requiring a service directly to the public." The other group—called Class II stations—would directly bring television to the public by concentrating on experiments with programs at least five hours per week. Underscoring the importance of the second (Class II) group, the committee advocated that they might carry sponsored programs, "provided such sponsorship . . . and funds are primarily used for experimental development of television program service."

In the matter of transmission-allocation standards, the committee said: "While the future may require changes in the Radio Manufacturers Association standards by reason of improved and proved technical progress, this committee recognizes that, for the time being, these standards must be used for scheduled program service, and recommends that similar action be taken by the Com-

mission." It was the opinion of the committee that the lower television channels (44,000-108,000 kc) be distributed as follows: three channels to metropolitan districts in excess of 1,000,000 population; two channels to areas between 500,000 and 1,000,000; and one channel for districts less than 500,000. Meantime the committee pointedly demanded "protection of the public, as far as possible, against loss through obsolescence in receivers."

After the F.C.C. received this committee report, it mulled over the contents for a month. Obviously the industry would disagree with some of the conclusions. There was sure to be an uproar over the recommendation to adopt the Radio Manufacturers Association standards.* There was also much talk that the proposed partial commercialization was not legal, inasmuch as the F.C.C. is not authorized to regulate the disposition of money received from sponsored programs. In the end the F.C.C. adopted the report, and simultaneously scheduled hearings on it beginning Jan. 15, 1940.

The January Hearings

The hearings, as expected, were a stormy session. RCA clamored for the Radio Manufacturers Association standards, while the Allen B. Du Mont Laboratories clamored against them. Philco thought that commercialization was not as yet feasible. And so on for eight tempestuous days. After thousands of words had gone into the record, the F.C.C. made a tour of inspection of various television plants, thought the matter over, and then (Feb. 29, 1940) issued its rules. They differed only slightly from the original committee report.

Partial Commercialization Permitted

For one thing, they carried into effect the idea of Class I and Class II stations—the former for laboratory experiments, and the latter for public program experiments. The idea of fixing any transmission standards, allocating definite frequencies, or assigning stations by size of community, however, was completely dropped so as not to "freeze" the industry. Class II stations were ordered to operate at least ten hours per week (as against the committee's recommendation of five hours). Regarding commercialization, the F.C.C. ruled (Section 4.73, b):

"Beginning Sept. 1, 1940, Class II television licensees may make charges against program sponsors to cover the cost of programs produced for respective sponsors; and such sponsored programs, including advertising material, may be transmitted as part of the station's experimental program service, but without charge for transmission."

The rules concluded with a warning that "nothing should be done which will encourage a large public investment in receivers which, by reason of technical advances when ultimately introduced may become obsolete in a relatively short time."

RCA's New Plans

Apparently this was the "green light" which had been awaited, and RCA was the first to react overtly to it. On March 12, 1940, RCA publicly announced a three-point television program for the immediate future. It specified:

- 1) Elaboration of the program schedule for the RCA-NBC station in New York.
- 2) A reduction in television set prices, backed by a new merchandising campaign. Receivers priced at \$600 were cut to \$395; those listed at \$450 were marked down to \$295; and so forth.

* RMA standards concern both transmission and reception. They call for high-fidelity pictures, incorporating 441 lines per frame; flicker elimination by interlaced scanning; adequate clarity via 30 frames per second, and a field frequency of 60 per second; single sideband operation at the transmitter. RMA standards of antenna height, power, etc., are too technical to be discussed here.

3) Construction of a relay system of "booster" stations between New York and Philadelphia in anticipation of chain-broadcasting. This system would be effected by means of little retransmission units perched on 100-foot steel towers at intervals of about thirty miles. The units would pick up a signal, convert it into a frequency of 500,000 kc, then pass it on to the next "booster" with a 10-watt impetus, until the signal automatically reached its destination.

Four days later, on March 16, RCA announced it had filed applications for television stations to be located in Philadelphia, Washington, D. C., and Chicago.

F. C. C. Rescinds Its Regulations

No sooner had this comprehensive program been publicly announced than the F.C.C. fired a bomb directly into the whole scheme. Without warning, the Commission on March 22 rescinded Section 4.73 (b) of the television rules (which had allowed partial sponsorship), and ordered new hearings "to determine whether research and experimentation and the achievement of higher standards for television transmission are being unduly retarded by the Radio Corporation of America." RCA's promotional activity, alleged the F.C.C., "not only intensifies the danger of these instruments (receivers) being left on the hands of the public, but may react in the crystallizing of transmission standards at present levels. Moreover, the possibility of one manufacturer gaining an unfair advantage over competitors may cause them to abandon the further research and experimentation which is in the public interest and may result in crowding them into the market with apparatus at present efficiency levels." With this dictum, the F.C.C. set April 8 as the date for further hearings on the whole matter.

This turn of affairs immediately provoked considerable anti-F.C.C. comment in the press and in the halls of Congress, but to no avail. The scheduled hearings were held, much of the ground covered in the original January sessions was retrod, and on May 28 the F.C.C. released its conclusions:

Sponsorship Permission Revoked

"The positions of the different companies on this whole problem cannot be viewed with total disregard of the patent interests. . . . It has been . . . decided that there should be no commercial broadcasting, with its deterring effects upon experimentation, until such time as the probabilities of basic research have been fairly explored. . . . The provision in the rules for Class II stations will be eliminated. . . . With the view to encouraging research and experimentation on a wholly flexible basis, the Commission is prepared to authorize broader experimental operations by existing stations and a number of additional stations. . . . Revised rules designed to carry into effect the conclusions reached herein will be issued in the near future. . . ."

Therewith television's minor boom abruptly came to a halt, for the time being at least. Making the outlook even blacker, the F.C.C. allotted the so-called No. 1 television channel to the Frequency Modulation broadcasters, which means that several television exponents will have to readjust television receivers and shift to new wave-lengths. (For a digest of new F.C.C. rules anent television, see Page 443).

RCA's Experiences

RCA, however, undoubtedly can salvage some valuable facts from its experiments which will be useful when television's future looks brighter. Set-owners in New York (about 3,000) have been polled for their program preferences, and have indicated that they prefer dramatic programs to any other type of current program. Outdoor events (sports, etc.) received the second largest vote, with film features and shorts running in third and fourth positions. Experiments with advertising materials also have been carried out (free of charge to the advertisers). And on May 7 RCA showed its stockholders a new large-screen television apparatus which projects an image 4½ by 6 feet.

TELEVISION CHANNELS

The following channels have been assigned by the F.C.C. for the use of experiments in television. The channels in what is known as Group A include numbers 1 to 7 inclusive. This is the regular station band. Group B comprises channels 8 to 18. There is also a Group C which is defined as "any 6,000 kc band above 300,000 kc excluding band 400-401,000 kc." Groups B and C are for auxiliary and relay purposes.

| | | | |
|---------------|-------------|----------------|-------------|
| Channel No. 1 | 50— 56,000 | Channel No. 10 | 186—192,000 |
| Channel No. 2 | 60— 66,000 | Channel No. 11 | 204—210,000 |
| Channel No. 3 | 66— 72,000 | Channel No. 12 | 210—216,000 |
| Channel No. 4 | 78— 84,000 | Channel No. 13 | 234—240,000 |
| Channel No. 5 | 84— 90,000 | Channel No. 14 | 240—246,000 |
| Channel No. 6 | 96—102,000 | Channel No. 15 | 258—264,000 |
| Channel No. 7 | 102—108,000 | Channel No. 16 | 264—270,000 |
| Channel No. 8 | 162—168,000 | Channel No. 17 | 282—288,000 |
| Channel No. 9 | 180—186,000 | Channel No. 18 | 288—294,000 |

CONSULTING RADIO ENGINEERS

Altec Service Corp.
250 W. 57th Street
New York City

Victor J. Andrews
6429 So. Lavergne Avenue
Chicago, Ill.

Stuart L. Bailey
Jansky & Bailey
National Press Bldg.
Washington, D. C.

John H. Barron
Earle Bldg.
Washington, D. C.

Herbert Lee Blye
1014 West High Street
Lima, Ohio

William W. L. Burnett
William W. L. Burnett Radio Laboratory
4814 Idaho Street
San Diego, Calif.

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.

Dr. Lee De Forest
5106 Wilshire Blvd.
Los Angeles, Calif.

Doolittle & Falknor, Inc.
7421 S. Loomis Blvd.
Chicago, Ill.

Edwards & Martin
Union Guardian Bldg.
Detroit, Mich.

Herman Florez
1 Nevins Street
Brooklyn, N. Y.

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.

CONSULTING ENGINEERS—Continued

John V. L. Hogan
730 Fifth Avenue
New York City

W. J. Holey
1368 Northview Ave. N. E.
Atlanta, Ga.

C. M. Jansky, Jr.
Jansky & Bailey
National Press Bldg.
Washington, D. C.

Martin V. Kiebert, Jr.
Russ Building
San Francisco, Calif.

Charles F. Kocher
650 Newport Ave.
Detroit, Mich.

Robert M. Marriott
1470 E. 18th Street
Brooklyn, N. Y.

R. D. Martin
7 So. Howard Street
Spokane Wash.

Harold J. McCreary
105 W. Adams Street
Chicago, Ill.

J. C. McNary
McNary & Chambers
National Press Bldg.
Washington, D. C.

E. C. Page
Page & Davis
Munsey Bldg.
Washington, D. C.

Dr. Greenleaf Whittier Pickard
Seabrook Beach, N. H.

Harold C. Singleton
2005 N. E. 28th Avenue
Portland, Ore.

Hector R. Skifter
St. Paul Hotel
St. Paul, Minn.

W. Arthur Steele
56 Sparks St.
Ottawa, Ont., Canada

Washington Inst. of Technology
McLachan Bldg.
Washington, D. C.

Westinghouse Electric & Mfg. Co.
2519 Wilkens Avenue.
Baltimore, Md.

Raymond M. Wilmotte
730 Fifth Avenue
New York City

Herbert L. Wilson
260 E. 161st Street
New York City

FACSIMILE BROADCAST STATIONS

(As of June 1, 1940)

| Licensee and Location | Call Letters | Frequency (kc) | Power |
|--|--------------|----------------|---------------------|
| Bamberger Broadcasting Service, Inc., New York, N. Y..... | W2XUP | 25250 | 100w |
| A. H. Belo Corporation, Dallas, Tex..... | W5XGR | 25250 | 100w |
| The Crosley Corporation, Cincinnati, Ohio.... | W8XUJ | 25025 | 1kw |
| The Cincinnati Times Star, Cincinnati, Ohio.. | W8XVC | 25175 | 100w (C.P. only) |
| William G. H. Finch, New York, N. Y..... | W2XBF | 43740 | 1kw |
| The Courier Journal and Louisville Times Company, N. E. of Eastwood, Ky..... | W9XWT | 25250 | 500w |
| The National Life and Accident Insurance Company, Inc., Nashville, Tenn..... | W4XIH | 25250 | 1kw |
| The Pulitzer Publishing Company, St. Louis, Mo. | W9XZY | 25100 | 100w |
| United Broadcasting Co., Cleveland, Ohio.... | W8XE | 43620 | 100w |
| Radio Pictures, Inc., Long Island City, N. Y.. | W2XR | 43580 | 500w |
| Symons Broadcasting Co., Spokane, Wash.... | W7XSW | 25150 | 100w (C.P. only) |
| Sparks-Withington Company, Jackson, Mich.. | W8XUF | 43900 | 100w |

FACSIMILE STATIONS—Continued

| Licensee and Location | Call Letters | Frequency (kc) | Power |
|--|--------------|----------------|-------|
| Star-Times Publishing Company, St. Louis, Mo. | W9XSP | 25250 | 100w |
| WBEN, Incorporated, Buffalo, N. Y. | W8XA | 43700 | 100w |
| WBNS, Incorporated, Columbus, Ohio. | W8XUM | 25200 | 100w |
| WOKO, Inc., Albany, N. Y. | W2XWE | 25050 | 500w |

INTERNATIONAL BROADCAST STATIONS

(As of June 1, 1940)

| Licensee and Location | Call Letters | Frequency (kc) | Power |
|--|--------------|---|------------------------|
| Columbia Broadcasting System, Inc., Near Wayne, N. J. | WCBX | 6120, 6170, 9650, 11830, 15270, 17830, 21570 | 10kw |
| The Crosley Corporation, Mason, Ohio. | WLWO | 6060, 9590, 11870, 15270, 17800, 21650 | 50kw |
| General Electric Company, San Francisco, Calif. | KGEI | 6190, 9530, 15330 | 20kw |
| General Electric Company, South Schenectady, N. Y. | WGEA | 9550, 15330, 21500 | 25kw |
| General Electric Company, South Schenectady, N. Y. | WGEO | 6190, 9530, 21590 | 100kw |
| Isle of Dreams Broadcasting Corp., Miami, Fla. | WDJM | 6040 | 5kw |
| National Broadcasting Company, Inc., Bound Brook, N. J. | WNBI | 6100, 17780 | 35kw |
| National Broadcasting Company, Inc., Bound Brook, N. J. | WRCA | 9670, 21630 | 35kw |
| WCAU Broadcasting Company, Newtown Square, Pa. | WCAB | 6060, 9590, 15270, 21520, 25725 | 10kw |
| Westinghouse Electric and Manufacturing Company, Millis, Mass. | WBOS | 6140, 9570, 15210, 21540 | 10kw |
| Westinghouse Electric and Manufacturing Company, Saxonburg, Pa. (C.P. to move to Hull, Mass.) | WPIT | 6140, 9570, 11870, 15210, 17780, 21540 | 40kw 50kw (C.P.) |
| World Wide Broadcasting Corp., Scituate, Mass. | WRUL | 6040, 11730, 11790, 15130, 15250, 21460 | 20kw 50kw (C.P.) |
| World Wide Broadcasting Corp., Scituate, Mass. | WRUW | 11730, 11790, 15130, 15250, 25600 | 20kw |

NATIONAL ASSOCIATION OF BROADCASTERS, OFFICERS AND COMMITTEES

N.A.B. headquarters are located at 1626 K St., N. W., Washington, D. C.

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Assistant to the President...C. E. Arney, Jr.
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Special Copyright Counsel
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Director of Labor Relations
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S. R. Dean, CBS, New York City.

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Lloyd C. Thomas, KGFV, Kearney, Nebr.

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Stuart Sprague, Esq., Crawford & Sprague, New York.

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Scott Howe Bowen, WIBX, Utica, N. Y.

Arthur B. Church, KMBC, Kansas City, Mo.

James D. Shouse, WLW, Cincinnati, Ohio.

Dr. Frank N. Stanton, CBS, New York City.

Theodore C. Streibert, MBS, New York City.

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Paul F. Peter, NAB, Washington, D. C.
(Ex-Officio Member).

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William Malo, WDRC, Hartford, Conn.
(District Chairman; District No. 1).

Charles Phillips, WFBL, Syracuse, N. Y.
(District No. 2).

Lester W. Lindow, WCAE, Pittsburgh, Pa.
(District No. 3).

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(District No. 4).

Maurice Coleman, WATL, Atlanta, Ga.
(District No. 5).

Vernon Anderson, WJBO, Baton Rouge, La.
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(District No. 7).

Ford Billings, WGL, Fort Wayne, Ind.
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Charles Caley, WMBD, Peoria, Ill. (District No. 9).

Karl Koerper, KMBC, Kansas City, Mo.
(District No. 10).

Barney Lavin, WDAY, Fargo, N. D. (District No. 11).

Ellis Atteberry, KCKN, Kansas City, Kans.
(District No. 12).

Sam Bennett, KGKO, Fort Worth, Tex.
(District No. 13).

W. E. Wagstaff, KDYL, Salt Lake City, Utah
(District No. 14).

Wilt Gunzendorfer, KSRO, Santa Rosa, Calif.
(District No. 15).

Wilbur Eickelberg, KHJ, Los Angeles, Calif.
(District No. 16).

Loren B. Stone, KIRO, Seattle, Wash.
(District No. 17).

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William R. Cline, WLS, Chicago, Ill.
(Chairman).

Ellis Atteberry, KCKN, Kansas City, Kans.

Charles Caley, WMBD, Peoria, Ill.

Barney Lavin, WDAY, Fargo, N. D.

Craig Lawrence, KSO, Des Moines, Ia.

Owen Uridge, WJR, Detroit, Mich.

Wage and Hour Act Committee

Joseph L. Miller, NAB, Washington, D. C.
(Acting Chairman).

H. W. Batchelder, WFBR, Baltimore, Md.

William B. Dolph, WOL, Washington, D. C.

John V. L. Hogan, WQXR, New York City.

C T. Lucy, WRVA, Richmond, Va.

NAB-RMA Committee

(NAB)

Neville Miller, NAB, Washington, D. C.
(Chairman).

Edward Klauber, CBS, New York City.

I. R. Lounsberry, WGR, Buffalo, N. Y.

Theodore C. Streibert, MBS, New York City.

E. M. Kirby, NAB, Washington, D. C.

(RMA)

James M. Skinner, Philadelphia Storage Battery Co., Philadelphia, Pa. (Chairman).

Henry C. Bonfig, RCA Mfg. Co., Inc., Camden, N. J.

Powel Crosley, Crosley Corp., Cincinnati, Ohio.

Com. E. F. McDonald, Jr., Zenith Radio Corp., Chicago, Ill.

A. S. Wells, Wells-Gardner Co., Chicago, Ill. (Ex-Officio Member).

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Louis G. Caldwell, Esq., National Press Bldg., Washington, D. C.

Philip G. Loucks, Esq., Loucks & Scharfeld, Washington, D. C.

Neville Miller, NAB, Washington, D. C.

Frank M. Russell, WRC, Washington, D. C.

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) | During 1938 |
| Mark Ethridge (WHAS, Louisville, Ky.) | During 1938 |
| Neville Miller (ex-mayor, Louisville Ky.) | Since 1938 |

N. A. B. CONVENTIONS 1923-1940

| | |
|---|-------------------------------|
| 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, Ohio |
| 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, Ohio |
| 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. |
| Eighteenth annual convention, Aug. 4-7, 1940 | San Francisco, Calif. |



PROPOSED TITLES—UNUSED TO DATE

The 75 titles listed below were sent to VARIETY by script writers who are (or were) trying to sell their wares to advertisers and agencies. In short, the titles have not been used to date. But because numerous persons have seen them, they are listed herewith to avoid accusations of title-stealing later on. The VARIETY RADIO DIRECTORY cannot vouch for the legal status of these titles, and prints them only as a precaution.

American Working Man, The.
Autumn Blooming.

C

Campus Caravan.
Captain Jonathan and Phoebe Anne.
Classics in Cadence and Counterpoint.
Coffee Club Program, The.
College Caravan.
Collegiate Caravan.
Crashing Hollywood.

D

Davey Jones—Varsityman.
Die-Dye-Die.
Dreamland Trail.
Duel, The.
Dumb-Belles Letters.

E

Editorials in Rhythm.

G

Genuine Good Humor Man.
Girls Will Be Girls.
Glories of Ireland.
Going to Press.
Great Houses and Back Alleys.

H

Hem & Haw.
High School Ambitions.
Hollywood News Dramas.
Human Side of Life.
Hymns of Every Faith.

I

Idea Clinic, The.
In a Way of Speaking.
In Gay Paree.

J

John the Postman.
Junior League Society Circus.

L

Lem Pratt—The Elmsville Squire.
Limerick Time, A Dollar a Rhyme.
Love Clinic, The.

M

Make a Million.
Men of Valor.
Midnight in Paris.
Mind Magic.
Mirrors of Onyx.
Monday Coach, The.

Mother's Recess.
Music Library of the Air.

N

New Adventures of Sir Launcelot, The.
Nightlife in Paris.

O

Old Fire Chief, The.

P

Paris at Night.
Parole Board.

Q

Question of the Week, The.

R

Read 'Em and Laugh.
Readers' Almanac, The.
Rhythm Reporter.
Robin Hood of the Ozarks.
Romance of Poor Sybil Hicks, The.

S

Sam the Salesman.
Sharps, Flats and Fables.
Ship's Concert, The.
Song Craftsmen, The.
Song-Shadows.
Stamp Romances.
Stardust.

T

To Touch a Star.
Today's Woman.
Tom Sawyer.
Trailer City.

U

Uncle Elmer, Your Krackerbarrel Kommentator.

V

Voice of Public Opinion.

W

Way to Build Better Homes, The.
What's the Score?
William Donahey's Teenie Weenies.
Win-Dough-Shopping.
Wisdom on the Air, with Adrienne.
Woman Speaks.

Y

Yes and No. .
Your Cousins from Kentucky.
Your Road to Employment.

Z

Zero Hour, The.

PROGRAM TITLES

5,000 NAMES OF PROGRAM SERIES BROADCAST SINCE MAY, 1939

(For Titles Prior to May, 1939, See VARIETY RADIO DIRECTORY,
Vol. III, Pages 273-439)

By "program titles" are meant the designations via which program series are, or were, known (as distinct from individual "single-shot" programs). And in presenting them, the object is two-fold:

(1) To create a reference list which may aid in avoiding over-frequent duplication—and hence, confusion—in program titles. And (2) to give an index of program types, insofar as types can be identified from program names alone.

Symbols

Symbols in parentheses following the actual titles represent the user, or users, of that title at some time or other. This use may have been sustaining, or it may have been commercial. Ordinarily it is assumed that the symbols are station call letters. In the following instances, however, special symbols are employed:

CBS: Columbia Broadcasting System. **MBS**: Mutual Broadcasting System. **NBC**: National Broadcasting Co.

Indexing

In using this list, the following caution should be kept in mind as regards indexing: when a program title begins with the name of a radio artist, it is filed under that artist's first name (**not last name**). Thus "Andy & Virginia Mansfield," to cite an example, is filed under "A" and not under "M."

Program titles marked with an asterisk (*) were culled from the review files of VARIETY, and were not sent in by stations, networks, or transcription companies. Such titles are noted here for the record, but the VARIETY RADIO DIRECTORY takes no responsibility for their ownership.

Legal Status of Titles

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PROGRAM TITLES—Continued

A

- ABC Safety Club (KOME)
 ABC Safety Legion (WCFL)
 A. B. C.'s of Living (WWSW)
 A B C's of Rhythm (KWOC)
 A Boy, A Girl, A Band (NBC)
 A-C Ranch Boys, The (KRLD)
 A Travers Nos Cantons (CHLT)
 Aboard the 5:15 (WFAA)
 About the Towns with Dick (KVIC)
 Accent on Music (WSM)
 Accent on Song (WHAS)
 Accordiana (KOIL, WCFL)
 Accordion Parade (CKCA)
 Acres of Musical Diamonds (WIBG)
 Action Auction (KYOS)
 Ad-Liner, The (WDBO)
 Ads of the Air (WJNO)
 Add 'em and Win (WDAY)
 Add 'em Up (WROK, WTAQ)
 *Adolph Hofner and All the Boys (KTSA)
 Adrian Sings (WAAB)
 Adventure Ahead (KHJ)
 Adventure in Hobbies (WEED)
 Adventures at Abernethy's (WCAX)
 Adventures in Art (WSB)
 Adventures in Music (WJR)
 Adventures in Rhythm (CBR, KHJ)
 *Adventures in Texas History (KABC)
 Adventures of Ellery Queen (CBS)
 *Adventures of Gary and Jill (KABC)
 Adventures of Prof. Cosmo Jones (KNX)
 Adventures of Sherlock Holmes (NBC)
 Adventures on the Seven Seas (KRE)
 Affiliated Wives, Inc. (WRC-WMAL)
 After Classes (WESG)
 After Dinner Varieties (WFBL)
 Afternoon Fiesta (KRSC)
 Afternoon Headlines (WTMA)
 Afternoon Hodge Podge, The (WLPM)
 Afternoon Hotspot (WRAL)
 Afternoon Round Up (WMSD)
 Afterschool Swing Session, The (WBNX)
 Against the Storm (NBC)
 Agricultural Conversations (KIEM)
 Agriculture on Parade (KFJZ)
 Ain't It Shameful (CJCA)
 Ain't It So? (WVFW)
 Air Hostess (WHIP)
 Air-Lane Dance (WHIP)
 Air Squadron, The (WNBC)
 Air Youth of America (NBC)
 Airliner, The (WFVA)
 Airliners (WCCO)
 Airport Interviews (WIBC)
 Airport Reporter, The (WING, WSB)
 Airwaves over _____ (WFAS)
 Al Pohler's Hour of Memory (WCLS)
 Alabama on Parade (WAPI)
 Alarm Clock Club, The (KOA (KOA))
 Alarm Clock Melodies (WTMV)
 Aldrich Family, The (NBC)
 Alec Templeton Time (NBC)
 Alexander Schools Present (KFPL)
 Alibi Club (CBS)
 Alice Abbott Home Circle, The (WFBM)
 Alice Blue Gown (WSUN)
 All for You (WHKC)
 All Hands Around (KFAB)
 All Request (CKCH)
 All-Star Sports School (WEMP)
 All Women (KOL)
 All's Well (CJCA)
 Allen Roth's Variety Concert (NBC)
 Aloha Hawaii (KHQ-KGA)
 Along Fifth Avenue (WJZ)
 Along the Sports Trail (WTOC)
 Along the Way (WABI)
 Alphabet Program (WMAZ)
 Alvin Rey & The King Sisters (KHJ)
 Amanda of Honeymoon Hill (NBC)
 Amanda's Party (NBC)
 Amarillo Institutions (KGNC)
 Amateur & Quiz Show, Sally Ann (WJMC)
 Amateur Announcers Contest (WJLS)
 Amateur Symphony (WFAA)
 Amateurs of Alaska (KFAR)
 Ambassadors (WHAS)
 Ambassadors of Goodwill (WSPB)
 Amblings, Regale (KPO)
 America Calling (NBC)
 America in a World Neighborhood (WIBG)
 America Unlimited (NBC)
 America Works (WHK)
 America's Lost Plays (NBC)
 America's Music Fashioners (WIP)
 American Artists' Series (WQXR)
 American Challenge, The (KFI)
 American Citizen, The (KNX)
 American Classics (KHQ-KGA)
 American Family Discusses War, An (NBC)
 American Goodwill Mission Program (NBC)
 American Jewish Hour (WHN)
 American Milestones (WLS)
 American Music (WGN)
 American Music Festival (NBC)
 American Parade (WLW)
 American Salute (WEMP)
 Americans Over Forty (WJSV)
 Americana Quiz (WMCA)
 Among My Souvenirs (CKCW, KICA, KLO, KTSA)
 Amour Voyage (CKAC)
 And the Angels Sing (WGN)
 Angelo, Street Singer (WCSC)
 Animal Looks at the World, The (NBC)
 Anne Thomas, Career Wife (NBC)
 *Announcers' Frolic (WHAS)
 Answer Auction (KNX)
 Answer for Your Supper (WFBC)
 Answer Please (KOIL, WSAU, WTRC)

PROGRAM TITLES—Continued

- Answer This (WHBL)
 Answering Father Coughlin (WCNW)
 Anybody's Corner (CJCA)
 Anything Goes (CFGP, WCHV, WSPA)
 Apple Man, The (WLEU)
 Appointment with Health (KOL)
 Arabian Nights (KEX-KGW)
 Arctic Supper Club, The (KFAR)
 Are You Afraid? (KGFJ)
 Arizona Ramblers (KFEQ)
 Arkansas Travelers (WDAF)
 Armchair Program (KFPW)
 Armchair Romances (WVVA)
 Army Sings, The (CFRN)
 Around the Camp Fire (KVED, WRDO)
 Around the Coffee Table (KFJZ)
 Around the Counters (WTAD)
 Around the Soft Ball Diamond (WHBF)
 Around the Sports Table (KMJ)
 Around the Town (KGY, WBAB, WCNC, WHDF, WIBC, WKBN)
 Around the World (WTSP)
 Around the World with Music (WLS)
 Around Town (KLS)
 Arranged By (WOR)
 Art for Fun (WAPI)
 Art for Your Sake (NBC)
 Art in the News (NBC)
 Art Musicale (KRE)
 Art of Living, The (WDZ)
 Art Question Box (CBL-CBY)
 Artists in the Spotlight (KFPY)
 As America Thinks (WRVA)
 As I Was Saying (WOV)
 As It Looks from Washington (NBC)
 As Others Hear You (KWYO)
 As You Like It (CFCN, CKSO, KFOR, WPIC, WRNL)
 Ask Me Another (KTOK)
 Ask Me the Answer (WTAR)
 Ask the Professor (KHQ-KGA)
 Ask the Stars (KFWB)
 Ask Us a Question (WHEC)
 At Ease (WSM)
 At Home (KLO)
 At Home with Helen White (WJZ)
 At Home with Margaret Foss (WDAY)
 At Sundown (KVIC)
 At the Crossroads (WBRC)
 At Your Service (KGDM, KRNT, WMMN)
 At Your Service, Madame (KFPY)
 Atlanta Yesterday (WSB)
 Attend Church Today (WLAK)
 Au Cafe-concert (CJBR)
 Au Rythme de la Rumba (CJBR)
 Au Rythme de la Valse (CJBR)
 Au Rythme des Castagnettes (CJBR)
 Au Rythme du Tango (CJBR)
 Auction Block (KTRB)
 Auction Block, The (WCAZ)
 Augusta Headlines (WRDW)
 Auld Lang Syne (KFPY)
 Aunt Lucy's Pal Time (KIUL)
 Aunt Mellisa's Memory Jug (WRAL)
 Aurora Answers (WMRO)
 Author! Author! (WOR)
 Author Presents, The (WBNX)
 Authors and Composers Program (KFYO)
 Auto Biography (WTRY)
 Autumn Breezes (WGY)
 Avalon Time (KWLK)
 Aventures de Blanchard (CHLP)
 Aviation Corner, The (WIBG)

B

- Babs Lincoln (WJSV)
 Baby Clinic, The (WJLS)
 Back Talk (KFDA)
 Back to Work (KHQ-KGA)
 Background of the War (WFBL)
 Backstage at the Pantage (WSGN)
 Backstage Biographies (WNBC)
 Backstage in Radio (CKOC)
 Baker Theatre (KGIN)
 Baker's Dozen (CJCA)
 Balalaika, La (WMMN)
 *Ballad for Americans (WABC)
 Ballads by Brooks (WBBM)
 Ballads for Breakfast (WHIZ)
 Ballads of Hills and Plain (WGH)
 Ballroom Echoes (WDAF)
 Ballroom of Romance (WMSD)
 Band Box Melodies (KONO)
 Band of the Week (WBBM, WSVL)
 Band Stand, The (KFRU)
 Band Time (WICC)
 Band Wagon, The WSKB (WSKB)
 Bands by Demand (WTHT)
 Bandbox (WNEW)
 Bandwagon, Bank's (WBIG)
 Banter Between Busses (KOME)
 Bar Nuthin' Ranch (KMBC)
 Bar-O Ranch, The (WMBR)
 Barbara Winthrop Calling (WJJD)
 Barber Shop Brigade (CJCA)
 Barber Shop Quartette (WDZ)
 Bard of Paradise Valley (KGER)
 Bargain Basket, The (WGH)
 Bargain Counter, The WEBQ (WEBQ)
 Bargain Counter of the Air, Rephan's (KARK)
 Bargain Exchange (KDYL)
 Bargain Matinee (WPTF)
 Barker Brothers Choir (KHJ)
 Barn Dance, The (CBK, WFMJ)
 Barn Dance Gang, The WGNV (WGNV)
 Barnloft Frolic (WTMV)
 Barnyard Frolics (KOIL)
 Barrel of Fun (WDAF)

PROGRAM TITLES—Continued

- Barrel of Music (WHN)
 Barrel Roll (KWK)
 Barter Box (WLAK)
 Baseball Extra (WXYZ)
 Baseball Scoreboard (KOIL)
 Batter Up (WDAY, WHAS)
 Batter Up Club (WENY)
 Batters Up (WBRY)
 Battle of Swing (WNEW)
 Battle of Wits (WDAN)
 *Beach News (WICC)
 *Beat the Band (NBC)
 Beating the Clock (WSLB)
 Beauty at a Bargain (KMED)
 Beauty Clinic (KVFD)
 Beauty Hints for the Home (KRBC)
 Beauty in Music (KRGV)
 Beauty Reflections (WVFW)
 Bedwarmers' Club (WPRO)
 Before Midnight (WFBR)
 Before You Invest, Investigate (KFOR)
 Behind Local Headlines (WSNJ)
 Behind the 8-Ball (KVOR)
 Behind the Headlines (WDZ, WKY, WTMA)
 Behind the Headlines of News & Sports (WDAY)
 Behind the Mike (WSOY)
 Behind the (KLO) Mike (KLO)
 Behind the Scenes (KMTR, KVOR, WICA)
 Behind the Scenes in Radio (KFYR)
 Behind the Scenes of Business (WLOK)
 Best Loved Music (WHN)
 Better Breakfast Bureau (KMO)
 Better Bridge (WSB)
 Better Music Hour (WMCA)
 Better Speech Program (WDNC)
 Betty Jane Rhodes & Chorus (KHJ)
 Betty Lee (WDAF)
 Between You and Me (WLAW)
 Beyond Reasonable Doubt (NBC)
 Bible and Life (WFBM)
 Bible Auditorium of the Air (WDAF)
 Bible Breakfast (WKST)
 Bible Lovers Revival (KLRA)
 Bidin' My Time (WHAM)
 Big Freddie Miller's Songs (WFBM)
 Big League Scoreboard (WRBL)
 Big Names of Kansas City (WHB)
 Bill Amick Orchestra (KGDM)
 Bill Johnson's Dinner Date (NBC)
- Bill Smith Learns French (CKAC)
 Bill Stern's Sport News (WJZ)
 Bill Wirges Presents (WFBM)
 Billboard, The (WHLB)
 Billboard Broadcast (KUOA)
 Bing Sings (CJLS)
 Bird Life (WFLA)
 Bird's Eye View of a Band (WIBG)
 Birmingham Day by Day (WSGN)
 Birthday Bells (KFJM)
 Birthday Club, KABR's (KABR)
 Birthday Party (KNX)
 Bits About Business (KDLR)
 Bits o' Hits (WHB)
 Bits o' Melody (KRE)
 Black and White Minstrels (KFH)
 Black Cat, The (KGO)
 Black Gold (NBC)
 Blackie Bear (WBT)
 Blackland Farm Broadcast (KRLD)
 Blanche Presents (KFJM)
 Blessed Eventer (WWSW)
 Blighty Program, The (CKOC)
 Blind Bill Pennington (KFJZ)
 Blondie (CBS)
 Blooming Bill (WADC)
 Blue Danube (WEMP)
 Blue Grass Boys (WCKY)
 Blue Hawaii (WBBM)
 Blue Monday (KLO)
 Blue Monday Jamboree (KFRC)
 Blue Moods (WNBH)
 Blue Ribbon Melodies (WLS, WOW)
 Blue Ribbon Varieties (KGfJ)
 Blue Room (CFCN)
 Blue Room, The (WAVE)
 Blue Skies (KFAC)
 Blue Songs (KICA)
 Blue Stamp Program, Polish Merchants' (WEDC)
 Blue-streak Edition (WGH)
 Blue Velvet Rhythm (WGL)
 Blues Busters (WMBG)
 Bluegrass Brevities (WHAS)
 Bob Duane (WLW)
 Bob Dunham Comments (KMOX)
 Bob Howard (WEAF)
 Bonnie and the Boys (KMBC)
 Bonnie King (KMBC)
 Bonus Time (WBAL)
 Book Brochures (KLZ)
 Book Caravans (WHK)
 Book of Books (KECA)
 Book of Thrills (KNX)
- Book to Read, A (WLS)
 Book Worm, The (WDAS)
 Books and Their Authors (WSPB)
 Books Around the World (NBC)
 Books in Brief (WSUN)
 Books of the Times (CJRC)
 Bookman's Notebook, A (NBC)
 Bookshelf, The WGN (WGN)
 Bookworm Club (WLS)
 *Boone County Jamboree (WLW)
 Boone Family (WHO)
 Border Riders, The (WDNC)
 Both Sides of the News (KTUL, WJBK)
 Bouncing Brass (KHQ-KGA)
 Bouquet of Melody (WSPB)
 Bouquet for Today (WLAK)
 Bouquet to You, A (WJLS)
 Boute-En-Train (CKAC)
 Bowler on the Air (WGN)
 Bowling Backgrounds (WCLS)
 Bowling Brevities (CJCA)
 Bowling High Lights (WOC)
 Bowling Highlites (WLOK)
 Box Car Caravan (WKBN)
 Boy Friend, The (WHKC)
 Boy From Blighty (WLAW)
 Boy Greetings Girl (WIBC)
 Boy Meets Girl (WECB, WSM)
 Boy Versus Girl (WBAB)
 Boy's Town (WJLS)
 Boys From the Lone Star State, The (WFEA)
 Brain-Benders (KTKC)
 Brain-Busters (WTAQ)
 Brain Teaser, The (WNBH)
 Breadtwisters, The (WSAU)
 Breakfast Bulletins (WHP)
 Breakfast Club (NBC)
 Breakfast Club, The (CJAT)
 Breakfast Club Express (KFRO)
 Breakfast in Bedlam (WBZ-WBZA)
 Breakfast Klub (KGDE)
 Breakfast News Briefs (WSGN)
 Breezing Along (NBC)
 Brenda Curtis (CBS)
 Brent House (NBC)
 Brevity Review (WJAR)
 Brickbats and Bouquets (KTSA, WJLS)
 Bright Idea Club (NBC)

PROGRAM TITLES—Continued

Bright Spot of the Morning (WIBC)
 Bring & Save Family, Burroughs (KARK)
 British Bands (CKY)
 British Variety Hour (CKY)
 Broadway on Record (KXOK)
 Broadway Song Shop (WSM)
 Brown Dots (WAIR)
 Brushing Up (KTKC)
 Buckskin Legend (WHK)
 Bud Barton (NBC)
 Bud Shaver Score Board (WXYZ)
 Buddy Webster and His Borderland Buckaroos (WHO)
 Budgeteer, The (WTAL)
 Budgeteers (KFYO)
 Budgeteers, The (KGNC)
 Buffalo Bill Barn Dance (KWYO)
 Build Up Chest (KFJZ)
 Builders of Business (KGVO)
 Builders of Men (KFDM)
 Building Bug (KIDO)
 Building Folk (WMT)
 Bull Session (CBS)
 Bull Session, The Wittenberg College (WHIO)
 Bulletin Board (KIEM, KLS, KTSM, WOWO)
 Bulletin Board, Eureka (KIEM)
 Bulletins, Farm News (WDNC)
 Burcham Valley Quartet (WMSD)
 Bureau of Information (WDNC)
 Bureau of Missing Persons (WBT)
 Bureau of Missing Pets (WEOA-WGBF)
 Bus Time (WCPO)
 Bush Flying (CJCA)
 Business Guide Reporter (KSRO)
 Busman's Holiday (WOR)
 Busy Bee, The (WABI)
 Button, Button, Where Is That Button (WTJS)
 Buyer's Guide (KTKC)
 *By Kathleen Norris (NBC)
 By the Bend of the River (WLW)
 Byron Hour, The (WHN)
 Byways of Beauty (CKOC)

C

Cafe Yesterday (KRLD)
 Calendar Jumps, The (KOIL)
 Calendar of Events (WISE)
 California Agriculture (KGO)
 Calisthenic Clinic, The (WHIS)
 Call of Israel (WKNY)
 Call of the North (WTCN)
 Calling All Poets (WOWO)
 Calling All Stars (WSM)
 Calling All Tunes (KDON)
 Calling All Women (WCAX)
 *Calling America (MBS)
 Calling America for Peace (NBC)
 Calling California (KFBK)
 Calvary Gospel Hour (WABI)
 Cameo Theatre (WCFL)
 Cameos in Swing (CBL-CBY)
 Cameos of Melody (WKY)
 Cameos of New Orleans (WMAQ)
 Camera Angles (KFJZ)
 Camera Cavalcade (WGN)
 Camera Clicks (KLO)
 Camera Clinic (KMTR)
 Camera Club Discussions (CKCA)
 Camera Club of the Air (WCAX)
 *Camera College (KSTP)
 Camp Meetin', The Boone County (WLW)
 Camptown Meeting of the Air (KFDM)
 Campus Cut-Ups, The (CKBI)
 Campus Editor (KGKO)
 Campus Forum (WTAL)
 Campus Girls (WMBD)
 Campus Mirror (KSRO)
 Campus News (WADC)
 Campus on the Air (WEEI)
 Campus Playhouse (KFJZ)
 Campus Reporters, The (KMJ)
 Campus Silhouettes (WSB)
 Can You Name It? (KLO)
 Can You Recognize the Tune? (CBS)
 Can You Stump Thelma? (WFMJ)
 Can You Tie That? (KHQ-KGA)
 Canadian Snapshots (CBL-CBY)
 Canary Concert (WEMP)
 Candidly Speaking (KSFO)
 Candlelight (KECA)
 Canyon Riders (WKBN)
 Capitol Comment (WKY)
 Capitol I. Q. of the Air (CKTB)
 Capn' Abner Show (WEAN)
 Captain Caleb (WGNY)
 Captain Tim Healy (WEAF)
 Caravan, The Boone County (WLW)
 Caravan, Camel (NBC)
 Caravan, Carolina (WBT)
 Caravan of Dreams (WDAN)
 Caravan of Melody (KTSM)
 Cardinal Quartett (KMTR)
 Career Quiz, The Altrusa (WBZ-WBZA)
 Career vs. Marriage (WOWO)
 Careers and Jobs (WOV)
 Careers for Youth (WHN, WMBS)
 Carefree Castle (WEMP)
 Carl Hohengarten Presents (WBBM)
 Carl Tatz and the Rhode Islanders (WEAN)
 Carlton Presents (KFPL)
 Carnival of Bands (WIBC)
 Carnival of Melody (CJAT)
 Carol Dixon's Open House (KOME)
 Carry On! (CBL-CBY)
 Cash and Carry Court (WRC-WMAL)
 Cash on the Line (WLBC)
 Cash Ur Name (WHBL)
 Casino by the Thames (WNLC)
 Castilians (KOIN)
 Castillow's Keyboard Stylings (WJPR)
 Castle of Dreams (WHMA)

PROGRAM TITLES—Continued

- Castles in Music (KFJZ)
 Caterpillar Crew (CKCK)
 Catherine Prince (WFAA)
 Catholic Information
 (WKNY)
 Cats 'n' Jammers Swing
 Session (WOR)
 Causons Alimentation
 (CKAC)
 Cavalcade, Comstock
 (KOH)
 Cavalcade of America
 (NBC)
 Cavalcade of Corn (CKLN)
 Cavalcade of Dallas
 (KRLD)
 Cavalcade of Hits (KSRO)
 Cavalcade of New Jersey
 (WTNJ)
 Cavalcade of Song (WHB)
 Celebrity Minstrels (NBC)
 Celebrity Nights (WCLO)
 Celestial Serenade (WDOB)
 Central Florida Roundup
 (WDBO)
 Challenge of the Yukon
 (WXYZ)
 Chamber Jive (KLRA)
 Champions of the Week
 (KROY)
 Changing Scene, The
 (WIND)
 Chansons de Paris, Les
 (CHLT)
 Chanteur, Le (WCNW)
 Chapel Choir (WCHV)
 Chapel of the Air (WHDL)
 Chapel Quartet (KHJ)
 Chapel Singers (WJJD,
 WNOX, WTOC)
 Chaplain of the Air
 (WHIO)
 Charles Hector's Morning
 Promenade (WEEI)
 Charleston Serenade
 (WCSC)
 Charm Clinic, The (WKRC)
 Charm School, The (WTSP)
 Chase Twins, The (NBC)
 Chatterbox (WKBN,
 WPAY)
 Cheer Up Time (WJMC)
 Cheerful Charlie Flagler
 (KSO)
 Cheerful Earful (KGER,
 WCFL)
 Cheerful Little Earful
 (WCAR)
 Chemistry in the Home
 (WBBM)
 Chestnut 9944 (KXOK)
 Chevaliers de la Gaité, Les
 (CHLT)
 Chicago Marches On
 (WCFL)
 Chick Chats (WMT)
 Chiffon Interludes (KFYR)
 Child Grows Up, The
 (NBC)
 Children's Birthday Club
 (KORN)
 Children's Catholic Hour
 (WLEU)
- Children's Chapel (WJSV)
 Children's Corner (KFPW)
 Children's Crusade for
 Children, The (NBC)
 Children's Hour, The Horn
 & Hardart (WEAF)
 Children's Hour, The KOCY
 (KOCY)
 Children's Hour, The KOIL
 (KOIL)
 Children's Party, Capitol
 Theatre (CKNB)
 Children's Scrapbook (CBL-
 CBY)
 Children's Studio Program
 (WSKB)
 Children's Theatre, The
 WTOL (WTOL)
 Children's Theatre of the
 Air (WAIR)
 Chimney Sweep, The
 (KPO)
 Chinatown (WEMP)
 Choice of the People, The
 (WBAB)
 Choose Up Sides (KXOK)
 Choral Cavalcade (WKBN)
 Choral Concert (CHAB)
 Choral Moods (KHJ)
 Chore Boys (WFAA)
 Christmas Shoppers'
 Special (KRNR)
 Christmas Tree, The
 (KOIL)
 Chuckwagon Roundup
 (KWLK)
 Chuckwagon Time (WHAS)
 Church Billboard (WELI)
 Church by the Side of the
 Road (WLW)
 Church in the Wildwood
 (WSB)
 Church News (WJSV)
 Cinderella Hour, The
 (WHN)
 Cinderella Time (KIDO)
 Circle of Friends (WIOD)
 Circus Comes to Town, The
 (WJZ)
 Cities Worth While & Folks
 Worth Knowing (WCKY)
 Citizen, Know Your State
 (WEEI)
 Citizens of Tomorrow
 (KGVO)
 Citizenship Forum (WSB)
 City Club Forum (WGAR)
 City Desk (KIRO)
 City Dwellers (KGFJ)
 City Hall (KYW)
 City High School Series,
 The, KGKO (KGKO)
 City of Saint Francis, The
 (KGO)
 City of Stories (KRLD)
 Civic Air Theatre, The
 WGL (WGL)
 Civic Concert, The NBC
 (NBC)
 Civil Service Panel
 (WCNW)
 Clambake, Seven-Up
 (KRE)
- Class Will Tell (KFDA)
 Classic Album (WNLC)
 Classic Hall (WSM)
 Classics for Today (CBR)
 Classics in Miniature
 (KERN)
 Classics in Swing (WCNW,
 WSPB)
 Classics Time (CKNB)
 Classical Gems (WSPB)
 Classified Ad Service
 (KVOE)
 Classified Ads (KWLK)
 Classified Column of the
 Air (KCMO, KWYO)
 Classified Page of the Air,
 The (WJLS)
 Classified Radio-ads
 (KDYL)
 Claude's Musical Numbers
 (KUIN)
 Clearing House of Rhythm
 (KFDM)
 Clerk of Oxford (KTAR)
 Cleveland Makes It
 (WHK)
 Clock Strikes Twelve, The
 (WGL)
 Clock Watcher, The
 (WICA)
 Clock Watchers (WHBQ)
 Close Shaves (KFRC)
 Cloutier Calling (NBC)
 Club and Neighborhood
 Sports (WCNW)
 Club Cabana (WRNL)
 Club Cosmo (WCOV)
 Club 880 (WGBI)
 Club Forum (WELI)
 Club Gorgeous, The
 (WLEU)
 Club News (KSRO)
 Club Women of Alabama
 (WAPI)
 Clubhouse Politics
 (WCNW)
 Coast-to-Coast on a Bus
 (NBC)
 Coastal Empire Journal
 (WTOC)
 Cockeyed-News, The
 (WCAZ)
 Cocktail Time Tunes
 (WCHV)
 Coffee, Toast and Jam,
 Jeeves—And Jive!!!
 (KADA)
 Coffee Club, The (WCNW)
 Coffee Club of the Air
 (KFPW)
 Coffee Club Chatter
 (WGAN)
 Coffee Cup Concert
 (WAIR)
 Coffee House, The (WCMI)
 Coffee Pot, Gold Bloom
 (WPAD)
 Coffee Time (WMAQ)
 Coffee Time with the
 Norsemen, Nash (KLPM)
 Cold Opinions (WFBR)
 College Man Looks at the
 World, The (NBC)
 College Music Hour
 (WHDF)

PROGRAM TITLES—Continued

- College Night (WAPI)
 College of Fun (KMJ)
 College of Musical Knowledge (CJLS)
 College Salute (WOWO)
 College Time (KRNT)
 Collegiastically Speaking (WVFW)
 Colonial Quiz (WDOD)
 Colonial Vocal Ensemble (WIP)
 Colorado Highlites (KFEL)
 Colored Quartets (WSKB)
 Columbia Profiles (WCKY)
 Column of the Air (WQXR)
 Come and Get It (CJRC)
 Come to the Fair (WOWO)
 Comedy by _____ (WOR)
 Coming Attractions (WPTF)
 Command Performance (KHJ, WOR)
 Comments by Campbell (WGY)
 Common Sense Viewpoint (KUAO)
 Community Builders (WGKV)
 Community Choir Contest (WOAI)
 Community Corner (WGNV)
 Community Crusaders (WBT)
 Community Hall (CJGX, KHJ, WIBC)
 Community Honor Roll (KOVV)
 Community Hostess (WELI)
 Community House (KROW)
 Community House, Mag-nolia (WSKB)
 Community Opportunity Programs (WCKY)
 Community Service (WPTF)
 Community Show, Prine-ville (KBND)
 Community Sing of the Air (WMSL)
 Community Singers (KFDA)
 Community Swing-Sing (KNX)
 Concert Artists (CHAB)
 Concert Band, The WFAA (WFAA)
 Concert Cameos (KHQ-KGA)
 Concert Corner (WIBG)
 Concert Echoes (KFH)
 Concert Hall (WFAA, WGNV)
 Concert Hall, Hillwood (WTNJ)
 Concert Hall, The KGVO (KGVO)
 Concert Hall Echoes (WSB)
 Concert Hall of the Air (WOV)
 Concert Hour (KRSC)
 Concert in Cantabile (CJRC)
 Concert in Miniature (NBC)
 Concert in Variety (WSPB)
 Concert International (WIND)
 Concert Masters Hour, The (KFYR)
 Concert Miniature (WELI, WICA)
 Concert off Jefferson Square (KOIL)
 Concert Orchestra, The WFAA (WFAA)
 Concert Silhouettes (KFPY)
 Concertos (CJBR)
 Condensed News, Campbell (WEAF)
 Confidentially Yours (WOR)
 Confucius the Man (WGAR)
 Console Airs (WDAN)
 Console & Keyboard (KGVO)
 Console Capers (WRJN)
 Console Caravan (CJOC)
 Console Miniatures (KFRU)
 Console Serenade (WJEJ)
 Console Sketches (KRNR)
 Console Varieties (KVSO)
 Consoles in Concert (WSPB)
 Consolette (KROC)
 Consolette (WSAU)
 Consumer News (KOIN)
 Consumers Conference (WCKY)
 Contest Forum (WNBC)
 Continental Melodies (CHAB)
 Continental Rhythms (WMMN)
 Continental Varieties (NBC)
 Contrasting Musical Styles (WDNC)
 Contrasting Rhythms (KFYO)
 Contrasts in Black and White (WJNO)
 Contrasts in Rhythm (KSFO)
 Contrasts in Three-Quarter Time (KFPY)
 Contrasts on Black and White (WHDL)
 Conversation at the Con-sole (KROW)
 Cook Book Quiz (KFRC, KROW)
 Cook's Night Out (NBC)
 Co-Optimists, The (CJRM)
 Corn Belt Carnival (WTAD, WDAN)
 Corn County Wildcats (KOIL)
 Corn for the Morn (CHAB)
 Corn Huskers' Jamboree (WKRC)
 Corner on the Avenue (KROC)
 Corntussel News (WMT)
 Corral Boys, The (CJRC)
 Correct Pronunciation (WDNC)
 Cosmopolitan Melodies (NBC)
 Cosmopolitan Rhythms (NBC)
 Cosmopolitans (WHO)
 Cotton Facts (WSB)
 Cotton Queen (WLW)
 Cottontown Carnival (WFBC)
 Council Table, California (KSFO)
 Counselor, The (KGFJ, WFAS)
 Country Club Revue, The Nash (WSAI)
 Country Cousins, The (CFCY, KFRU)
 Country Gentlemen (WDZ)
 Country Quiz Program (CFAC)
 Country Store, The (KIUL)
 County Editor's Chair (WBNS)
 County Quiz (KMJ)
 Court of Royal Rhythm (WFAS)
 Cowboy Bill (KWOS)
 Cowboy Caravan (NBC)
 Cowboy Church (WING)
 Cozy Corner, The (KXOK, WJLS)
 Cracker Barrel Time (KFPW)
 Crackerjacks, The (NBC)
 Crackpot College (WEEL)
 Crime Marches' On (KVOE)
 Crinoline Girl, The (WHAS)
 Crossroad Comedy (KTSA)
 Crossroads Calendar (WGNV)
 Crossroads Counselor (KFJZ)
 Crossroads Jamboree (WDAY)
 Crossroads Varieties (WBRC)
 Crusaders, The (CKCW)
 Curb Club (WNBC)
 Curb Exchange (KDYL)
 Curbstone Coaches (WGVV)
 Curbstone College (KFXM, WNOX)
 Curbstone College, White's (KGNC)
 Curbstone Questionnaire (WWVA)
 Curbstone Quiz (KDYL, KEX-KGW)
 Curfew Time (WCCO)
 Current Events in Jackson-ville (WJAX)
 Curtain Time (KHQ-KGA)
 Curtis F. Springer (KHJ)
 Customer Speaks (KMJ)
 Cynic, The (WJBK)

PROGRAM TITLES—Continued

D

- D-X Club (KFDA)
 D-X News, Diamond
 (WHO)
 Dad's Musical Guessing
 Game (CJRM)
 Daily Almanac (CKOV)
 Daily Look at the World
 (WJLS)
 Dakota's Best (KDLR)
 Dan Paul (KMBC)
 Dan River Showboat, The
 (WBTM)
 Dance, Arizona (KTAR)
 Dance Roundup (WRAK)
 Dance Till Midnight
 (WTSP)
 Dance Time with Ernie
 Sizemore's Orchestra
 (WHMA)
 Dance With the Maestro's
 (WICA)
 Danceable Tunes (CKNB)
 Dancing by Request
 (WSOC)
 Dancing Feet (CHAB)
 Dancing Housewives
 (WGNY)
 Dancing in the Dark
 (WFLA)
 Dancing Party (CHLT,
 WXYZ)
 Dancing Round the Pee
 Dee (WOLS)
 Dancing Till One (CHAB)
 Dawn Patrol (KFEL,
 WDNC, WHIS, WJAX)
 Day at City Hall, A
 (WHEC)
 Day Dreams (WDAF)
 Day in Review, The
 (WCLO)
 Day Work in a Night Club
 (KICA)
 Day's Hit Revue, The
 (KFDM)
 Day's Preview (KTSM)
 Daybreak Headlines
 (WDGY)
 Daylight Revue (WSPD)
 Daytime Classics (WTAM)
 Dealing in Futures (CJRC)
 Dear Diary (WAIR)
 Dear Public (KROW)
 Dear Reader (WICC)
 Death Rides the Gas Tank
 (WCOV)
 Death Rides the Highways
 (KARK)
 Death Takes a Holiday
 (CJRC)
 Debonnaires, The (CHLP)
 Debunking the Bunk
 (WAPI)
 Dedicated to You (KGFJ)
- Deep Forest (WCFL)
 Deep River (KDYL)
 Deep River Echoes
 (WHAS)
 Deep River Music (WGNY)
 Deep South (WWL)
 Dejeuner Musical (CKAC)
 Delights for the Table
 (WCMI)
 Delta Special (WJPR)
 Denny Kane (WFAA)
 Design for Democracy
 (KFEL)
 Design for Listening
 (WJNO)
 Design for Melody (WOR)
 Designs in Harmony
 (WGH)
 Detect-A Phony (KFRC)
 Devil's Roost (WKY)
 Devotional Hour (KTMS)
 Devotional Inspirations
 (KVI)
 Dial Lights (WPAY)
 Dial-Lights (WJNO)
 Dial Twister (WOWO)
 Dialing at Random (WGH)
 Dialing for Dollars (WIP)
 Diamond Horseshoe
 (WFTL)
 Diamonds and Daisies
 (KLO)
 Did You Know? (KLS,
 KOIL, WCNC, WPTF)
 Dime-A-Minute Man
 (KTSA)
 Dinner at Home (WOR)
 Dinner Bell (CJOC)
 Dinner Bell Follies
 (WFAA)
 Dinner Bell Time (WDAY)
 Dinner Date, Luden's
 (WJZ)
 Dinner Diversions (CJRC)
 Dinner Dividends (KSAL)
 Dinner Interlude (WBIG)
 Dinner Table Time
 (WSOY)
 Dipsy Doodle Program
 (KGHI)
 Disappointed Americans
 (WCAE)
 Dispatch Junior Club
 (WFAS)
 Disques pour Tous (CJBR)
 Diversion without Exertion
 (NBC)
 Dixie Calling (WAIR)
 Dizzy Spells (WCPO)
 Do You Know? (WDOD,
 WSUN, WTMA)
 Do You Know Your Radio?
 (WDAY)
 Do You Recall? (CHAB)
- Do You Remember?
 (KFYO)
 Do You Want a Job?
 (KECA, WMBS)
 *Do You Want the Money?
 (WOKO)
 Doctor Fixit (WKY)
 Dr. Gong and His Gong-
 busters (WWVA)
 Doctor Jazz (NBC)
 Dr. John, Drama (WHLS)
 Dr. Kate (KPO)
 Dr. Quizology (WSAV)
 Doctor Romance (KNX)
 Doctor Swing (WIBC)
 Dr. Wynne's Food Forum
 (WMCA)
 Dogwood and Peach Blossoms
 (WSB)
 Dollar College, Hoppers
 (KIDO)
 Dollar Dial (WING)
 Dollar Man, The (WHIO)
 Dollars and Sense (KRBC)
 Don Goddard with the
 Morning News (WEAF)
 Don Hill Reports (WAVE)
 Don Maestro (WEEL)
 Don Messer and His
 Islanders (CFCY)
 Don Roth (WMT)
 Donald Novis Sings (KOL)
 Don't Let Your Accident
 Happen (WBAX)
 Don't Watch the Clock
 (KCRC)
 Dorothy Ann's Homemakers
 Program (WLEU)
 Dot and Five Dashes
 (KGO)
 Dot and Joe (WRDW)
 Dots and Dashes with Dotty
 Smart (KSL)
 Double in Stars (WCFL)
 Double or Nothing (WOL)
 Down on the Farm (WTJS)
 Down Ozark Way (WLW)
 Down Rhythm Road
 (WENY)
 Down the Ages (KHJ)
 Down the Aisles (WICA)
 Down the Alley (KVOE)
 Down the Field (WOWO)
 Down the Years (WICC)
 Downtown at Noon
 (WJNO)
 Drama-grams (WFBR)
 Drama Lab (WHK)
 Dream Awhile (WTAM)
 Dream Lover (CHAB)
 Dream of Love (KBIX)
 Dream Pedlars, The
 (WHIS)
 Dream River (KICA,
 WNBH)

PROGRAM TITLES—Continued

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| Dream Thoughts at Even- tide (WLEU) | Dreamy Melodies (WWL) | Dugout Interviews (KCRC) |
| Dreams Come True (NBC) | Dress Rehearsal (KPO) | Dugout of the Air (WQAM) |
| Dreamer, The (KGFJ) | Druggist Calls (KOOS) | Dunker's Club (WMBR) |
| Dreamer's Paradise (KFAM) | Duchess, The (WHIP) | Dusty Blanchard—Piano (KDB) |
| | Dud's Double B (KVEC) | |

E

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| Earaches of 1939 (KGER) | Editorially Speaking (WMCA) | Especially for You (KBST, WROK, WSAU) |
| Earbenders (NBC) | Editor's Armchair (WMAN) | Espionage (KNX) |
| Earle Kelly's Programme (CBR) | Educating Auntie (WENR) | Esquires Make Music, The (CFJC) |
| Early Bird, The (CKOV) | Education on the March (KHQ-KGA) | Eti-Quiz (WFBL) |
| Early Bird Chirps (WRBL) | Education Please (WSB) | Europe Calling (CBS) |
| Early Bird Club (WOWO) | 880 Club, The (KVAN) | Europe from the Inside (NBC) |
| Early Bird Dispatch (WHB) | Eight-Fifteen or Commu- ter's Special, The (WTAG) | Europe Then and Now (WHP) |
| Early Bird Requests (CJOC) | Eight O'Clock Edition of the News (KCMO) | Europe Today (KIRO) |
| Early Edition, Dixie's (WWL) | 18th Century Drawing Room (WMMN) | Europe's Day of News (WDAY) |
| Early Edition News (WJPR) | Einee Meenie Minee—You! (CJCA) | European Backgrounds (WABI) |
| Early Morning Oddities (CFJC) | Elec-Troubadors (WWJ) | European News Roundup (CBS) |
| Early Risers Club (KASA) | Electric Swing with Charles Keaton (WAIR) | Evening Edition (WENY) |
| Earthborn (WLW) | Eleven O'Clock Review (KQW) | Evening Fantasy (WSM) |
| Easter Basket (WLAK) | Eleventh Hour, The (KBIX) | Evening Gold (WMSL) |
| Easter Parade, The (WCOS) | Elizabeth Hart Presents (WMAQ) | Evening Moods (WSNJ) |
| Easy Come, Easy Go (CJOR) | Ellen Randolph (NBC) | Evening Music (WHN) |
| Easy Does It (WIP) | Embarrassing Moments (WSNJ) | Evening News Report (WFAA) |
| Easy Dough (WKBN) | Emory Builders (WSB) | Evening Serenade (KFBB, KSRQ, WELL, WFBL, WHN) |
| Easy Time (WMSD) | En Dinant (CJBR) | Evening Shadows (KWOC) |
| Easy to Remember (WCPO, WMRO) | Enchanted Hour (WCAE) | Evening Star, The (KHQ- KGA, WDAS) |
| Eccentric Moods (NBC) | Enchantment (CJBR) | Evening Varieties (WLNH) |
| Echoes from Budapest (WLTH) | Encores (WNEW) | Evensong (WMC) |
| Echoes from the Ball (KHQ-KGA) | Encyclopedia, The Levis (CHRC) | Eventide Echoes (KGGM) |
| Echoes from the Past (KGLU) | End of the Rainbow (WNBF, WRBL) | Events, Today and Tomor- row (KORN) |
| Echoes of Havana (WCFL) | Enigme Criminelle (CKAC) | Every Man Dreams (WTAL) |
| *Echoes of History (WJZ) | Ensemble, The WFLA (WFLA) | Everybody Sing (KEX- KGW) |
| Echoes of the Footlites (WLOK) | Entertainment for the Troops (CBL-CBY) | Everybody Smile (KSO) |
| Echoes of the Hymnal (WINS) | Entertainment Time (WHAI) | Everybody Wins (KOIN) |
| Echoes of the Opera (WLOK) | Epices de la Vie Moderne, Les (CHLT) | Everybody's Farm (WLW) |
| Echoes of Vermont (WQDM) | Ernest Gill Presents (KGO) | Everybody's Farm Hour (WLW) |
| Ed East Jingles (WEAF, WJZ) | Especially for Farmers (WCLE) | Everybody's Favorites (WSFA) |
| Eddie Lee's Open House (WEEI) | | Everybody's Music (KGMB) |
| Eddie Says (WJJD) | | Everything Stops for Tea (KOVC) |
| Editorial Review, Alabama (WAPI) | | Excerpts and Postscripts (WNEW) |

PROGRAM TITLES—Continued

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| Exclusive (KLO) | Extase (CJBR) | Eye Openers (KCKN, KTSA) |
| Experimental Theatre, The (WCSC) | Extension Service Hour (KGNC) | Eye-Openers (CKSO) |
| Exposition Speaks, The (KGO) | Eye Care (KFJZ) | Eyes of the World (KEX-KGW) |
| | Eye Opener (WADC) | Ezra and Faye (KMBC) |

F

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| F-B-I, The (WEMP) | *Farm Market Reporter (WXYZ) | Feature Story (KFWB, KFYZ) |
| FBI Crime Review (WRVA) | Farm News, Occo (WHO) | Featured by Francis (WSM) |
| FBI Crime Trails (KIRO) | Farm News, Oliver (WHO) | Feedlot Chats (KMBC) |
| Fables in Rhythm (NBC) | Farm News, Southern Great Plains (KGNC) | Feminine News and Views (WHBF) |
| Fabulous Facts (WLW) | Farm News Bureau (KARK) | Feminine Side, The (KIRO) |
| Face the Music (KFWB) | Farm Program, Mississippi (WSKB) | Fiddles and Footlights (WGAR) |
| Fact Finder (CBS) | Farm Program, Pinellas Co. (WSUN) | Fiddlin' with a Guitar (WTMJ) |
| Fact Forum (KDYL) | Farm Security Administration at Work (WGNY) | 1500 Club (KFDA) |
| Facts, Fads, Fashions (KVAK) | Farm Service Director (WNAZ) | 1500 Request Club (WCNW) |
| Facts about Forestry (WGBR) | Farm Special, The (WHB) | Fifteen-Minute Parking (WING) |
| Facts and Fancy (WSLB) | Farm Weekly (WDAY) | Fifteen Minutes, Fifteen Melodies (KSFO) |
| Facts from the World of Fur (CFGP) | Farmer Bill's Farm Bulletins (WJLS) | Fifteen Minutes with You (KGKO) |
| Factunia (CJRC) | Farmer Bill's Scrapbook (WMBD) | Fifth Estate (WESG) |
| Fakes, Facts and Fancies (WWVA) | Farmer Comes to Town (KFSD) | Fifth Quarter (KNX, WBBM) |
| Family Gauthier, La. (CKAC) | Farmer vs. Hunter (WOWO) | Fifth Row Center (WGN) |
| Family Almanac (KVI) | Farmer's Bulletin (WTMA) | Fight for a Continent (WABI) |
| Family Altar, The (CFRN) | Farmer's Forum of the Air (WBT) | Fight for Freedom (WABI) |
| Family Party, The (WDAN) | Farmer's Special (WQDM) | Film Facts and Foibles (KFSD) |
| Family Prayer Period (CFGP) | Fashion Chat, Goold's (WAPI) | Filosofy and Foolishness (KTSM) |
| Famous Composers (KFAR) | Fashion Fanfare (WPRO) | Find It Club (WBTM) |
| Famous Frontier Marshalls (WKY) | Fashion Firsts (WMAN) | Find-It Club of the Air (WLVA) |
| Famous Poems (KFOR) | Fashion Flashes (WNLC) | Finding Yourself (WEEI) |
| Famous Short Stories (WSOY) | Fashion Forecast (WOAI) | Finger Lakes (WHAM) |
| Fanfare (WWJ) | Fashion Forum, The (KAST) | Fireside Embers (KMBC) |
| Fantasy Theatre, The (WLTH) | Fashion Notes for Men (WDBJ) | Fireside Fantasie (KALE) |
| Farm & Home Hour, Hawaii (KGMB) | Fashion Promenade (WEMP) | Fireside Harmonies (KOIL) |
| Farm & Home Hour, Virginia (WRVA) | Fashion Quest (WHK) | Fireside Melodies (KLO, WMMN) |
| Farm and Home Quiz (WRDO) | Fashion Revue, Paris (KWK) | Fireside Music Hour (CKCA) |
| Farm Bureau Service Program (KRNR) | Fashions in Melody (KDYL, KHQ-KGA, WPRO) | Fireside Recital (KFRU) |
| Farm Forum (KIRO, WMMN, WPIC, WTMV) | Fashions in Music (WHIO) | Fireside Reveries (WMAS) |
| Farm Frolic (WSNJ) | Fashions in Rhythm (WNEW) | Fireside Verse (CKNB) |
| Farm Hands (WNOX) | Fashions with Marie (WELL) | First in Atlanta with the News (WATL) |
| Farm Hillites (WNAZ) | Fay Brown Reviews (KFYZ) | First Prize Musical Menu (WSPR) |
| Farm Hour (KGFV) | | First Prize Theatre Party (WSPR) |
| Farm Hour, Hudson Valley (WGNY) | | Fish Finder, The (KROW) |
| Farm Journal (KSFO) | | |

PROGRAM TITLES—Continued

- Fish Pond, The (WFIG)
 Fisherman's Luck (WBRB)
 Fishing Around (WOWO)
 Fishing Facts (KFDM)
 Fishing Fool (KROW)
 Five Esquires, The (CJRC)
 Five Fellas (WFAA)
 Five Men and a Maid (WCLE)
 Five o'Clock Show (CKCK)
 Five o'Clock Varieties (WORC)
 Five Shades of Blue (WNEW)
 Five Spirits of Rhythm (WIP)
 Five Sports Final (KMPC)
 Five Star Books (WMIN)
 Five Star Final (KOIN, KROW, WGH)
 Five T's, The (WLAW)
 Five Toscanellis (KRE)
 Flaming Sword (WCOL)
 Flapjack Boys (WOWO)
 Flashes and Footnotes (WOR)
 Fling With Swing, A (WTAG)
 Floogies, The (WICA)
 Flow Gently Sweet Rhythm (CBS)
 Flowers for the Living (KRGV)
 Flowing Gold (WGR-WKWB)
 Flying Goose, The (KFXD)
 Folks About Town (WKNY)
 Folks From Turkey Creek (KTUL)
 Folksong (WGAR)
 Food Fair, WEEI (WEEI)
 Food for Thought (KVWC, WJSV)
 Food for Thought in a Thought for Food (WFAS)
 Food Forum, The (KSL)
 Food Parade, The Denargo (KOA)
 Food Terminal News (KCKN)
 Foods in Season (WTIC)
 Foot-Follies (KTKC)
 Football Forecast (KOIL)
 Football Previews (WSM)
 Football Scoreboard, The (KMJ)
 Football Song Parade (WEEI)
 Footlights & Stardust (WSSW)
 Footlights Review (WJR)
 Footnotes in Brass (KHQ-KGA)
 Footprints in the Sands of Time (WEAN)
 For Dancers Only (WMCA)
 For Home and Hostess (KDB)
 For Jitterbugs Only (KFAR)
 For Men Only (KCRC, WTRY)
 For Music Lovers (WSM)
 For Music Lovers Only (KUOA)
 For Oklahoma Farmers (KTOK)
 For These Our Children (KMJ)
 For Women Only (KLPM, KOA, WDBJ, WOC, WSB, WTNJ)
 For Women Only, Mary Low Stuart (KIEM)
 For You, Madame (KLO)
 For Your Convenience (CJCA)
 For Your Dancing Pleasure (WSPB)
 For Your Health's Sake (WSB)
 For Your Pleasure (WLAW)
 Forgotten Trails (KTUL)
 Fortune Calls (WISN)
 Forty-Niners, The (KGER)
 Forum, New York City (WMCA)
 Forum, New York Herald Tribune (WMCA)
 Forum, Southern Illinois University (WEBQ)
 Forward Florida (WLAK)
 Forward Georgia (WSB)
 Four Bell Rhythm (CJCA)
 Four Bells Round-Up (WDAF)
 Four Blotches (WIP)
 Four Corners, A Young Man Looks at the World (WNOE)
 4-H Hour (WGNY)
 Four Hi! (KFAM)
 Four in One (WHN)
 Four Men and a Song (WJPR)
 Four o'Clock Jamboree (WIBC)
 Four o'Clock Matinee (WMBR)
 Four Queens, The (WAPI)
 Four Star Final (WRBL)
 Four Star News (NBC)
 Four Star Revue (KVSO)
 Four Strollers (KFYR)
 1450 Club (WGAR)
 Fragments d'Opera (CJBR)
 Franco-Swing (CKAC)
 Frank & Archie (KHJ)
 Frank Black Presents (NBC)
 Frank Microphone, The (WHBF)
 Frank 'n' Stein (WELL)
 Frank Voelker (WMT)
 Frank Watanabe and the Honorable Archie (NBC)
 Franklyn Stewart Entertains (WCKY)
 Fred Lang Views the News (WNAC)
 French Vignettes (WBNX)
 Fresh (KWG)
 Freshman Adviser (KRE)
 Friday Frolic (WBNS)
 Friday Night Jamboree (KTFI)
 Friday Night Show (CJOC)
 Friendly Circle, The (KERN, KMJ)
 Friendly Counselor, The (WHBQ, KECA)
 Friendly Exchange (WESG)
 Friendly Hour, The (KDYL)
 Friendly House (WIBC)
 Friendly Muse (KFPW)
 Friendly Neighbors (WOWO, WTRC, WFTC)
 Friendly Talks Along the Road (WIBG)
 Friendship Circle (WEAF)
 Friendship Time (KOIL)
 Fritofavorites (WOAI)
 From a Scrapbook (WMMN)
 From Cover to Cover (WRTD)
 From Different Worlds (KHQ-KGA)
 From Him (WMTV)
 From Hollywood Today (NBC)
 From Me to You (KWYO)
 From Studio "C" in the Westinghouse Building (WGL)
 From the Bandstand (WCHV)
 From the Farmer to the Farmer (WBT)
 From the Transcription Files (KUOA)
 Front Page of the Air (WRBL)
 Front Page Parade (WLW)
 Front Page People (KQV)
 *Frontiers of Progress (KABC)
 Fruit Reporter, Hoxie (WHO)
 Full House Rhythm (WESG)
 Fun and Foolishness (KMBC)
 Fun Frolic, The (WRAL)
 Fun Parade (KFJZ)
 Fun with the Famous (NBC)
 Funnyboner (WOWO)
 Sunrise Frolic (WDGY)
 Fur and Feathers (KFRC)
 Furniture Man, Markson (WSYR)
 Furniture Mart (WGBR)

PROGRAM TITLES—Continued

G

- Gala Program (NBC)
 Gallant American Women (NBC)
 Gallery of Song (KOY)
 Game of Games (CFRB)
 Gametime (KFXM)
 Garden Club of the Air (WGNY)
 Garden Gossip (WBZ-WBZA)
 Garden Nature (WHAM)
 Garden of Memories (WHN, WTOL)
 Gaslight Theatre (WFMJ)
 Gaslights and Bustles (WGAR)
 *Gateway Summer Playhouse (WBBM)
 Gay Classics (CJOC)
 Gems & Bouquets (KGO)
 Gems from the Orient (WTSP)
 Gems in Melody (WIBC)
 Gems of Health (WMBR)
 Gems of Yesterday (WENY)
 Gene Parker and His Songs of the Old West (KMMJ)
 General Fact (KFI)
 General Gershelman (WLTH)
 Generally Speaking (CBR)
 Gentlemen of the Press (KDYL)
 Geographical Travelog (KEX-KGW)
 Georgia Composers (WSB)
 Georgia Women Market
 Georgia Products (WSB)
 Get in Step (KTSM)
 Get Up and Get About (WRAL)
 Ghost Reporter (KFDA)
 Ghost Town Travelers (KIEV)
 Gift Basket, The (WGKV)
 Girl Around Town (WSUN)
 Girl Friends, The (WEAU)
 Girl Meets Boy (WRTD)
 Girl Reporter (KROW)
 Girls About Town (WTAM)
 Give Us This Day (KRNT)
 Glamour Ship (KMO)
 Glamour Time (WDAF, WRC-WMAL)
 Gliding Swing with Ted Steele (WEAF)
 Glimpses of Industry (CKLN)
 Globe News (KGKO)
 Gloom Busters (KFOR)
 Gloom Chasers, The (CJGX)
 Gloomchasers, The (CKBI, WNEW)
 Go to Church Hour (KVOE)
 Go to Church Today (KFDM)
 God's Minute (WCKY)
 Goin' South (CBS)
 Goin' to Town (WCLO)
 Going Hollywood (KLO)
 Going Places (KCKN)
 Going to Town (WOMT)
 Golden Gate Quartet (CBS)
 Golden Hour (KHJ, KSRO)
 Golden Lightning Strikes (KCKN)
 Golden Melodies (KFVD)
 Golden Memories (KGLU)
 Golden Moments (KDLR)
 Golden Strings (WTIC)
 Golden Wagon Wheels (KGGM)
 Good Afternoon, Neighbors (KNX)
 Good Deed Radio Club (CKY)
 Good Listening (KFYO)
 Good Luck Boys, The (KRLD)
 Good Manners Contest (NBC)
 Good Morning (KFRO)
 Good Morning, Everybody (WSOY)
 Good Morning, Girls (WHB)
 Good Morning, Hoosiers (WIBC)
 Good Morning, Ladies (WSPA)
 Good Morning Matinee (KPO)
 Good Morning Melodies (KIRO, KLO)
 Good Morning, Mrs. Housewife (WKRC)
 Good Morning, Neighbor (WEBR, WICA, WMBG)
 Good Morning Tunes (KRNT)
 Good Neighbor, The (WTSP)
 Good Neighbor Hour (WDOD)
 Good Neighbor Program (KGLU, WTJS)
 Good News from the Daily News (WCAX)
 Good Old Songs, The (KOIL)
 Good Road News (KIDO)
 Good Sports (WNOX)
 Goodwill Corner (KGDM)
 Goodwill Industries (WSGN)
 Gopher Tales (KROC)
 Gordie Randall Entertains (WGY)
 Gospel Broadcasters (KGDM)
 Gospel Caroler, The (WTAG)
 Gospel Echoes (WIBG)
 Gospel in Song (WTOL)
 Gospel Messengers, The Göble (KMJ)
 Gossip, Gilchrest (WBZ-WBZA)
 Grab-Bag, The (WJNO)
 Grabag (KLRA)
 Grab Bag Quiz (WWRL)
 Grand Moments from Great Music (WOMT)
 Grand Old Opry, The (NBC)
 Grand Orchestra (CJBR)
 Gray Moods (WBIG)
 Grays Harbor Junior College Dramas (KXRO)
 Great Artists (WGN)
 Great Music of the World (WSB)
 Great Names in Sport (CJCA)
 Green Room Group (WBRB)
 Gridiron Follies (WHAS)
 Gridiron Gaities (WSM)
 Gridiron Guesses (WXYZ)
 Gridiron Parade (CJRC)
 Grooming America (WGAR)
 Grouch Club (KGKB)
 Guess and Giggle (WISE)
 Guess Contest, The (WJLS)
 Guess Who (WRAL)
 Guest Book, The (NBC)
 Guest of Honor (KSO)
 Guest of the Week (KOB)
 Guest Who Came to Breakfast, The (WNEW)
 Guide Post, Guaranty (WSAZ)
 Gulf Coast News (KFDM)
 Gull Lake Special (CJRM)
 Gum Creek Boys (WTAL)
 Gypsiana (WFBL)
 Gypsy Caravan (KOIL)
 Gypsy Strings (WSM)
 Gypsy Trails (WFAA)

H

- Hacienda Echoes (NBC)
 Hail Motorist (WADC)
 Hall of Fame (NBC)
 Hall of Fame and Dizzy Quizzers (WSPA)
 Halls of Romance (KWG)
 Handicapper, The (KOIL)
 Hands across the Ivories (WQDM)
 Hank, the Hired Hand (WLOK)
 Hank and Hiram (WRDW)
 Happiness Revue (CJAT)
 Happy Club Chorus (WOWO)
 Happy Cowboy, The (CHNC)
 Happy Ending Hour (WLW)
 Happy Four, The (KVAN)
 Happy Highways (WWJ)
 Happy Hollow (KFWB)
 Happy Hollow Time (KVSO)
 Happy Hooligans (WCAZ)
 Happy Jim Parsons (NBC)
 Happy Landings (WLAW)
 Happy Returns of the Day (WHBF)
 Happy Valley (WBRC)
 Happy Valley Frolic (WING)
 Harlemania (WIBC)
 Harmonie et Poemes (CJBR)
 Harmony Incorporated (WMBD)
 Harvey & Dell (WBZ-WBZA)
 Haunting Violin (WFLA)
 Have You Forgotten (CBS)
 Have You Got It? (WLAW)
 Have You Read - -? (KVOE)
 Haven of Rest (WIBC)
 Hawaii Calls (WIND)
 Hawaiian Delight (WDLP)
 Hawaiian Duo (CFCY)
 Hawaiian Echoes (WEDC)
 Hawaiian Hospitality (CJOR)
 Hawaiian Knights (WHO)
 Hawaiian Memories (KLO)
 Hawaiian Serenaders, Hall Brothers (WEBQ)
 Hawaiian Trio (CBR)
 Hayloft Jamboree (WDAY, WMSD)
 Hayloft Jamboree, The Alabama (WAPI)
 Hayloft Party (KLPM, KROW)
 Hayseeds, Mandan (WHDF)
 Haywires (WNEW)
- He, She & They (WBAB)
 Headline Forum (KWKH)
 Headlines Ahead (WOW)
 Headlines and Bylines (WOV)
 Headlines in Sport (CJAT)
 Headlines of the Past (CJAT)
 Headlines on the March (WGH)
 Health and Beauty Bureau (CJRC)
 Health Club (WHK)
 Health is Wealth (WWVA)
 Heart o' Gold (WSOY)
 Heart of America (KMBC)
 Heart of the News, The (WDZ)
 Heartthrob behind the Job (KIT)
 Hektor, the Scot (WADC)
 Hello Again (KOIN)
 Hello America (NBC)
 Hello Chicago Heights (WCLS)
 Hello Grays Harbor (KXRO)
 Hello Neighbor (KIEM)
 Hello Ohio (WBNS)
 Hello, Teacher (WKRC)
 Help Wanted (WADC, WGNV, WHIO)
 Helpful Harry's Household Hints (WEAF)
 Henacres Daybreakers (KIT)
 Herald, the Homemaker (KMBC)
 Here Comes a Job! (WCNW)
 Here Comes the Band (KABR, WFVA)
 Here's an Idea (KGDE)
 Here's Luck (KGKO)
 Here's the Score (WAPI)
 Here's Your Party (WXYZ)
 Here's Your Song (WBNS)
 Herman, the Concertmaster (WTAD)
 Heure des Vedettes (CKAC)
 Hi, Neighbor (KLO)
 Hi Thar Stranger (KWG)
 Hidden Money (KNX)
 Hidden Talent (KVI)
 High Cards in the Derby Deck (WHAS)
 High Noon Hullabaloo (WJLS)
 High School Highlights (WTSP)
 High School Huddle (CJOR)
- High School Knowledge Bee, The (KMJ)
 High School Program (WSKB)
 High School Round-Table (WTMC)
 High School Sportcast (WFAA)
 High School Treasure Trove (WCOS)
 High School Varieties (WICC)
 High Schools Speak (WRJN)
 Highlights in the Day's News (WDAN)
 Highlights of History (KDYL)
 Highlights of the Air (KIDO)
 Highlights of World Events (WDEV)
 Highlites in Sports (WICA)
 Highnoon Highlights (CJOC)
 Highroad to Melody (WRR)
 Highway ABC's (KVI)
 Highway Church (WBRB)
 Highway Patrol Bulletins, Kansas (KFH)
 Highways of Harmony (CJAT)
 Hilda Hope, M.D. (NBC)
 Hillbilly Band (WDNC)
 Hillbilly Haymarket (WTOL)
 Hillbilly Parade (WEBR)
 Hillbilly Time Nightly (KFPL)
 Hillpop Fiesta (WPAY)
 Hills of Home (KYA)
 Hire Me (WHJB)
 His Majesty, the Baby (WKST)
 His Unknown Heritage (WBNX)
 History in the Making (WRBL)
 History of American Diplomacy, The (WOL)
 History Speaks (WICA)
 Hit Kit, The (WRC-WMAL)
 Hit of the Day (WHAM)
 Hit Parade, Sandie (KGNC)
 Hit Parade, South Jersey (WSNJ)
 Hit Revue, The (WSGN)
 Hit That Ball (WOR)
 Hit Tunes (WADC)
 Hit Tunes of Yesterday (WROL)
 Hits and Bits (KRSC, WFBM)

PROGRAM TITLES—Continued

- Hits and Encores (WGH)
 Hits and Headlines (WDGY)
 Hits for Housewives (WNEW)
 Hits from the Shows (CBL-CBY)
 Hits of the Day (WIBC)
 Hits of the Week, Empire
 Hits of Yesterday (CHLT, KTRH)
 Hold the Phone (KTKC)
 Holiday Telephone Exchange (WTMA)
 Holiday Weekend Traffic Safety Program (NBC)
 Hollywood at a Distance (WGH)
 Hollywood Calling (WSM)
 Hollywood Chatter (KFRO)
 Hollywood Chatterbox (KMTR)
 Hollywood Council of Beauty (KECA)
 Hollywood Footnotes (WSLB)
 Hollywood Four (WTAL)
 Hollywood Gossip (KOCY, WEDC)
 Hollywood Highlights (KMTR, WEEI)
 Hollywood Hokum (WDZ)
 Hollywood Hi-Lites (KRMC)
 Hollywood Ladder of Fame (NBC)
 Hollywood Milkman (KTSA)
 Hollywood Newsgirl (WEAF)
 Hollywood Notebook (WROL)
 Hollywood on Parade (WATL)
 Hollywood 10,000 (WEAF)
 Hollywood Reporter (KOA)
 Hollywood Show Stopper (WWSW)
 Hollywood Sound Stage (WHN)
 Hollywood Spectator (WGH)
 Hollywood Whirl (KMTR)
 Home Beautification & Landscaping (KFJZ)
 Home Beautiful (KDYL, WROL)
 Home Center Harmonies (WFBL)
 Home Demonstration Clubs (KORN)
 Home Economics Reporter (KRE)
 Home Edition (WENR)
 Home Fires (KALE)
 Home Folks (WOWO)
 Home Folks Hymn Hour (WDZ)
 Home Forum, The (KGFV, KGVO, WENR)
 Home Half-Hour (WLNH)
 Home Hobbies (WCAP)
 Home Horizons (WTOL)
 Home Institute, Oregonian (KEX-KGW)
 Home Interviews, The Beco (WAPI)
 Home Makers, The (WESG)
 Home Makers Club (WNOX)
 Home Makers Digest of the Air (KTMS)
 Home Makers Exchange (WGBR)
 Home of Dreams (CJRC)
 Home on the Farm (WDAY)
 Home Place Interviews (KWK)
 Home Serenade (WSGN)
 Home Stretch, The (KHE)
 Home Talent Barn Dance (WLS)
 Home Town, Unincorporated (NBC)
 Home Town Amateurs (CHRC)
 Home Town Band (WFAA)
 Home Town Boys (CJCA)
 Home Town Folks (WCAZ)
 Home Town Hall (WEMP)
 Home Town News Editor (KHQ-KGA)
 Home Town Program, The (CKBI (CKBI)
 Homes Beautiful (WTSP)
 Homegrown Hawaiians (KFAB)
 Homely Philosopher, The (KARK)
 Homemade Sunshine (KEX-KGW)
 Homemakers' Club, The (CJCX)
 Homemakers Exchange (CKCR, KGLU)
 Homemakers Forum (WSAU)
 Homemaker's Hour (WGAR)
 Homemakers' Quiz (WWJ)
 Homemakers Review (WLW)
 Homers at Home, The (WABI)
 Homespun Follies (WFAA)
 Hometown Band, The (KFAB)
 Hometown Headlines (KFXM)
 Homicide Squad (KEX-KGW)
 Honey Moon Melodies (KLO)
 Honeyhead Stockmen (WHO)
 Honolulu Bound (CBS)
 Hook, Line & Sinker (KGY)
 Hoopeston Highlights (WDAN)
 Hoosier Milkmen (WFBM)
 Hoosier Request Time (WIBC)
 Hoosier String Busters (WDZ)
 Hoosier Swingsters (WBOW)
 Hoosier Talent Time (WFBM)
 Hoot, Mon! (KLO)
 Horseman's Forum (KMTR)
 Hospital Cheer 'Em Up Program, The (WJMS)
 Hospital News (KOV)
 Hospitality Home (KMBC)
 Hospitality House (WLAK)
 Hostess of the Airwaves (WMT)
 Hot Air (KSFO)
 Hot Coffee Club (WCKY)
 Hot from Hollywood (WSBC)
 Hot Peppers, The (KFRU)
 Hot Stove League (WAPI, WNEW)
 Hour of Musical Fun (CBS)
 Hour of Mystery, The (KVOR)
 Hour of Song (WAPO)
 House of Happiness (WWVA)
 House of Keen Sight (WEMP)
 House of Variety, The (CBL-CBY)
 House Party (WTMA)
 House Party, Dr. Pepper (WFAA)
 House That Jack Built (KDYL)
 Household Hints (WMSL)
 Household Quiz (KGKO)
 Housekeepers' Chat (KRMD)
 Houseparty, The (WIBC)
 Housewarming Party (KIDO)
 Housewives' Bulletin Board (WCLE)
 Housewives Prom (WHN)
 Housewives Spelling Bee (WJLS)
 Housewives vs. Grocers Wives (WING)
 How Did You Like the Show (WCMI)
 How Did You Meet Your Husband (KTUL)
 How Do You Know? (WTAL)
 How is Your Health? (WIND)
 How to Make Money (WEEI)
 How You Talk (WJLS)
 How's the Patient (WBNS)
 How's Your English? (KFAR)
 Howdy! (KTUL)
 Howdy Fans (WCCO)
 Howdy Neighbor! (CKCW)
 Howdy Neighbor (WCMI)

PROGRAM TITLES—Continued

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| Howdy Neighbors (WTMV) | Hurry-Up-ers (KOIL) | Hymns in Variation (WSGN) |
| Human Adventure (CBS) | Husbands Club (WRR) | Hymns of the Morning (WMBR) |
| Human Nature in Action (NBC) | Hymn Time at Home (WEAU) | Hymns of the Week (WTSP) |
| Humans of Fate (WEDC) | Hymne a la Nuit (CJBR) | Hymns We Love (WCLO) |
| Humanity at the Crossroads (KOY) | Hymns from the Fireside (WSB) | |



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| I Am (KHJ) | In the Dean's Study (KMOX) | Intermede-musicale (CJBR) |
| I Am a Student (WSYR) | In the Gloaming (WLVA) | Intermezzo (WRNL) |
| I Am an American (NBC) | In the Good Old Days (KGO) | Inter-Mezzo (WWVA) |
| I Am What I Am, Because . . . (WHAS) | In the Hearth Glow (WQDM) | International Host, The (WQAM) |
| I Can Fill That Job! (KRBC) | In the Mood (WAPI, WOKO, WSLB) | International House (WGR-WKWB) |
| I Cover the Wilderness (WABI) | In the Northwoods (WHDF) | International Kitchen (KPO) |
| I Have a Better One (WTRY) | In the Spotlight (WNEW) | International Music (KRSC) |
| I Like Music (WQDM) | In the World of Sports (KRE) | Interscholastic Quiz (WHDL) |
| I Love a Parade (WEXL) | In Town Tonight (CJAT) | Interview Time (WGNY) |
| I Love Linda Dale (NBC) | In Tune with the Times (WGH) | Interviewing Your Neighbors (WGES) |
| I Need a Job (WBNS) | Indian School Boys Band & Mixed Choir (CKCA) | Interviews, Super Store (WBR) |
| I Spy (WMPS) | Indian Trio (KOIL) | Intimate Glimpses Into the Lives of the Masters (WDAF) |
| I Want a Divorce (NBC) | Indiana Indigo (NBC) | Intimate Theatre, The (WQXR) |
| I Want a Home (KYA) | Indiana Schools on Parade (WIBC) | Invitation to Listen (WLW) |
| I Want a Job (CJOC, WBLK, WDBO, WGBR, WJNO, WKBN, WNOX, WWJ) | Indoor Sport (WNOX) | Invitation to Romance (KHQ-KGA) |
| I Want a Job! (WLOK) | Industrial Program, The (KWYO (KWYO)) | Invitation to the Waltz (WQXR) |
| I Want an Audition (KRMD) | Industrial Review, Signal (KELA) | Irene Wicker's Song and Story Program (NBC) |
| I Want to Sing (KYW) | Ineeda N'Answer (KPRC) | Irving Caesar's Sing a Song of Safety Club (WOR) |
| I Was There (KNX) | Informal Moods (CJRM) | Is Anybody Home? (WKRC) |
| I Wish I Were (WWL) | Information, Maybe (WRTD) | Is It the Truth? (WSM) |
| Idea Mart (NBC) | Information Tour (WAVE) | Is It True or False (WOLS) |
| Ideas Incorporated (KNX) | Inland Empire on the March (KHQ-KGA) | Is That Right? (KQV) |
| If You Please, Ladies (WINS) | Inquiring Mike, Buttrey's (KPPA) | Is That Your Name? (WCNC) |
| Illinois Valley Frolic (WMBD) | Inquiring Reporter (KFPW, KOA) | Isabelle Manning Hewson and Her Morning Market Basket (WEAF) |
| Imagine, Please (CKWX) | Inquiring Reporter, Kay's (WCHS) | Island Melodies (KWLK) |
| Imitation Please (WAVE) | Inquisitive New Yorker (WHN) | Island of Dreams, The (WCAZ) |
| Immortal Music (CBR) | Inside Track (KFWB) | Islanders, The (KFJZ) |
| Importance of Good Speech (WCNW) | Insomnia Club (KELA) | Isle o' Treasures (WGKV) |
| In a Concert Hall (WOMT) | Insomnia Hour (WTOL) | Isle of Golden Dreams (KTSM) |
| In Full Swing (KGER) | Interesting Neighbors (WLOK) | It Actually Happened (WKBN) |
| In God's Country (WCNW) | Interlude for Dancing (WAIR) | |
| In Hollywood (WWVA) | | |
| In My Garden of Memories (KLO) | | |
| In My Opinion (CKNB) | | |
| In Old Vienna (WINS) | | |
| In Review (WFAA) | | |
| In the Bleachers (WDGY) | | |
| In the Dawn's Early Light (KMJ) | | |

PROGRAM TITLES—Continued

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| It Can Happen Here (WHEC) | It Pays to Know (KWNO) | It's Peacemaker Time at Nine (KFPL) |
| It Can Happen to You (KTUL) | It Pays to Listen to Kay's (WEAN) | It's the Law (WHBF) |
| It Happened in 1915 (WAAB) | It Really Happened (KUJ) | It's the Vogue (WJLS) |
| It Happened Last Night (WBIG) | It Seems to Me—Alexander Gifford (WBAL) | It's Theatre Time (KOY) |
| It Happened This Way (WINS) | It's a Crime (WSM) | It's Your Day Off (KTSM) |
| It Happened This Week (WHN) | It's a Fact (WKST) | It's Your Life (WRC- WMAL) |
| It Happened Today (WLW) | It's a Gift (KRNT) | It's Your Move (KLRA) |
| | It's All Yours (KQFD) | Items of Interest (WSPA) |
| | It's in the News (CJOR) | Ivory Magic (WCLE) |
| | It's Luxury Time (KVOR) | *Ivory Towers, The (WEAF) |
| | It's Movietime (WDLF) | Ivy Vines (KFRU) |

J

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| Jack, the Crack-Pot (WBLK) | Jewish-American Court for Peace & Justice (WLTH) | Journeys to Hawaii (KRE) |
| Jack & Jill Auditions (WSNJ) | Jim, Jam & Jive (WMMN) | Joyeuse Menagere, La (CKAC) |
| Jack Avison's Concert Or- chestra (CBR) | Jim Britt's Sports Roundup (WNAC) | Joyful Living (KOL) |
| Jack Kelly's Old Time Minstrels (WCFL) | Jimmy Conzelman Rem- inisces (KMOX) | Juavan Estavan (KTMS) |
| Jackson and Scotti Varie- ties (WCNW) | Jimmy Dudley's Sports Shots (WCFL) | Jubilee Star Quartet (WCNW) |
| Jam for Breakfast (WIBC) | Jingle Bingles (WAAT) | Judge Gardner (KHJ) |
| Jam for Dinner (WSPD) | Jingle Club (KXRO) | Judge Not of Knot Hole Court (WAPI) |
| Jam for Supper (WMBG) | Jitterbug Jamboree (KOIL, WMBR, WSAV) | *Judith Arlen's Penthouse Blue (CBS) |
| Jam Pantry, The (WBAP) | Jitterbugs, The (WAIR) | Jugtown Jamboree (WPTF) |
| Jam Session, The Dixieland (KOMA) | Jive at Five (WNEV) | Juke Box Jamboree (KGKB) |
| Jamais de la Vie (CKAC) | Job Broker (WSPD) | Jungle Journeys (WTSP) |
| Jamboree (WEDC) | Job Exchange (WSKB) | Junior Broadcasting Club (WAAB) |
| Jamboree, Dailey's (WSGN) | Job Finder, The (KFJZ, KIRO, KWG, WGBI, WLEU) | Junior Explorer's Club (WEEI) |
| Jamboree, The Fulton County (WATL) | Job Forum (WCOV) | Junior Gardners (WESG) |
| Jamboree, Genung's (WFAS) | Job Hunters (KTRH) | Junior Happy Kitchen (KMBC) |
| Jamboree, The KFRO (KFRO) | Job Mart, The WWL (WWL) | Junior I. Q. (KOIL) |
| Jamboree, The KMMJ (KMMJ) | Job Mobilization Program (WLEU) | Junior Kwiz (WNAX) |
| Jamboree, The North Amarillo (KFDA) | Jobs Incorporated (WSGN) | Junior Master Minds (WHEC) |
| Jamboree, The WFIG (WFIG) | Jobs Wanted (WHIO) | Junior Round Table (WOW) |
| Jamboree, The WMBS (WMBS) | Joe Doakes (WMT) | Junior Roundup (KFJZ) |
| James Abbe and the News (KWYO) | Joe Ford's Jive Club (WSGN) | Junior Spotlight (WOR) |
| James J. Walker Oppor- tunity Hour, The (WHN) | John Doe's Music (KEX- KGW) | Junioretts (WTAD) |
| Jammin' Jivers, The (KBST) | John Farmer (KMBC) | Just a Diary (WTAG) |
| Jerry & Zelda (WHO) | John Knox Pictorial (WPRO) | Just a Memory (WCNC) |
| Jewel Box, The (WCHV, WCLE) | John Q. Public (WIP) | Just before Lunch (CKOV) |
| Jewish Homemaker Speaks, The (WBNX) | Johnny and Spike (WKOK) | Just for Fun (KDYL) |
| | Johnny Murray Talks It Over (KFI) | Just Music (KTSM, WCHV) |
| | Joshua Spaulding's Scrap- book (WTRY) | Just Relax (WDEV) |
| | Journeys Behind the News (KLZ) | Just the Other Day (KFEQ) |
| | | Juvenile Jamboree (WDAN, WGY) |
| | | Juvenile Newspaper of the Air (WTRY) |

PROGRAM TITLES—Continued

K

- KFData (KFDA)
 K-I-D-S Club (WLS)
 KSTC (Kansas State Teachers College) Presents (KOAM)
 KSTP Presents (KSTP)
 Kaleidoscope, The (WBNX)
 Kaleidoscope of Melody (CJRC)
 Kampus Kwiz, The (WRUF)
 Kanawha Valley in the News (WCHS)
 Kangaroo Court (KSLM)
 Kapers in the Kitchen (WDGY)
 Kash Kwiz (KFWB)
 Kay Halle Speaks (WGAR)
 *Kay's Marathon of Music (WDAF)
 Keep Guessing (WBZ-WBZA)
 Keep Smiling (KLS, WJNO)
 Keeper of the Keys (WWJ)
 Keeping You Posted (WOWO)
 Kenmore Calling (WEBR)
 Kentucky Kids, The (KFAB)
 Kernal Quizz (KFJM)
 Key to the City (KMOX)
 Keyboard Capers (KVAK, WDEV)
 *Keyboard Choir (KMOX)
- Keyboard Harmonies (WGY)
 Keyboard Kaleidoscope (WHAM)
 Keyboard Kapers (KPFA)
 Keyboard Philosopher (WCSC)
 Keyboard Quizz (WLBC)
 Keyboard Stylists (KFPY)
 Kickoff, The (WBBM)
 Kiddie Kapers (WAIR)
 Kiddie Kwiz (KQV)
 Kiddie Quizz (WABI)
 Kiddie Revue (WNBH)
 Kiddie Round Up (KFJZ)
 Kiddie Theatre, The WING (WING)
 Kiddies Club, The Fox-State (KMJ)
 Kiddies' Club of the Air, Capital Pride (KARK)
 Kiddies' Carnival (WIBC)
 Kiddies Kwiz (CFRN)
 Kids Court (KOIL)
 Kids Kwizaroo (KNX)
 Kilocycle Kapers (WKBN)
 Kilocycle Carnival (KCMO)
 Kindergarten Express (WLOK)
 Kindly Thoughts (WHAM)
 King Coal Holds Court (WMMN)
 King Korn Serenade (KLO)
 King's English, The (KAST)
 King's Serenaders (WNAX)
- Kitchen Barn Dance (WDZ)
 Kitchen Clinic (KHBG)
 Kitchen Kollege (KFWB)
 Kitchen Kwiz (WAPI, WOAI)
 Kitchen Quiz (WSB)
 Kitchen Trailer (KMBC)
 Klock, KOIN (KOIN)
 Klub Krow (KROW)
 Knickerbocker Playhouse (CBS)
 Knights of the Highway (KVOD)
 Know America (KFDA)
 Know Your City and State (WAPI)
 Know Your City Government (KVEC)
 Know Your High School (WHBF)
 Know Your Legislature (WTNJ)
 Know Your News (WCBS)
 Know Your Schools (KFDM)
 Know Your State Government (WXYZ)
 Know Your Toledo (WSPD)
 Knut Klub, The (CKMO)
 Koffee Klub (WMSL)
 Koffee Kup Carnival (KQW)
 Krazy Kwiz (WTMV)
 Krow Klub (KROW)
 Krow's Nest (KROW)
 Kwizz Klass, King Street (WCBS)

L

- L'Ame Canadienne (CJBR)
 Labor Speaks (WAPI)
 Labor Sports (WCNW)
 Ladies First (WAVE)
 Ladies Know, The (WLAW)
 Ladies, Your Sex (WMPS)
 Lady Betty Party Line (WGY)
 Lady Fare (WHK)
- Lady From Mother Goose Land, The (KTMS)
 Lady in Town (WSPB)
 Lady, Lend an Ear! (KLZ)
 Lady Listener Club (KFPL)
 Lady Luck (KVFD)
 Lady Make Believe (KECA, WFAA)
 Lady of Note, A (WKZO)
 Laffs in the News (KNX)
- Lakeland on Parade (WLAJ)
 Lamp is Low, The (WHAS)
 Lamp Lighting Time (WEBQ)
 Land of Melody (CHAB)
 Land of Song (WTOL)
 Landmarks of Radio Drama (NBC)
 Lang's Line of Fortune (WPAD)

PROGRAM TITLES—Continued

- Language School of the Air (WCOV)
 Larry, Bill & Ginny (WELL)
 Last Call for Breakfast (KSO)
 Latin Rhythms (WOV)
 Latin-American Rhythms (WCNW)
 Laugh & Swing Club (KHJ)
 Laugh Bag (WMC)
 Laugh 'n' Swing Club (WOR)
 Laugh Roundup (KRIC)
 Laughing at the News (WCLE)
 Law for the Laymen (WCAE)
 Laws & Lawyers (KHJ)
 Lazy K Ranchers (WHB)
 Lazy Rhapsody (WCAE)
 Lead-Off Man, The (WSGN)
 Leanna's Kitchen-Klatter (KMA)
 Leap Year Program (NBC)
 Learning and Living (WSYR)
 Learning the Language of Music (WAPI)
 Leaves for Your Cookbook (WTAL)
 Lecture Hall (CBS)
 Lee Gordon Presents (WTAM)
 Legion Roundtable (WENY)
 Legislative Forum, Virginia (WRVA)
 Leisure Thoughts (KRIC)
 Lens Interviews (WCNW)
 Lest We Forget (KRBC, WEAN)
 Let There Be Light (WBNX)
 Let Those Presses Roll (KRIC)
 Let Up and Let Down (KWOC)
 Let Your Hair Down (WMCA)
 Let's Act (WEDC)
 Let's Be Neighbors (WQDM)
 Let's Dance (KMTR)
 Let's Dance with Langston (WGBR)
 Let's Discuss the News (KMOX)
 Let's Do Some Talking (KFBB)
 Let's Get in the Swing (WNBH)
 Let's Get Together (WBBM, WMCA)
 Let's Go to School (WGBI, WGNV)
 Let's Go to the Fair (CBS)
 Let's Go to Work (WOR)
 Let's Have Fun (WSM)
 Let's Help You Keep House (KWK)
- Let's Industrialize Tulsa (KTUL)
 Let's Jive (WTSP)
 Let's Join the Ladies (WEEI)
 Let's Listen (KFH, KPO, WSUN)
 Let's Listen to James Stone (KWKH)
 Let's Look at the News (WCKY)
 Let's Make Memories (WJSV)
 Let's Play Show (KGVO)
 Let's See Now (WORC)
 Let's Sing (WLS)
 Let's Swap (WGNV)
 Let's Swing It with... (KOIL)
 Let's Talk about the Weather (WAPI)
 Let's Talk Art (KSFO)
 Let's Talk It Over (CKGB, WHAI, WLAW, WTAG)
 Let's Talk It Over Program (NBC)
 Let's Talk Music (KSFO)
 Let's Talk Over the News (KMPC)
 Let's Talk Sports (WFAA)
 Let's Travel with Music (WCHV)
 Let's Visit (WDAY, WLW)
 Let's Visit a Home (KFEQ)
 Let's Visit the Masters (WTOL)
 Let's Waltz (WCHV, WELL, WNEW)
 Letters from Abroad (NBC)
 Letters to the Editor (WOL)
 *Letters to the Public (WEW)
 'Leventh Hour Lowdown (WHAS)
 Liberty Revue (WGBI)
 Liberty Under Law (WBNS)
 Library Corner (KFXM)
 Library of Enduring Music (WQAM)
 Life Begins... (KLS)
 Life Begins at Seven (WCMT)
 Life in the Open (WWVA)
 Life Lines (KFWB)
 Life Program. The (WCFL)
 Life Stories (WHK)
 Life's Show Window (WBRB)
 Light of History, The (WFBC)
 Light of the World (NBC)
 Light Review, The (WDOD)
 Lights along the Shore (WNLC)
 Li'l Abner (NBC)
 Limerick Man, The (WEW)
 Limerick Time—A Dollar a Line (WEW)
- Lincoln Family Story Hour (KIEM)
 Lincoln Highway (NBC)
 Line-up of Wanted Values (KDYL)
 Linger Awhile (KTAR, WCAE, WHAS, WICC)
 Linger Longer Lane (WHIZ)
 Listen and Learn (WSB)
 Listen for Your Telephone (WCSC)
 Listen Friend! (WLOK)
 Listen, Ladies (WHBF, WRNL, WWJ)
 Listen the Music (WRNL)
 Listen to Dixon (CHAB)
 Listen to the Ladies (KMJ)
 Listen to Your Neighbors! (WGES)
 Listen While You Work (WCAP)
 Listener's Choice, A (WHMA)
 Listeners' Choice, The (WEAN)
 Listeners Club (KGKB)
 Listener's Forum (WCKY)
 Listening Post (WOWO)
 Literature Lives (KFBB)
 Little America Speaks (NBC)
 Little Brown Book (WRC-WMAL)
 Little Brown Church (KUOA)
 Little Chapel, The (WTSP)
 Little Chatterbox Lady (WGH)
 Little Church in the Rockies (KDYL)
 Little Church in the Valley (WGNV)
 Little Church of the Air (WFMJ)
 Little Country Church of the Air (WHDF)
 Little Curiosity Shop (WENY)
 Little Dutch Girls, The (KDKA)
 Little Lucille (WAPI)
 Little Man Makes News!, The (WCNW)
 Little More Time, A (KVIC)
 Little Neighbors Hour (WTMV)
 *Little Old Hollywood (WJZ)
 Little Packages (KFWB)
 Little Red Schoolhouse (KGDM, WIP, WTSP)
 Little Red Schoolhouse of the Air (KVOE)
 Little Revue (KXRO)
 Little Show, The (KNX, WCAR, WLAW)
 Little Stars, Harris (KGNC)

PROGRAM TITLES—Continued

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| Little Theatre of the Air (WTAL) Little Theatre Presents (KOY) Little Theatre Radio Work- shop (WGNV) Little White House (WLW) Live and Let Live (KFRC) Living Bible, The (WGN) Lobby Interviews (WWSW) Lobby Loungers (KIDO) Lobbing at Hotel Kinston (WFTC) Lobster Shift, The (WWVA) Local Choice, The (WAVE) Local Gospel Singer, The (KVEC) Local Limelights (WTNJ) Local News Commentary (CKCA) Local Varieties (WIBC) | Log Cabin Boys, The (CHLT) London-Aires (WHBQ) London Calling (CFGP) Lone Star News (KFDM) Lonesome Lloyd (WNAX) Look Where You're Going (NBC) Looks at Books (KFSD) Looking Things Over (KFAC) Looney Auction (WTMV) Lorette Serenades (WTSP) Lost and Found (KTSM, WEMP) Louisiana Marches On (WNOE) Lovely Lady (WBBM) Lovely Lady, Chamber- lain's (KOA) Lucky Listener's Program (WSPB) Lucky Money (WADC) | Lucky Numbers (WCSC) Lucky Seven (KVCV) Lucky Seven, Daly's (KIEM) Lullaby Land (WIOD) Lullaby Time (WSM) Lumberjacks, The (CFRN) Luncheon at the Waldorf (NBC) Luncheon Dance (WSPB) Luncheon Lyrics (WGNV) Luncheon Melodies (CJOC) Luncheonaires (WTIC) Luxury Liner (WABI) Lynne Davies' Notebook (WAIR) Lyric Serenade, The (WCOV) Lyrics for Leap Year (KGO) Lyrics for Morning (WENY) |
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| McConnon Callers (WHO) Maggie, the Swinging Hill- Billy (WEBQ) Magic and Medicine (WWJ) Magic Carpet (WJSV, WLS, WWVA) Magic Flute (WFLA) Magic Lantern, The (WDAS) Magic Microphone Revue (WFAS) Magic Moments (WCFL) Magic Notes (CKNB) Magic of Music, The (KNX) Magic Story Circle (WOW) *Magic Waves (WEAF) Maids and Men (WOR) Mail Bag, WOC (WOC) Mail Order Miracles (CFAC) Mailbag, The (WCNC) Maitres de la Chanson, Les (CJBR) Major, Minor and Marian (WOWO) Major-Minor-Marian (WGL) Major Bowes' Auditions (WHEC) Make Believe Ballroom (KOIL) | Make-Believe Dancehall, The (CKCW) Make Believe Danceland (WCFL) Mammoth Minstrel Varieties (WRVA) Mammoth Minstrels (NBC) Man About Hollywood (CBS) *Man About Town (WCHS) Man and His Friend, A (WCHS) *Man I Married, The (NBC) Man in the Street (NBC) Man's Next Door, The (WSLB) Man on the Bus (WTMA) Man on the Farm (WMT) Man on the Ice (WIBC) Man on the Lot (KFPW, WLPM) Man on the Street (WFMJ, WMOB) Man You Know, The (KFH) Man's Music, A (CFRN) Manitoba Calling (CKY) Many Happy Returns (WMT) Marathon Melodies (WLW) March of Agriculture (WNAX) March of Dollars (WMBS) | March of Health (WCKY, WKRC) March of Medical Science (KFPY) March of Men and Motors (NBC) March of Teens (KSLM) March of the Minutes (CFAC) March of Values, KTFI (KTFI) March Time (KDYL) Marching Feet (WGH) Marching Men (KFYR) Marching with America (WHB) Marian Miller's Problem Corner (KEX-KGW) Marimba Magic (WFAA) Marine News and Fish Facts (KWLK) Market Basket (KMMJ, KRMK, WHDF, WOPI, WRAL) Market Man, The (WRAL) Marriage Bureau (KRSC) Marriage Clinic (KFAM) Marriage Club, The (NBC) *Marriage Club, Inc. (KECA) Marriage Muddles (WCOU) Marshall Roberts Ensemble (WHAS) Martha Hunter, the Food Scout (KMBC) |
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PROGRAM TITLES—Continued

- Martial Arts (KFYO)
 Martin Brown Entertains (WLEU)
 Mary Anne Russell (KVOR)
 Mary Crawford, Violin (WHO)
 Mary's Friendly Garden (KOL)
 *Massachusetts on the March (WBZ-WBZA)
 Masters of Music (KTSM)
 Matching Jobs and Men (KFBB)
 Matching Men and Jobs (KFOR)
 Matinee, Matthews (KIEM)
 Matinee Dance Time (WCLE)
 Matinee in Rhythm (NBC)
 Matinee Melodies (KFEQ, KOIL, KYSM, WCHS)
 Matinee Merry Go Round (KTSM)
 Matinee Music for Moderns (WHIO)
 Matinee Musicale (WIBC, WSB, WWJ)
 Matinee Recital (KROY)
 Matinee Varieties (KVI, WHIS)
 Matinee With the Music Masters (CKSO)
 Matrimonial Market Basket (WLAK)
 Matters Musical (WHAM)
 Maureen, The Millinery Mannequin (WEEI)
 Maxine Gray & Alvino Rey (KHJ)
 Maybe You Didn't Know or Did You (KBIX)
 Me and My Shadow (KEX-KGW)
 Medical Forum-of-the-Air (WCNW)
 Medical Headlines (KFH)
 Medicine in the News (NBC)
 Meditation (CJBR, KGHI, KVAK, KYA)
 Meditation & Melody (WGN)
 Meditations in Music (KFBB)
 Medley With a Message (WHB)
 Meet Ma Brown (WNAX)
 Meet Missus Janesville (WCLO)
 Meet Mr. Bill (WSGN)
 Meet Mr. Weeks (NBC)
 Meet Our Guest (WOC)
 Meet Our Visitors (WCAP)
 Meet the Author (WEEI)
 Meet the Band (WBBM)
 Meet the Boys (WHB)
 Meet the Bride (WMRO)
 Meet the Cats (KFJZ)
 Meet the Dixons (CBS)
 Meet the Folks (WCFL)
 Meet the Headliners (KQV)
 Meet the Maestro (KROW)
 Meet the Man (WTAL)
 Meet the Men on Street (KABR)
 Meet the Missus (KFBK)
 Meet the Motorist (WJNO)
 Meet the Museum (WCCO)
 Meet the People (WCKY)
 Meet the Staff (WOWO)
 Meet the Trains With Dick Haynes (KRIC)
 Meet Your Children (KFRO)
 Meli-Melo (CJBR)
 Mello-notes, The (WHBF)
 Melodic Gems (WSPB)
 Melodic Miniatures (WGY)
 Melodic Moods (NBC)
 Melodic Souvenirs (WPAY)
 Melodic Strings (KEX-KGW, WTIC)
 Melodies, Enna Jettick (NBC)
 Melodies, Miller (KFJZ)
 Melodies and Memories (WNEW)
 Melodies at Eventide (KMTR)
 Melodies by Madelon (WKZO)
 Melodies by Minnie and Bee (KTSM)
 Melodies du Soir (CJBR)
 Melodies et Chansons (CJBR)
 Melodies et Poemes (CJBR)
 Melodies From Another Land (KFYO)
 Melodies From the Fireside (WTAG)
 Melodies From the Sky (KWK)
 Melodies Moderne (WHAS)
 Melodies of the Home (WDLP)
 Melodies of the Music Maestro (WSLB)
 Melodies That Linger (WBRB)
 Melodies We Love (CHRC)
 Melodies You'll Remember (KALE)
 Melody A1 (WTMV)
 Melody and Madness (NBC)
 Melody Ballroom (KCMO)
 Melody Caravan (KOIL, WROL)
 Melody Carnival (WQAM)
 Melody Cruise (CHAB, WAPI, WCAP)
 Melody Express (KOY)
 Melody for Milady (NBC)
 Melody Home (KRSC)
 Melody House (CKMO)
 Melody in the Night (CJOR)
 Melody Lane (KMTR, KYA, WNLC)
 Melody Mac (KMJ)
 Melody Marathon (NBC)
 Melody Market (WJJD)
 Melody Mart (WROL)
 Melody Masons (WMT)
 Melody Matinee (CKCR, WPIC)
 Melody Meeting (CJOC)
 Melody Memory Moments (KPRC)
 Melody Men, the (KTUL)
 Melody Merry-Go-Round (WSLB)
 Melody Music Shop of the Air (CKSO)
 Melody Newsreel (WMFF)
 Melody Parade (WEBR)
 Melody Picture Book (WTMJ)
 Melody Potpourri (WADC)
 Melody Rambles (CKNB)
 Melody Rendezvous (NBC)
 Melody Roundup (CKCR)
 Melody Special (WFAA, WIND)
 Melody Stars (WAAT)
 Melody Time (CHAB, WHDF)
 Melody Train, The (WICA)
 Melody Weavers (WHBQ, WSPR)
 Memorable Melodies (KIRO)
 Memories (KMTR)
 Memory Baseball (KOIL)
 Memory Book, The (WLAW)
 Memory Lane (CKNB, KFBB, WIBC)
 Memory Melodies (WTMV)
 Memory Songs (KRMC)
 Memory Theatre (KALE)
 Memory Time (KSAM, WSLB, WSPB, WSYR)
 Memory Time with Lydia (WLOK)
 Men at Work (WCMI, WSM)
 Men behind the News (KMTR)
 Men for Work (KFH)
 Men in the News (KOB)
 Men of Arts and Science (WDAF)
 Men of Destiny (WICA)
 Men of Note (WFAA)
 Men without Medals (KHQ-KGA)
 Menus and Recipes with Ann Smart (KRBC)
 Merchant of Venus, The (WCNW)
 Merchants Quiz Nite (KWYO)
 Merry-Go-Round (WRAL)
 Merry Go Round, Hollywood (KMTR)
 Merry-go-Round, Montgomery (WFMD)
 Merry-Go-Round Matinee (WDOD)
 Merry Music (NBC)
 *Merry Widow, The (KNX)
 Metronome, The (WTAG)
 Metropolitan Crime Commission (WEMP)

PROGRAM TITLES—Continued

- Metropolitan Madness (WGL)
 Mezzotints in Music (KFPY)
 Michigan in the News (WJIM)
 Micromanie (CKAC)
 Microphone in the Sky (WHN)
 Midday Marauders (CKGB)
 Mid-day Merry-go-round (KYSM)
 Midday Revue (KFOR)
 Midget Theatre (WRTD)
 *Midland Minstrels (KMBC)
 Mid-Morning, LTD (WSYR)
 Midmorning Jamboree (WIP)
 Mid Morning Recess (WSOC)
 Mid Morning Revue (WSLB)
 Midnight Flyers (WEDC)
 Midnight Jamboree (WCAX)
 Midnight Merry-Go-Round (KNX)
 Midnight Mysteries (KDKA)
 Midnight Revels (WFAA)
 Midstream (NBC)
 Mike Interview (WFLA)
 Milady of the Day (KOME)
 Milady Shops (KROY)
 Mi-Lady's Merry-Go-Round (KTKK)
 Miles of Smiles (WCMI)
 Milestones in the History of Music (WHAM)
 Milestones of Melody (WHB)
 *Military Digest (WMEX)
 Milk-O (CFAC)
 Milking Time in Sleepy Valley (WTAQ)
 Millers Three, The (WDAF)
 Millie and Bill (WTAL)
 Mine d'Or, La (CKAC)
 Minerva's Mail (KFOR)
 Miniature Church of the Air (WMBG)
 Miniature Concert (WQXR)
 Miniature Minstrels (WFAA)
 Miniature Musicale (CBK, KFPY)
 Miniature Revue (WCOV)
 Minnesota Today (KSTP)
 Minstrel Boy, The (WHK)
 Minstrels, The (CHNC)
 Mirror for Women (CBR)
 Mirror of Melodies (KFRU)
 Mirrors of Manhattan (WMCA)
 Miss Friendly (KMJ)
 Missing Letters (WRVA)
 Missouri Schools in Action (WEW)
 Mr. and Mrs. (KRBC)
 Mr. and Mrs. of Broadway (WCNW)
 Mr. Askem (WGIL)
 Mr. District Attorney (NBC)
 Mr. Dodge (KRLD)
 Mr. Farmer Goes to Town! (CJCA)
 Mr. Housewife (KIDO)
 Mr. Mike (KIDO)
 Mr. Nobody (KGO)
 Mr. Prosecutor (WBNS)
 Mr. Smith Goes to Town (WSM)
 Mr. Twister (KWK)
 Mr. Whiz Goes Shopping (WHIZ)
 Mrs. Eleanor Roosevelt's Own Program (NBC)
 Mrs. Stork and the Stork Club (WKZO)
 Mistress Mary (WSGN)
 Mistress of the Novachord (KTSA)
 Mixing Bowl, The (KTRB)
 Model Spelling Bee (KLO)
 Modern and Melodic (CKCK)
 Modern Approach to the Bible (KDB)
 Modern Ballads (WHDF)
 Modern Danish (WRJN)
 Modern Interiors (WKNY)
 Modern Melodies (CKY)
 Modern Melody Review (KWKH)
 Modern Minstrels, Business Men's (WBAX)
 Modern Miracles (CJOR)
 Modern Moods (WCAO)
 Modern Moods In Music (WNEW)
 Modern Music Hall (WHAS)
 Modern Rhythm Band (WICA)
 Modern Serenade (KMBC)
 Modern Strings (CBK, WELL)
 Modulated Moments (KFDM)
 Moments for Meditation (CJRC)
 Moments Musical (WNBH, WRR)
 Moments of Life (WSAU)
 Moments with Maureen (WELL)
 Moments with the Masters (WSPB)
 Mon Uncle (CHLP)
 Monday Melodies (KOIL)
 Monday Moods (WELI)
 Monday Morning Musicale (WJJD)
 Monday Night Show (WNBC)
 Monday Nightmare, KMJ's (KMJ)
 Monde et le Temps, Le (CHNC)
 Money at Stake (WBNS)
 Money Bag, Charmco (WCHS)
 Money from the Air (WFBL)
 Money-Go-Round (KWK)
 Money in the Air (WHIO)
 Money Maker, The (KNX)
 Money Talks (WING)
 Monitor News (KGDM)
 Montevallo Step Singing (WAPI)
 Monuments in Music (KTSA)
 Monuments of Melody (KTAR)
 Mood Indigo (KOB)
 Mood Musicale (WICA)
 Mood Patterns (WEEL)
 Mood Reminiscent (CKCK)
 Moods and Melodies (WDAN)
 Moods and Music (WTOC)
 Moods in Black and White (WLEU)
 Moods in Blue (WJLS)
 Moods in Ivory (KMJ)
 Moods in Melody (KGVO, WKBN, WWVA)
 Moods in Music (WDNC, WSPB)
 Moods in Verse (KGFJ)
 Moon Beams (WCSC)
 Moon Dreams (WFAA)
 Moonlight Melodies (KLO, KSLM)
 Moonlove (WWJ)
 Moonrose Maid (KFJZ)
 Mop and Dust (CKWX)
 Morn' Patrol (WCKY)
 Mornin' Neighbor (WMBD)
 Morning Almanac (KFI)
 Morning Bells (WLVA)
 Morning Cheer Broadcasts (WOLS)
 Morning Church Service (WCAE)
 Morning Concert, The (KQW, KSAM)
 Morning Devotional (WJPR)
 Morning Devotions (CKCA, CKNB, KFDM)
 Morning Glories (KWOC)
 Morning Glory (WCOU)
 Morning Health Club (KDYL)
 Morning Hymnal (WSB)
 Morning Lenten Service (WGAR)
 Morning Market Basket (WJEJ)
 Morning Melodies (KFJZ, WCHV, WEMP)
 Morning Melodies, BC (WHAS)
 Morning Melody Parade, CKBI (CKBI)
 Morning Merry-Go-Round (KFYR, KONO, WGY)
 Morning Merrymakers (CKY)

PROGRAM TITLES—Continued

- Morning Mixture (WCHS)
 Morning Moods (WAPO)
 Morning Motorcade
 (KXOK)
 Morning Musical News-
 reel (WEMP)
 Morning Musical Revue
 (WNLC)
 Morning Musicale (WICA)
 Morning Newspaper of the
 Air (WHDF)
 Morning Offering (WWL)
 Morning Patrol (WJZ)
 Morning Percolator (WSM)
 Morning Pick Up (KFIO,
 WMMN)
 Morning Reveille (WAPI)
 Morning Revue, Pantaze
 (WMC)
 Morning Roundup (WCMI)
 Morning Salute (WAPI)
 Morning School Bell
 (WHDF)
 Morning Serenade (KVEC)
 Morning Swing (WNEW)
 Morning Varieties (WJAX,
 WKST)
 Morning Variety Program
 (WDNC)
 Morning Visitor (WADC,
 WEBR)
 Mother Hubbard's Cup-
 board (WHIZ)
 Mother's Counselor
 (WEBR)
 Motor Gold (WKST)
 Motorcade of Melody
 (WIND)
 Motorcade Time (KFBB)
 Motors Safety Club (CJIC)
 Mountain States News
 (WHO)
 Mountaineers (WHN)
 Movie News and Movie
 Views (KFEL)
 Movie News and Views
 (WTNJ)
 Movie Quiz (WSGN)
 Movie Reporter (WCAZ)
 Movie Sparks (WTSP)
 Moving Finger Writes, The
 (WLW)
 Museum of the Air
 (KGDm)
 Music America Loves Best
 (WEXL)
 Music and Manners (WOR)
 Music and Money (WHAM)
 Music and Song (CFGP)
 Music Appreciation Hour
 (WKRC)
 *Music Arranged By—
 (WOR)
 Music—As You Like It
 (WFBC)
 Music at Eight (KRNT)
 Music at Luncheon
 (WFAS)
 Music Box, The (KMOX,
 WGNy, WNBC, WRVA,
 WTAM)
 Music Box, Mutual (WOR)
- Music Box Melodies
 (KDKA)
 Music Box Memories
 (KHQ-KGA)
 Music Box Revue (WHIS)
 Music by Candlelight
 (WTAG)
 Music by De Koven (NBC)
 Music by Grofe (WROL)
 Music by Harry Horlick
 (NBC)
 Music by Malneck (CBS)
 Music by Moonlight (WOR)
 Music By. . . Rhythm By
 (WCHV)
 Music "By" Woodbury
 (KDYL)
 Music Club Concert Hall
 (WTOC)
 Music Depreciation
 (WRUF)
 Music Educators, The
 (WHJB)
 Music Especially for You
 (WAAT)
 Music Everyone Knows
 (WTMJ)
 Music for Breakfast (KOIL,
 WGAR)
 Music for Everyone
 (WFAA)
 Music for Just Us Folks
 (WKST)
 Music for Listening (NBC)
 Music for Lovers (KROW)
 Music for Meditation
 (WTSP)
 Music for Moderns (KALE)
 Music for Mother (WFAS)
 Music for Reading (KQV,
 KRGV)
 Music for You (CFGP)
 Music for Young Listeners
 (WSPD)
 Music for Your Afternoon
 (KMBC)
 Music from the Archives
 (NBC)
 Music from the Blue Room
 (WHAS)
 Music from the Gold Coast
 (WBBM)
 Music from the Theatre
 (NBC)
 Music from Your Station
 (WMMN)
 Music Hall (WAAT)
 Music Hall Memories
 (CKBI)
 Music Hath Charms
 (KFRC)
 Music Hour, The (WSM)
 Music in the Air (WCAE)
 Music in the Denver
 Schools (KLZ)
 Music in the Modern Man-
 ner (KBIX)
 Music in the Morning
 (CKCK, KHQ-KGA)
 Music in the Schools
 (WHJB)
- Music Kitchen (WNBC)
 Music Lovers Program,
 Scott (WCFL)
 Music Maestro (KWOC,
 WNEW)
 Music, Maestro, Please
 (WFMJ)
 Music Magic (WIBC)
 Music Makers (CBL-CBY)
 Music Masters, The
 (WATL)
 Music Masters' Rendezvous
 (CJRC)
 Music Moderne (WTMJ)
 Music Mountain (WLW)
 Music Never Dies (CBR)
 Music of All Nations
 (WCLE)
 Music of Romance (WHN)
 Music of the Day (KFJZ,
 KOMA)
 Music of the Immortals
 (WQXR)
 Music of the Masters
 (KWLK, WING, WLW)
 Music of the Moment
 (WIP)
 Music of the Theatre (NBC)
 Music of the Week (KFJZ)
 Music of the World (WSM)
 Music of Today (WDEV)
 Music off the Record
 (WDRC)
 Music on the March
 (WFBC)
 Music Pleas (NBC)
 Music Preferred (KIDO,
 WWRL)
 Music Room (WPIC,
 WROK)
 Music Shop, The (KROC)
 Music to Remember
 (WGNy, WQXR)
 Music We Enjoy (KRE)
 Music We Love (WQDM,
 WSB)
 Music While You Work
 (WCFL, WTIC)
 Music You Like (KUIN,
 WICA)
 Music You Love (WFBL)
 Music You Want (KOIL)
 Musical Adventures (NBC)
 Musical Alarm (WAAT)
 Musical Album (CKSO)
 Musical Almanac (WPTF)
 Musical Americana (NBC)
 Musical Bee (WFBL)
 Musical Biographies
 (WQXR, WWL)
 Musical Bits (NBC)
 Musical Breakfast (KVFD)
 Musical Brownies, The
 (WHK)
 Musical Call Board
 (WCKY)
 Musical Caravan (KFYO)
 Musical Clipper (WEBR)
 Musical Clock, KGFw
 (KGFw)
 Musical Clock (WFBL,
 WHDF)

PROGRAM TITLES—Continued

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| Musical Comedy Revue (NBC) | Musical Merry-Go-Round (KFPY, WMBD) | Musical Treasurehouse (WPIC) |
| Musical Contrasts (WSLB) | Musical Miniature (WFAA) | Musical Treat, The (WFBR) |
| Musical Court (WTMV) | Musical Miniatures (WNEU) | Musical Valets (KSO) |
| Musical Crossword Puzzle (KOY) | Musical Mirror (CBR) | Musical Varieties (KSO) |
| Musical Easter Basket (KVI) | Musical Mixing Bowl (WSLB) | Musical Whims and Digres- sions (NBC) |
| Musical Eye-Opener (CKCA) | Musical Moments (WRVA) | Musical Workshop (KPO) |
| Musical Factory (CFCN) | Musical Moods (CFGP, WGNV) | Musicale in Miniature (CJRC) |
| Musical Fantasy (CBV) | Musical Motorist (WTMA) | Musicale Moderne (KGVO) |
| Musical Fashions (CJRC) | Musical Musings (WMIN) | Musicians of Tomorrow (WHIO) |
| Musical Fiesta (KTSM) | Musical Nuggets (WHIS) | Musico (WGN) |
| Musical Fish Pond (CKBI) | Musical Paint Brush (CJCA) | Musiquiz (WHP, WRC- WMAL) |
| Musical Game (CBS) | Musical Patchquilt (WLW) | Muted Rhythms (NBC) |
| Musical Grab Bag (WDAN) | Musical Patterns (KYA) | Muzi-Test (WOMI) |
| Musical Headlines (WGL) | Musical Pictures (WTAQ) | My America (WIBC) |
| Musical Hors d'Oeuvres (WAVE) | Musical Portraits (WAVE) | *My Children (KSFO) |
| Musical Hourglass (WPIC) | Musical Pot Pourri (KTSA) | My Friend Bill (WKY) |
| Musical Humor (WSPB) | Musical Preuves (WSVA) | My Garden (WXYZ) |
| Musical Jackpot (KGKB) | Musical Quiz, Royal Crown (WFIG) | My Home to Yours (KTKC) |
| Musical Klok (KFPL) | Musical Reflections (CFRN) | My Pet Peeve (WOC) |
| Musical Magazine (WDEV) | Musical Reveries (WHAM) | My Program (KGKB) |
| Musical Market Basket (KWLK, WHB) | Musical Scoreboard (KNX) | My Son and I (CBS) |
| Musical Mart (WMBD) | Musical Shadows (WDGY) | My Story (KNX) |
| Musical Master Mind (WRTD) | Musical Short Short (CKMO) | Mystery History (WFIL) |
| Musical Master Minds (WISE, WOWO) | Musical Silhouettes (KGER) | Mystery Man, Lebanon (WNBX) |
| Musical Matinee, Mathews (KIEM) | Musical Snapshots (WGH, WTOL) | Mystery Melody (KVFD, WCHS) |
| Musical Melange (CKNB) | Musical Souvenirs (KOCY) | Mystery Melody Game (KTSM) |
| Musical Memoirs (WGL) | Musical Spotlight, The (WIBC, WRUF) | Mystery Melody Time (WHBF) |
| Musical Memories (CFJC, KMBC, WJR) | *Musical Steelmakers (MBS) | Mystery Tunes (WKZO) |
| Musical Memories, D & H (WGY) | Musical Stylings (WDNC) | Mystery Waltz Program, The (KOY) |
| Musical Memory (KHJ) | Musical Stylists (KHQ- KGA) | Mythical Symphony Hall of the Air, The (WCAZ) |
| Musical Menu (KFAR) | Musical Top, The (CHNC) | |

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| Nabor Nollge (WBLK) | Nancy Prentice Mothers Club (KOY) | Naval Base Entertains (WRVA) |
| Naborhood Nollge (WCMI) | National Dance Parade (WCHV) | Nazaire & Barnabe (CKAC) |
| Name Bands of Tomorrow (WEMP) | National Folk Festival Pro- gram (NBC) | Neighbor Bob (WMT) |
| Name It and It's Yours (NBC) | National Gridiron Review (WHMA) | Neighborhood Party (WSOY) |
| Name It and Take It (KTAR) | National Pleasure Time (WSM) | Neighborhood Theatre Spotlight (CJRC) |
| Name It—Spell It (WCSC) | National Tall Corn Sweep- stakes (WHO) | Neighborly Chats (WLAW) |
| Name the Town (WJBC) | Nationallore (KIEM) | Neighbors' Children (WKZO) |
| Names in the News (WROK) | Nature Sketches (NBC) | Neighbourly News (CBL- CBY) |
| Names Make News (WEAF) | Nature Speaks (WTMC) | Nell Weisiger's Scrap Book (WMBB) |
| Nancy Dixon (KFRC, WJAS) | Nature Trails (KGW-KEX) | |

PROGRAM TITLES—Continued

- Neopolitan Quintette (KFYR)
 Nest of Nuggets (WKBZ)
 New Bedford Speaks (WNBH)
 New Choral Programme (CBK)
 New England Talks It Over (WBZ-WBZA)
 New Frontiers (KHQ-KGA)
 New Mrs., The (WBRB)
 New Talent (WEEL, WOR)
 New Tunes (WOR)
 New Tunes at Noon (WLBC)
 New Voices (WEEL, WOR)
 New York Prowler, The (WINS)
 News and Interviews (KRBC)
 News and Music (WROK)
 News and Rhythm (CBS)
 News As a Woman Sees It (WCSC)
 News by Air (WRBL)
 News by Don Goddard (WEAF)
 News for Men (WFAA)
 News for Women (CKCW, WWSW)
 News for You (WBT)
 News from a Woman's Angle (KTSA)
 News from Home (WCKY)
 News from Washington (NBC)
 News in Review, The (WEDC, WLAW, WTMA)
 News in Rhyme (WAPI)
 News in the Air (KQV)
 News Oddities Dramatized (KWLK)
 News of Our Neighbors (KMOX)
 News of the Day (WROL)
 News of Today and Yesterday (WBAL)
 News on Parade (WNOX)
 News on the Air (WSGN)
 News Out of the Night (WRBL, WRDW)
 News Reporter, Pontiac (WTMA)
 News Review, The West Virginia (WBLK)
 News Round Up (KFJZ, WJPR)
 News Snapshots (KIEM)
 News Stories, Twenty Grand (WEAF)
 News This Week, The (WWVA)
 News Views and Song Cues (WINS)
 News While It Is News (WAPI, WATL)
 Newspaper of the Air (KOIN)
 Next Step Forward, The (NBC)
 Next Week on the Air (WEEL)
 Next Witness! (WRC-WMAL)
 Nick at the Keyboard (WBIG)
 Nickelodeon Nite (KVAK)
 Night Club of the Air (WROK)
 Night Hawk Reporter (WLW)
 Night Hawks, The (KLO)
 Night in Mexico, A (KGER)
 Night Justice (KGFJ)
 Night Owl (WDRG)
 Night Ride (KDYL)
 Night Riders (WNEW)
 Night School (KPFA)
 Night Singer, The (KHQ-KGA)
 Night Wanderer, The (KMJ)
 Nights at the Round Table (WSM)
 Nightfall (WMBD)
 Nine O'Clock Express, The (WBNX)
 *Nine O'Clock Scholars (WIP)
 Nine O'Clock Tunes (KOAM)
 Nine O'Clock Varieties (KUIN)
 Nine O'Clockers, The (CJCA)
 920 Club (WORL)
 1940 Jam (WRR)
 1940 Piano Recital Period (NBC)
 19th Hole, The (WFBR)
 98 Strings (WDZ)
 97 Rounds the Bend (WBTM)
 Nobody's Children (KHJ)
 Nocturne (CBL-CBY, WDAS, WHAM, WHO, WOV)
 Noon Round-up (WGH)
 Noon Tune Revue (WFBM)
 Noon Tunes (WGNY)
 Noonday Band Wagon, The (WCMI)
 Noonday Headlines (WSGN)
 Noonday Jamboree (WXYZ)
 Noonday Lenten Services (WAVE)
 Noonday Rhythms (WIBC)
 Noontime Roundup (WAVE)
 Noontime Varieties (WFLA)
 Norm McMullen's Sportraits (CKCW)
 Norman H. Warembud's Imaginary Theatre (WLTH)
 North Star Gleaner, The (KPLT)
 North Star Serenade (WDGY)
 Northern Neighbors Variety Hour (CKSA)
 Northland Herald (WTCN)
 Northland Serenade (WMAM)
 Northpole Notes (WCMI)
 Northwest Barn Dance (WDGY)
 Northwestern Neighbors (KOIN)
 Notes and Facts (WHJB)
 Notes and Quarter Notes (WDAS)
 Notes of Harmony (KLS)
 Nothing Up My Sleeve (NBC)
 Novachord Novelties (WBBM)
 Novachord Serenade (WEMP)
 Novachordin (KLRA)
 Novatones (KLRA)
 Novelettes (NBC)
 Novelteers, The (WG-GR)
 Novelty Choir, The (WOR)
 Novelty Revue (CJOC)
 Now and Then (WCHV)
 Now I'll Tell One (KFBK)
 Now the Day Is Over (WNAX)
 Nugget Man (CBS)
 Nuggets of Melody (WICA)
 Number Please! (WAPI, WBRC, WDAN, WWNC)
 Nutshell Playhouse, The (KECA)

PROGRAM TITLES—Continued



- Obadiah Scruggins (KADA)
 Observations on the European War (NBC)
 Observer, The (KGFJ)
 *Odd Side of the News (WABC)
 Oddities, Olsen (WHO)
 Oddities in Today's News (WDBO)
 Oddities of the World (WTAG)
 Odds and Ends (WKY)
 Of Service To You (WBZ-WBZA)
 Off the Blotter (WBNS)
 Off the Campus (WBNS)
 Off the Record (CFRN, CKGB, WMCA, WPTF)
 Off the Shelf (WJLS)
 Officer of the Day (WTSP)
 Official Police News (WHIO)
 Officials on Parade (KGER)
 Oh Mr. Dinwiddy (KPO)
 Oh Say Can You Sing (WSUN)
 Oh Teacher (KPO)
 Oklahoma Sweethearts (WBT)
 Old Curiosity Shop, The (WFAA)
 Old Fashioned Favorites (CBS)
 Old Fashioned Tunes (WSPB)
 Old Favorites (KOIL)
 Old Folks at Home (CHRC)
 Old Hickory (WDOD)
 Old Hymn Book, The (WTSP)
 Old Notebook, The (WHJB)
 Old Philosopher and His Family Album, The (WLEU)
 Old Possum Hollow (KFYO)
 Old Rambler, The (KECA)
 Old Refrains, The (WMCA)
 Old Reporter, The (WING)
 Old Salt, The (WTOC)
 Old Songs for New (WCNC)
 Old Songs of the Church (KOIN)
 Old Songsmith (WOWO)
 Old Time Breakdown (CFCY)
 Old Time Jamboree (WCAZ)
 Old Timer, The (KTKC, KXRO, WRAL)
 Old Trader (WPTF)
 Old Windjammer, The (KGFJ)
 Ole Bill (KFJZ)
 Olivio Santoro, Vogt's Phila. Scrapple Presents (WJZ)
 Ollie Goes to Town (WWSW)
 On Calvary Road (WMMN)
 On Ice (KROY)
 On the Air (KGO)
 On the Band Stand (WSM)
 On the Farm Front (WENY, WHBF, WKRC)
 On the Good Ship Lottafun (WOKO)
 On the March (CFCN)
 On the Midway (WLEU)
 On the 1:45 (WIP)
 On the Safe Side (WCFL)
 On the Sports Side (KDB)
 On the Spot (KFAR, WOPI)
 On Wings of Song (WBAP, WCHV, WROL, WTAM)
 On with the Dance (KPO)
 On Your Job (NBC)
 Once upon a Midnight (KFI)
 Uncle Paul (CJBR)
 One-Half-Hour-of-Drama (WDAN)
 One Man Theatre (KNX)
 One Man's Band (WCAZ)
 One Man's Diary (KXOK)
 One Man's Opinion (KRIC, KWK)
 One of the Finest (NBC)
 1001 Wives (NBC)
 One Week's News (WSAI)
 One Woman Speaks (WLW)
 One Woman's Opinion (KMTR, WCLS)
 Onstage Moment (WSYR)
 Onward Road, The (KMOX)
 Oodles of Oddities (WEMP)
 Onen House (KVFD, WEMP)
 Open House, The (WFBR)
 Open Road, The (WIBC)
 Opening Night (WWJ)
 Opera Box, The (WQAM)
 Opera Hour (WOV)
 Operatic Cameos (CJRC)
 Operetta Revue (WKBN)
 Opinions Wanted (WOKO)
 Opportunities (CJOC)
 Opportunity Knocks (WBAB, WTMV)
 Oprey House, The Paris (KPLT)
 Orange County Quiz (KVOE)
 Oratorios (NBC)
 Orchestra Presents, The (WTAM)
 Orchestral Orchids (WAVE)
 Orchid Order of Merit (CKY)
 Orchid to You, An (KARK)
 Orchids of Melody (CHAB)
 Orchids-to-You (WMBS)
 Order of Adventure, The (NBC)
 Oregonian Trail Blazers (KEX-KGW)
 Organ-a-ires (WJBC)
 Organ Chats (WFAA)
 Organ Gems and Religious Poetry (WDLF)
 Organ Loft (WFLA)
 Organ Melodies (WSOY)
 Organ Moads (WSPB)
 Organ Parade, The NBC (NBC)
 Organ Reflections (WSPB)
 Organ Reveries (WEDC)
 Organ Sketches (WEMP)
 Organ Souvenirs (KFPPY)
 Organ Tapestries (KHQ-KGA)
 Organalities (CFGP, KROC, WKBZ)
 Organludes (WCHV)
 Orgatron Silhouettes (KFJM)
 Orgue Populaire (CJBR)
 Orphan Girl From the Suburbs, The (CHRC)
 Orphans, The (KMMJ)
 Orthodox Jewish Program (WCNW)
 Other Americas, The (NBC)
 Other Fellow's Job (KDYL)
 Other Side of the News, The (CKTB)
 Our America (WSM)
 Our City Dads (KVIC)
 *Our Leading Citizen (WABC)
 Our Neighbors (WBTM)
 Our Neighbors-Your Neighbors and Mine (WGBR)
 Our 1940 Tobacco Situation (WBT)

PROGRAM TITLES—Continued

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| Our Northern Neighbors (KFRC) Our Rural Reporter (WSLB) Our Town (WNBH) Our Trio (KFDM) Our Virginia (WRVA) Out of Bounds (WOWO) Out of the Night (CFRB) | Out of the Trash Can (WCNC) Outdoor Living Room (WWVA) Outstanding Women (WHAS) Outstanding Young Musicians (WDNC) | Over Southwest Trails (KTSM) Over the Coffee (WHBF) Over the Coffee Cup (KLO) Over the Rainbow (WMMN, WRDW) Overtones (WSYR) Ozark Open House (WOWO) |
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P

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| Pageant of Art (WWJ) Pages Choisies (CBV) Pages Here and There (WLW) Paging the Past (KHJ) Painted Dreams (NBC) Painting the Clouds (KLO) *Pake and Carl (WGY) Palmetto Fantasies (WCSC) Pals of the Prairie (WINS) Pancho and His Caballeros (WKY) Panhandle Salute (KGNC) Parade Band, The WHO (WHO) Parade of All Nations (WKBN) Parade of Bands (WIBC, WTHT) Parade of Choirs (WHAM) Parade of Foods (WRDW) Parade of Life (CJOR) Parade of Melodies (KOIL) Parade of Melody (WJNO) Parade of Stars, The (WEAF, WJZ) Parade of Swing (KHJ) Parade of the Bands (CHAB) Parade of the Mountaineers (KLO) Parade of Values (KLRA) Paradise Isle (WEMP) Parental Problem Clinic (KGVO) Parent's Classroom, The (WTCN) Parents Forum (WIBG) Parker Family, The (NBC) Parliament of Nations (WDAY) Partners of the Trail (KIDO) Party Line (KVWC, KWYO, WCSH) Pass in Review (KICA) Passing Parade, The (KSAL) Paste & Shears (KUJ) Pat Buttram's Afternoon Special (WLS) | Pathways to Reading (WICA) Patterns in Rhythm (WADC) Patti Chapin Sings for You (WTIC) Paul Douglas' Sports Column (WEAF) Paul Sullivan Reviews the News (WHAS) Paw Hawkins & Little Mary Jane (KMTR) Pay Envelope, The (WOL) Peaceful Valley (WICA, WKY) Peacock Program (KCKN) Pedigreed Harmonies (KHQ-KGA) Pedlar of Melody (WTIC) Pee Dee Barn Dance (WOLS) Pee Wee and Goliath (WRNL) Peeking at Pictures (WBAL) Peggy's Kitchen (WGNY) Peggy's Pattern of Musical Words (WMFF) Penny-Wise (WWVA) People Speak, The (KFDA) People We Know (WVFW) People's Choice, The (WHB) Peoples Lobby Programs (NBC) People's Voice, The (WRVA) Pep and Pop (WQDM) Pep Club (WMOB) Pepper Shakers, The (WLOK) Pepsi-Quiz (WDAN) Perchance to Dream (WGAR) *Perfect Host Entertains, The (KABC) Perkins Family, The (KWYO) Personalities (KFRU) Personality Chats (WCNW) | Personality Hour, Gude's (WJSV) Personality Parade (WVFW) Personality Plus (WWRL) Personalized Entertainment (WPIC) Pet Exchange (KFRC) Pete and His Mountaineers (WHO) Pete 'n' Minervy (WRAL) Peter Paul Presents (WEAF) Petticoat Parade (WNBH) Phantom Singer, The (WWL) Phillharmonic Symphony (KPLT) Photo Cues (WTNJ) Photo Phone Quiz (KVOE) Physical Culture at Fifty (WTSP) Pianissimo (WESG) Piano-Fantaisie (CJBR) Piano Modulations (WOC) Piano Moods (CKOV, KDB, KOCY, WSPB) Piano Patterns (CJOC) Piano Pictures in Black and White (WKZO) Piano Poems (WDLP) Piano Portraits (WESG) Piano Reveries (KVEC) Piano Sketches (KWLK) Pianorama (WIBC) Pick a Number (WGIL) Picked by the Band (WBNS) Picking the Winners (WFBC) Pictures in Verse (WNBH) Pictures in Word and Song (CKLN) Pictures on the Air (KDKA) Pierre & Pierrette (CKAC) Pigskin Biographies (KIDO) Pigskin Parade (KGMB, WSM) |
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PROGRAM TITLES—Continued

- Pigskin Preview (WAPI)
 Pilgrimage of Poetry
 (NBC)
 Pinkertown (WSOY)
 Pioneer Days (KLO)
 Pioneer News (WHO)
 Pioneer Trails (KHQ-
 KGA)
 Pioneers in Health
 (WHAS)
 Pipe Club (WRVA)
 Pipe Dreams (WING)
 Pistol Pete's Cowboys
 (WHP)
 Pitfalls in English (WMBS)
 Places, Please (WKRC)
 Plain People (WHEC)
 Plainsmen, The (KGNC,
 WCHS)
 Planning Your Future
 (WESG)
 Plantation Playboys
 (WSGN)
 Plantationairs (WGST)
 Planting Time (WMT)
 Plantly Speaking (KFAC)
 Platter Brains (WNEW)
 Platter Chatter (KXOK)
 Platter Parade (KOIL)
 Platter Party, The (KMJ)
 Platterbug, The (WATL)
 Play Broadcast (WGN)
 Play Laboratory (WAVE)
 Play of the Evening
 (KFRU)
 Play Shop, The (WIND)
 Players, The (WGNV)
 Players Workshop, The
 Kanawha (WCHS)
 Playground Hour (WSB)
 Playground News (KOL)
 Playground Varieties
 (WMPS)
 Playhouse, KABR's
 (KABR)
 Playhouse, The WMMN
 (WMMN)
 Playmaker's Lab (WWL)
 Plaza KTSM Kiddie Kol-
 ledge (KTSM)
 Please Play (WHLB)
 Pleasure Trails (WWVA)
 Plow Jockeys (WDZ)
 Pluie d'or, La (CHLP)
 Plus Beaux Disques, Les
 (CJBR)
 Plus Beaux Faits de Notre
 Historie, Les (CBV)
 Plus-Twenty (WELL)
 Poems and Melodies
 (CKCH)
 Poems and Patter (WDAS)
 Poet and Organ (KVEC)
 Poet Prince, The (WDOD)
 Poet Singer (WQDM)
 Poet's Corner (KFAR,
 WLTH)
 Poet's Gold (WGNV)
 Poetic Musicale (WJBC)
 Poetic Musings (WPIC)
 Poetic Reflections (WSM)
 Poetry Exchange (KTAR)
 Police Blotter (KOH)
 Police Mystery Book
 (KHJ)
 Police Question Box
 (WSYR)
 Polish Quizz (WJBK)
 Polly Flinders' Children's
 Program (CHLT)
 Polly Flinders' Cooking
 Lesson (CHLT)
 Polly Wing (WING)
 Pop and Molly (WJMC)
 Pop Concert, The (WSNJ)
 Pop Tunes (KTRH)
 Popular Melodies (NBC)
 Popular Songs of 1939
 (NBC)
 Popular Variety in Early
 Evening (WDNC)
 Post Card From You
 (WSM)
 Postal Oddities (KGDM,
 KTRH, WCFL, WMBG,
 WSB)
 Postman's Serenade
 (WGNV)
 Pot and Pan Club
 (WSOY)
 Pot o' Gold (NBC)
 Potpourri Musicale
 (WSLB)
 Pour les Plus Petits
 (CHNC)
 Pour Vous, Mesdames
 (CJBR)
 Powder and Wig (WSM)
 Prairie Farmer Discussion
 Club (WLS)
 Prairie Folks (NEC)
 Prairie Serenade (WBT)
 Prayer for Peace (WMPS)
 Pre-Inning Predictions
 (WKRC)
 Prelude to Evening.
 (WDAN)
 Prelude to Inspiration
 (KFWB)
 Presbyterian Hour
 (WRVA)
 Presenting Julian Fuhs
 (NBC)
 Prevue of Brand New
 Records (WMAQ)
 Printed Page, The (WHJB)
 Prize Basket (KFRC)
 Prize Package, The
 (WMT)
 Prize Personalities
 (KRIC)
 Pro Musica (KXRO)
 Problem Lady, The (WJJD)
 Prof Gibson (WMBS)
 Professor Askem (KFSD)
 Professor Blackstone
 (KFJZ)
 Professor Curb-Word
 (WWNC)
 Prof. It (WABY)
 Professor Mike With John-
 ny and Spike (WKOK)
 Professor Ponders, The
 (CJLS)
 Professor R. U. Wright
 (WENY)
 *Professor 7-Up, Jr.
 (KTSA)
 Professor Spell-it (KDYL)
 Professor's Easy Chair
 (WGNV)
 Program Parade (KOIL,
 WVIC)
 Program Preview (CJOC)
 Program Preview, The
 WFEA (WFEA)
 Program Previews (WEEI)
 Programme Different, The
 (KGLU)
 Programmulations
 (WRTD)
 Promenades Musicales
 (CHLP)
 Proofroom Preview
 (WTCN)
 Public Forum, The Georgia
 (WSB)
 Public Friend No. One
 (WAPI)
 Public Information (KHJ)
 Public Opinion (WJBC)
 Public Speaks, The (KELA,
 WTMJ)
 Pull Over Neighbor (KHJ)
 Pull Up a Chair (WEOA-
 WGBF)
 Pulse of Business (KLZ)
 Purity Program, The
 (KGLU)
 Put & Take (KOL)
 Put Your Heart in a Song
 (KICA)
 Putting the Sport Shots
 Here and There (KMMJ)
 Puzzle Busters (WSM)

PROGRAM TITLES—Continued

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| Q. E. D. (WGR-WKBW) | Question Market (WRC-WMAL) | *Quixie Doodle (MBS) |
| Q-Z Bee, The Dean (WTAR) | Question Merry Go Round (KWG) | Quiz, Rhem's (WOLS) |
| Quarter-Back Club of the Air, The (CJRC) | Question Mint (KOL) | Quiz Bee (WSPB) |
| Quarter Hour Lee Way (KIDO) | Question Please (WHKC) | Quiz Box, The (KWYO) |
| Quarter-Hour With Nature (WSPB) | Question Wheel (KROW) | Quiz College (CKGB) |
| Queeriosities in the News (WSOY) | Questions in the Air (CKLN) | Quiz Court (CJLS, KFI) |
| Quelques Originalities (CJBR) | Qui Gagne? (CKAC) | Quiz Master, The (WSNJ) |
| Question-Air (WIBC) | Quick Quiz (CJLS) | Quiz Night (WNBH) |
| Question Box, The (WGH) | Quicksilver (NBC) | Quiz of Two Cities (CFRB) |
| Question Clinic (CFRN) | Quiet Hour, The (KEX-KGW, WTOL) | Quiz Quest (WSFA) |
| Question Man, Py-a's (WTSP) | Quiet Sanctuary, The (CFRB) | Quiz Show, The (KVOR) |
| | Quilting Bee, The (NBC) | Quizzer Bee (KFKA, KOIL) |
| | Quince Follies (WSM) | Quizzer Court (KSAL) |
| | Quirks in Sport (WROK) | Quizzical Musical (CBR) |
| | | Quizzin' the Quints (KFAM) |
| | | Quizzing the War (WMCA) |
| | | Quotes (KMJ) |

R

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| R. F. D. Hour (WJBC) | Radio Gardener (KGO) | Radio Swaps (WWSW) |
| Rabbi Speaks, The (KGKO) | Radio Gardeners, The (WHBQ) | Radio Telephone Club (WCOP) |
| Race for Ice Cream (CJLS) | Radio Guild Players (WOC) | Radio Theatre (KVEC) |
| Rackets That Rob (KOMA) | Radio Institute, Boston University (WAAB) | *Radio Warblers (MBS) |
| Radio, the Fourth R (WTNJ) | Radio Journal (WCAR) | Radio Workshop, The Little Rock (KARK) |
| Radio—the Voice of the World (NBC) | Radio Laboratory (WFBC) | Radio's Ramblin' Cowboy (WGN) |
| Radio Beam (WMCA) | Radio Magic (NBC) | Radio's Voice (KFDA, WGN) |
| Radio Bonus Clearing House (WMRO) | Radio Masters (WBNX) | Radiographies (KARK) |
| Radio by Rich (WSYR) | Radio Mid-Week Prayer Service (KBST) | Radiolog (KVI) |
| Radio Cavalcade, The San Bernardino (KFXM) | Radio Neighbors (WENR) | Rainbo Musical Magazine (KOA) |
| Radio Classified Page (KRNT) | Radio Parade (WMAQ) | Rainbow Memories (CKCK) |
| Radio Club, The Jim Dandy (WSGN) | Radio Parade with Woody (WHO) | Rainbow of Rhythm (WCAX) |
| Radio Club House (WMBG) | Radio Patrol (WSM) | Rainbow Rhythms (WIP) |
| Radio-Comedy (CHLP) | Radio Petit Monde (CHLP) | Rainbow Trail of Melody (KFEQ) |
| Radio Dial (WKNY) | Radio Playhouse (WEMP) | Rainwater's Telephone Kwiz (WOLS) |
| Radio Flying School (WSUN) | Radio Reprints (WROL) | Rambler, The (WBZ-WBZA, WRTD) |
| Radio Footlights (WKNY) | Radio Revue (KRMD) | Ramblin' Red (WJMC) |
| Radio Forum, The Carolina (WBT) | Radio Rubes (WDAN) | Ranch House, KDYL (KDYL) |
| Radio Garden Club (KFOR) | Radio School, The Point (WMBS) | |
| | Radio Show Window (KEX-KGW) | |
| | Radio Spotlight (WABI, WTOC) | |

PROGRAM TITLES—Continued

- Ranch House Ramblers (KHQ-KGA)
 Ranch House Revelries (KQW)
 Ranch Party (WNEW)
 Randon Rhythm (CBR)
 Rangers, The (KFYR)
 Readers' Guide, The (WEAN)
 *Recess Time (WCSH)
 Recipe Time (KVAK)
 Recital (CJBR)
 Records of the Week (WBBM)
 Records You Didn't Expect to Hear (KRE)
 Recover Rhythm (WOWO)
 Recreation Center, The (WICA)
 Recueillement (CJBR)
 Red River Mountaineers (WCNW)
 Reeder Ramblings (WING)
 Reflections (WHAS)
 Reflections in Song (CBV)
 Rehearsal Time (NBC)
 Relax and Listen (WSVA)
 Religion in Action (KFH, WSPD)
 Religion Looks at Life (KSTP)
 Remember the Met (NBC)
 Remember the Music (WNEW)
 Remember the Song (WDAF)
 Remember This One (KLRA)
 Remember Time (KMTR)
 Remember When (KFDM, KFPY)
 Remembering (KSFO)
 Reminiscences of the Theatre (WLAW)
 Reminiscent' (KWLK)
 Reminiscing (WHIO)
 Rendezvous with Romance (KDYL)
 Reporter Speaks, A (KPO)
 Request Review (WCKY)
 Request Revue (WTMV)
 Request Revue, The Kanakakee (WCLS)
 Request Rhythm (WROL)
 *Request Time (WCSH)
 Restaurant Alouette (CKAC)
 Restaurant de la Gaiete, Le (CHRC)
 Restin' Time (WMAS)
 Retrospect (WPTF)
 Return to Romance (KNX)
 Reveil de La Bonne Humeur (CKAC)
 Reveille (WTMA)
 Reveille Rhythms (WCHV)
 Revelators, The (KXOK)
 Reviere (CFCN, WICA, WIND)
 Reviews and Previews (KLZ)
 Revolving Stage (CJCA)
 Revue in Miniature (WHK)
 Revuers, The (NBC)
 Rhapsodies in Rhythm (WBBM)
 Rhapsody for Eventide (KVEC)
 Rhapsody for Quintet (WCLE)
 Rhapsody in Brass (WFAA)
 Rhumba Cafe (WCFL)
 Rhumba Time (WCKY)
 Rhumba Tism (WICC)
 Rhymaline (KMBC)
 Rhythming Reporter (WCFL)
 Rhythm and Rhyme (KWYO)
 Rhythm and Romance (KRGV, WHN)
 Rhythm and Song (NBC)
 Rhythm at Noon (WKBZ)
 Rhythm by Request (WHK)
 Rhythm Caravan (WMMN)
 Rhythm for Tea (WJJD)
 Rhythm Four, The (WSGN)
 Rhythm in Reeds (WFAA)
 Rhythm Mart (CJOR)
 Rhythm Questionnaire (CHAB)
 Rhythm Ramblings (WELL)
 Rhythm Rascals (CJRM)
 Rhythm Rendezvous (WHIO)
 Rhythm Reveille (WAIR)
 Rhythm Rhapsody (KALE)
 Rhythm Riders (KMBC)
 Rhythm Roster, The (WHAS)
 Rhythm Roulade (KDYL)
 Rhythm Round-Up (CFCN, WSPB)
 Rhythm Rustlers (WHP)
 Rhythm Serenade, A (WSPB)
 Rhythm Serenade, The (KSAM)
 Rhythmatics (WGL)
 Rhythmic Moods (NBC)
 Rhythms of Today (CKCK)
 Rhythmeers (WTOL)
 Riddle and the Duke (WTMA)
 Riddle Rodeo (WTMV)
 Riddles & Rhythm (WGKV)
 Ridin' in Rhythm (WEMP)
 Right or Wrong (KTSM, WFBR)
 *Right to Happiness, The (NBC)
 Rio de Janeiro Carnival (NBC)
 Rise and Shine (WGAN)
 Rise and Shine Time (WFAS)
 Rise and Whing (WMCA)
 Rise 'n' Shine (WHDF)
 Rise 'n' Shiners (WRVA)
 Rising Son (CBS)
 Rising Stars (WRTD)
 Riverboat Shufflers (WCLE)
 Road Camp Rhythm (WFTL)
 Road, Highway and Safety Reports (WLEU)
 Road Reports (KGNC)
 Road Runners (WFAA)
 Road to Romance, The (WAAB)
 Roads to Romance (KLO)
 Robertson's Hillbillies (WBT)
 Robinson Children, The (WCNW)
 Rocco and Rhythm (WCFL)
 Rock-a-Bye Lady (WKZO)
 Rockin' Chair, The (KMMJ)
 Rocky Gordon (NBC)
 Rocky Mountain Round-Up (KLZ)
 Rococo Interlude (CBS)
 Roebuckers, The (WDZ)
 Rogue Wonderland, Medford's (KMED)
 Roll Out of Bed with a Smile (WBAP)
 Roll Out the Barrel (CJGX)
 Roll Up the Rug (WJPR)
 Roll up the Rugs (WAPI)
 Rollin' Rhythm (KRE)
 Rolling Rhythm (WVVA)
 Roman d'un Amour, Le (CHLP)
 Romance and Recipes (KFDM)
 Romance and You (WJZ)
 Romance in Fashions (WVFW)
 Romance in Rhythm (WGN, WTNJ)
 Romance in Song (KABR)
 Romance of Stamps (KHJ)
 Romance of the Ranchos (KNX)
 Romance Time (WAIR)
 •Romancing in Rhythm (WVVA)
 Romantic Rendezvous (WMAQ)
 Roommates and Company (WESG)
 Roots of Prejudice (WEEL)
 Rose Room Melodies (WTMV)
 Roses to You (KOVG)
 Rough Rider's Songs, The (WKY)
 Round Table, The (KOCY)
 Round Table, WOWO (WOWO)
 Round Table, Wheaton College (WCFL)
 Round Table Discussion (WAAT)
 Round Table of Sports (KRMC)
 'Round the Cracker Barrel (WHAM)

PROGRAM TITLES—Continued

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| Round the Marble Arch (CFRB) | Royal Ambassadors (KFPL) | *Rufus and Mandy (WJR) |
| 'Round the Town (WJTN, WLOK) | Royal Harmony (WMBR) | Rugcutters Revue (WWRLL) |
| Round-Up, WDAN (WDAN) | Royal Ramblers (KFJZ) | Rural Rhythm Boys (KOCY) |
| Round Up, The Vernonia (KWLK) | Rubber Band (WDAF, WRVA) | Rural Rhythms (WCHV) |
| Roving Caravan (WCHS) | Rube Wintersuckle (KMBC) | Rural Roundup (WCLO) |
| Roving Hillbillies (KFPY) | Ruche Menagere, La (CHLT) | Rustic Ramblers (WHP) |
| Roving Reporter (KFPL, WJLS) | | Rustic Rhythms (CJRC) |
| | | Ruth Bickford (WFAA) |
| | | Ryth-Melodist (WCHV) |

S

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| S.S. Melody Cruiser (WLAW) | Sandlot Sam (WSAI) | Scatters, The (WSOY) |
| Ssh Quiet (WGIL) | Santa Ana Cavalcade (KVOE) | Scene for St. Nicholas (KWK) |
| Sabbath Message, The (WTIC) | Santa Claus Is Coming (KLO) | Scenes from a Keyboard (WKZO) |
| Sacred Heart Hour (WEW) | Santa Fe Slim (KMBC) | School Bell Time (KABR) |
| Sacred Meditations (WHBF) | Saturday Morning Party (KNX) | School Book Quiz (KROW) |
| Sadie Hawkins Day (NBC) | Saturday Night Club of the Air (KTUL) | School Daze (KRBC) |
| Safety Brigade (CFRN) | Saturday Night Dance Party (WSGN) | School for Spielers (KFRU) |
| Safety Bulletin Board (WING) | Saturday Night Dancing Party (WFAS) | School Music Hour (WXYZ) |
| Safety Patrol (WHIO) | Saturday Night Parade (WOAI) | School News (CHAB) |
| Safety Serenade (KALE) | Saturday Night Social (WLS) | School of Charm (WCAE) |
| Safety Swap Shop (WGL, WOWO) | Saturday Night Song Fest (KLPM) | School of the Air, Alabama (WAPI) |
| Safeway, The (WQAM) | Saturday Nite Frolic (KFYR) | School of the Air, Don Lee (KHJ) |
| Saga of the Southwest (KGGM) | Saturday Nite Party (WHO) | School of the Air, Texas (KRLD) |
| St. Anthony Serenade (WOAI) | Saturday Noon (WTAL) | School of the Air, The WOPI (WOPI) |
| St. Louis Set to Music (KMOX) | Saturday Open House (WCCO) | School of the Air, White's (KASA) |
| Salesmen's Party (KFYO) | Saturday Roundup (WSPB) | School of Tomorrow (WEEI) |
| Sally Goes Shopping (WING) | Saturday Send-Off (WHAS) | School Parade (WMBS) |
| Sally League Brevities (WRBL) | Saturday Social (WTMV) | School Without Walls (WICC) |
| Salon de Jazz (KRE) | Saturday's Chatter (WBBM) | Schoolmaster, The (WCHS) |
| Salon Serenade (KFYO, WHKC) | Savages to Swing (WTNJ) | Science Forum (NBC) |
| Salon Silhouettes (NBC) | Saviez-vous Que? (CHLT) | Scout Hour (WGNV) |
| Salon Swing Ensemble (WSOC) | Saxophobia (KEX-KGW) | Scramby Amby (WLW) |
| Salute to Industry (KELA, KVI, WRVA) | Say It Right (WOV) | Scrapbook, The (WTMA) |
| Salute to Our Counties (WRUF) | Sav It with Flowers (WIBC) | Scrapbook, Arizona's (KTAR) |
| Salute to Saturday (WEAF) | Say It with Music (WOWO, WQAM, WRVA) | Screen Guild Theatre (CBS) |
| Sammy and Smitty (WRDW) | Scales of Justice (WSGN) | Screw Ball Club (WDZ) |
| Sample Time (KOIL) | Scatterbrain (WHAS) | Scripto (KNX) |
| San Commentaire (CKAC) | Scatterbrain Banter (WOKO) | Sea Food Reporter (KFDA) |
| San Francisco Calling (KSFO) | | Seaboard Echoes (WTCN) |
| Sanctuary (CBR, WGL) | | Search for Talent (WCOU, WTOC) |
| | | Search for Women An- nouncers (WCSC) |

PROGRAM TITLES—Continued

- Second Call (KXOK)
 Secret of Happiness (WHIO)
 See America First (WVVA)
 Seing America First (WTMC)
 Seeing Stars (KYW)
 Sensational in the News, The (WOMT)
 Sensations & Swing (NBC)
 Sentimental and Melancholy (KSAM)
 Serenade, Magnolia (KGKO)
 Serenade, Summit (WMBS)
 Serenade at Ten (WIP)
 Serenade at Twilight (WRJN)
 Serenade in Swing (WVVA)
 Serenade Matinee (WICA)
 Serenade to a Gentleman (KGO)
 Serenade to an Afternoon (WMAS)
 Serenaders, Hilo (KMJ)
 Serenading Strings (WTIC)
 Sermon Echoes (WOPI)
 Service Thirty (KNX)
 7:45 Club (KFBB)
 Seven Schwobas, The (WEMP)
 7:30 Edition (WESG)
 720 in the Book (KSAM)
 Seven-Up (WRBL)
 Shadows (KOIN)
 Shanty Town (WSM)
 Ship o' Dreams (KXOK)
 Ship of Dreams (KROW, WCFL)
 Shipside Interviewer (KGMB)
 Shootin' for Par (WSGN)
 Shop with Dot (KWLK)
 Shoplite, The (WFAS)
 Shopper Stoppers (KCKN)
 Shopper's Guide (KGDE)
 Shoppers' Guide (KVWC, WHDF)
 Shoppers Matinee (WEBR)
 Shoppers Special (WGAN)
 Shopper's Stroll (WMMN)
 Shopping Adventures (KICA)
 Shopping Advisor (KHQ-KGA)
 Shopping in Dixie (WELL)
 Shopping Mike Man, The (WLPM)
 Shopping the Town (KYOS)
 Shopping with Carolyn (KVOR)
 Shopping with Dorothy (WCLO)
 Shopping with Mrs. Thrifty (KVEC)
 Short, Short Story (CBS)
 Short Story in Song (KICA)
 Show Boat (NBC)
 Show from the Shows, A (CHAB)
 Show-of-Shows, Lincoln-Logan (WSOY)
 Show of the Day (WIP)
 Show Tunes (KFYO)
 Show Window (WOR)
 Show World (WXYZ)
 Showroom of the Air (KIDO)
 Shucking (KLRA)
 Shuffle Your Feet (WSLB)
 Shut-in Hour (WNEW) —
 Sidewalk Backtalk (WEAN)
 Sidewalk Interviews (WTMA)
 Sidewalk Market Basket (WROL)
 Sidewalk Shopper (WTSP)
 Sidewalk Sidelights (WABY)
 Sidewalk Spell Bee, The (WCMI)
 Sidewalk Spelling Bee (WPAR)
 Siesta (WHDL, WMMN)
 Silhouettes (WFLA)
 Silhouettes at 7:30 (WINS)
 Silhouettes in Black & White (WEMP)
 Silhouettes of Melody (KOCY)
 Silver and Gold (WHEC)
 Silver Dollars (WBRD, WCPO)
 Silver Lining (KUJ)
 Silver Quiz (KLZ)
 Silver Quizz (KBND)
 Silver Sack, The (KFDM)
 Silver Spelling Bee (KGGM)
 Silver Strings (KFEQ)
 Silver Strings and Soft Music (KLO)
 Silver Trail (CKTB)
 Silver Wheel, The (WOPI)
 Silver Winds (WTAM)
 Sing (WLW)
 Sing a Song (WESG)
 Singin' and Swingin' (NBC)
 Singin' Salesman (KFI)
 Singing Convention of the Air (WDLF)
 Singing Cowboy, Geppert's (WHO)
 Singing Grocerman (WRBL)
 Singing Headliners (KONO)
 Singing in the Saddle (KOY)
 Singing Islander, The (CFCY)
 Singing Newsman (WSOY)
 Singing Philosopher, The (WSLB)
 Singing Poet, The (WKRC)
 Singing School of the Air (CKMO)
 Singing Strings (CJOC, KICA, WROL)
 Singing Sweetheart, The (CFCY)
 Singing Tree, The (WHAS)
 Singing Troubadour (WHDF)
 Singing Trumpeteers (NBC)
 Singing Violins (WHDF)
 Singo (WJBC)
 Sioux Cityans, The (KSCJ)
 Sister Kay Reads the Funnies (WFMJ)
 Sisters Three (KGKO)
 Six Men and a Girl (WCCO)
 60 Seconds with the Rochester Police Department (WHEC)
 Sizzle School (WFAA)
 Sizzle Show, The (KDKA)
 Skeedaddlers (WDAN)
 Skeletons in the Closet (KHQ-KGA)
 Sketches in Melody (WWJ)
 Ski, Le (CKAC)
 Ski Heil (WLNH)
 Ski-Hi (KSFO)
 Ski-News-and-Views (KMJ)
 Ski Trails, Rock Creek (KTKI)
 Ski-Views (WCAX)
 Skull Practice (CJRC, KIRO)
 Skullcrackers (KROW)
 Sky Blazers (CBS)
 Sky Reporter (KFDA, KGHI, WCMI)
 Skyways and Byways (WJNO)
 Slanguage (WFVA)
 Slaphappy Time (WSM)
 Slavonic Serenade (NBC)
 Sleepchasers, The (WABI)
 Sleepyhead Special (WGNV)
 Sleepytime Melodies (WRVA)
 Sleepytime Storyteller, The (CKNB)
 Slices of Life (KFDM)
 Sliding Syncopation (WJPR)
 Slips That Pass in the Mike (KGFF)
 Slogan Contest Program (CFAC)
 Smile-a-While (WMBS)
 Smiles Center (KGO)
 Smilin' Ed McConnell (NBC)
 Smilin' Jack Carson (WSOY)
 Smilin' Through (KFAR, KMO)
 Smiling Ploughboys (WAIR)
 Smithports (WRR)

PROGRAM TITLES—Continued

- Smokey Parker (KMBC)
 Smoky Mountain Rangers (KMJ)
 Smorgasbord (KFWB)
 Snooper, The (KROC)
 So It Can't Happen to You? (KXOK)
 So Many Memories (WJEJ)
 So This is Radio (KHJ)
 So This is Scouting (WRAK)
 So You Think You Can Spell? (CJCA)
 So You Think You Know Music (CBS)
 So You Want to Be an Announcer (KRBC)
 So You Want to Fly (WHAI)
 So You're Going to College (WCFL)
 Social Column of the Air (WCLS)
 Social Secretary (WAAT)
 Society Girl (CBS)
 Society Interviews (WLTH)
 Soirees de Jadis, Les (CJBR)
 Sold—to the Auctioneer! (CJCA)
 Solid Sending (WCPO)
 Soliloquy (KFJZ)
 Solitude (CJBR)
 Some Dear One Somewhere (KVNU)
 Somebody's Birthday Today (WRAL)
 Something Old, Something New (WBBM)
 Something Old, Something New, Something Novel Just for You (KYUM)
 Something to Think About (WKNY)
 Song and Dance (NBC)
 Song and Story (WCAP)
 Song Busters, The (KGO)
 Song Court, The (WINS)
 Song Doctor, The (KWOS, WTMJ)
 Song Evangelist (WGNV)
 Song Fashions (WAIR)
 Song Fellow, The (KFI)
 Song for You, A (KFPY)
 Song of the Day (WBAL)
 Song Pedlar, The (CKWX)
 Song Pictures (NBC)
 Song Shop, The (WESG, WHN, WTAG)
 Song Sleuths Unlimited (CKSO)
 Song Souvenirs (WBBM)
 Song Spinners, The (WOR)
 Song Stories (WESG)
 Song Styles (WJSV, WSPA)
 Song Sweets (NBC)
 Song Title Contest (WIBG)
 Song Treasures (KOIL)
 Song Weavers Quartet (WFAA)
 Songs America Sings (NBC)
 Songs and Sonnets (KBST)
 Songs at Eventide (NBC)
 Songs Both Old and New (WSPB)
 Songs for Everyone (CFJC)
 Songs for Sale (WFMD)
 Songs for Soldiers (CKOC)
 Songs for Sunday (WEAN)
 Songs for the Soldiers (CKNX)
 Songs for You (WPIC)
 Songs for Your Album (KSRO)
 Songs My Mother Taught Me (WGNV)
 Songs of All Flags (KHQ-KGA)
 Songs of Devotion (KFH)
 Songs of Empire (CBR, CKNX)
 Songs of Many Lands (KICA)
 Songs of the Heart (WMAQ)
 Songs of the Open (WSM)
 Songs of the Outdoors (KEX-KGW)
 Songs of the Range (WKY)
 Songs of Years Gone By (WLS)
 Songs of Yesteryear (WSPB)
 Songs Old and New (WGBI)
 Songs Sacred and Secular (CKNB)
 Songs We Forgot to Remember (KOIL)
 Songs You Can't Forget (WNAX)
 Songs You Like to Hear (WTAL)
 Song You'll Remember (WNBH)
 Songs You Will Remember (CKCK)
 Songalogue (WCAE)
 Songbusters (KROW, WWL)
 Songo (WIP)
 Songtime (WDAN)
 Sonnets and Songs (WTNJ)
 Sons of the Golden West (KMJ)
 Sons of the Ozarks (WTMV)
 Sons of the South (WTAL)
 Sons of the West (CJGX)
 Sontag Local Page (KFI)
 Sophisticated Rangers (WOW)
 Sophisticated Swing (WJPR)
 Sophisticated Swingster (WLOK)
 Sophisticates, The (WSM)
 Sorting the Mail (WGH)
 Sound Camera of the Air, The WDAY (WDAY)
 Sound Stage, The (WHP)
 South American Way (KFRO)
 Southern Harmonizers (WAIR)
 Southerners, The (KFDM, WTAL)
 Southland, The (KFDM, WTAL)
 Southland Echoes (WGST)
 Southlander, The (KOCY)
 Southlanders, The (WBIG)
 Southwestern Serenade (WKY)
 Southwestern Swing (WKY)
 Souvenirs (KTUL)
 Souvenirs de Theatre (CKAC)
 Souvenirs in Song (WPIC)
 Souvenirs of Song (KFAR)
 Souvenirs Romanesques (CKAC)
 Sparkling Rhythm (WMBR)
 Sparring with Sports (WTJS)
 Speak Your Piece (WCSC)
 Speaking of Sports (KFBB, KHQ-KGA)
 Speedway Frolic (KVOR)
 Spell and Win (WCBS)
 Spell Me Down (WCMI)
 Spellcast (WMPS)
 Spelling Bee (WBLK)
 Spelling Bee, Lower Columbia (KWLK)
 Spelling Beeliner (KNX)
 Spelling Contests (WTRC)
 Spice of Life (KFSD)
 Spins and Needles (WBRV)
 Spiritual Minutes (WBRB)
 Spirituals of the Deep South (WJPR)
 Splinters from the Headpin (WHIO)
 Sport Headlines (KVEC)
 Sport Hot Shots (WDZ)
 Sport News by Jack Miley (WEAF)
 Sport News by John Lardner (WEAF)
 Sport of Kings Quiz, The (CKMO)
 Sport Parade, The (WIBC)
 Sport Shavings (WXYZ)
 Sport Slants (KHQ-KGA)
 Sports Air Page (WCMI)
 Sports Almanac (WGKV)
 Sports Celebrities (CJRC)
 Sports Chat of the Air (WDAF)
 Sports Clinic (WTMA)
 Sports Digest (CKSO)
 Sports Exam (WWJ)
 Sports-Eye-View—Bob Evans (WBZ-WBZA)
 Sports Fan on the Street (WAPI)
 Sports Fanfare (WHN)
 Sports Final (WTMV)
 Sports Forum (KDYL)
 Sports Huddle (KNX)
 Sports Mike (WHK)
 Sports News and Views (WSB)
 Sports News, Views and Interviews (KWLK)

PROGRAM TITLES—Continued

- Sports News Reel of the Air (NBC)
 Sports of the Day (KPRC)
 Sports Page of the Air (WMCA)
 Sports Parade, The (WNBC, WRAL)
 Sports Parade, Roma (KIEM)
 Sports Quiz (WBBM, WTMJ)
 Sports Quizz, The (WWNC)
 Sports Rally (KGMB)
 Sports Ramblings, Roma (KIEM)
 Sports Review (CBV, WTAL, WTRC)
 Sports Review, The (WDAN)
 Sports Round-Up (KVIC)
 Sports Round-Up, Yankee (WGY)
 Sports Scene, The (KFDM)
 Sports School (NBC)
 Sports' Scoreboard of the Air (WDAF)
 Sports Slants (KMO)
 Sports Spots & Scores (WCMI)
 Sports Telescope (WMAZ)
 Sports That Make the Headlines (WNOX)
 Sports Theatre of the Air (WQAM)
 Sports Topics (WSUN)
 Sports Tour (WCHV)
 Sports Trail (WKRC)
 Sports Writers Quiz (WNAC)
 Sporticulars (WSAZ)
 Sportlight, The Hampden (WFEA)
 Sportlites with George Case (WRAL)
 Sportshots (WKNY)
 Sportsman, The (WHB)
 Sportsmen's Get-Together (WGNV)
 Sporttime with Tom Dailey (WOW)
 Spotlight on Hollywood (WLAW)
 Spotlight on Sports (WWL)
 Spreading New England's Fame (WNAC)
 Spring Fever (KDYL)
 Spring Serenade (WGAR)
 Spring Training (WBBM)
 Springtime Styles in Melody (WLBC)
 Stag Party (CBR)
 Stage-Door Charlie (WEMP)
 Stairway to Stardom (WFBM)
 Stalsby Family, The (KFDM)
 Stamp Collector, The (WGNV)
 Stampedor Club Quiz (KSFO)
 Stances (CJBR)
 Standby—Appointment at 9:30 with Elliot Jacobi (NBC)
 Standing Room Only (CJOR)
 Star Dust (CBL-CBY)
 Star Gazer (WJAX)
 Star Gazer's Club (WTAM)
 Stars in the Making (WSNJ)
 Stars of the Future (CFJC)
 Stars of Today (KEX-KGW)
 Stars of Tomorrow (KEX-KGW, KIEV, KSO, WMBS, WRVA, WWNC)
 Stars of Tomorrow, The (WCSC)
 Stardust (KRIC, KYSM)
 Stardust Melodies (KALE)
 Stardusters Parade (WMMN)
 Stardusters Revue (WMMN)
 Starlet March to Fame (KECA)
 Starlets (WROK)
 Starlight Serenade (CFCN)
 Starlit Hour (WSAZ, WWSW)
 Start the Day Right (CJIC, WBNS, WIND, WNEW)
 States in St. Petersburg (WTSP)
 Steamboat Days (WFBL)
 Stockman Sam (KDKA)
 Stockmen's Bulletin, The (KSL)
 Stop, Look and Listen (WSAZ)
 Stop Me If You've Heard This One (NBC)
 Stop, Write and Listen (WCOP)
 Store News—Nancy Dixon (WJSV)
 Stories Behind the Headlines (WBAL)
 Stories Behind the News (CFCF)
 Stories from Cinema City (KICA)
 Stories from Life (KNX)
 Stories in the News (KROY)
 Stories of Cheyenne and Crow Indians, Dr. Frackleton's (KWYO)
 Stork Reports (CHRC)
 Story and the Song, A (WAPI)
 Story Behind the Call (WWJ)
 Story Book-Land (KVIC)
 Story Hour (WMOB)
 Story Lady, The (KFAR, WAPI)
 Story Lives On, The (KNX)
 Story Man, A Stillicious (WTCN)
 Story Man, The (WHIO)
 Story of All of Us, The (NBC)
 *Story of Ellen Randolph (NBC)
 Story of Service (WGAR)
 Story of the Railroads (NBC)
 Story of the Week (KCKN)
 Story Without a Name, The (KPO)
 Storybook Lady (WRVA)
 Storytime (WTAL)
 Storytime Lady (WDLF)
 Storytones (WCSC)
 Strange Enchantment (KMBC)
 Streamline Varieties (WKST)
 Streamlined History (KIEM)
 Streamlined Journal (NBC)
 Streamlined News (WDGY)
 Streamliner, The (WEAU)
 Streamliners (WKST)
 Streams of Grace (KSLM)
 Street of Dreams, The (WHIS)
 Strictly Off the Record (KOME)
 Strictly Personal (KHQ-KGA)
 Strictly Swing Club (WDRC)
 Strike Up the Band (CKNB)
 Strikes and Spares (WTAR)
 String Serenade, A (WFBC)
 Strings and Songs (WDAS)
 Stringtet (WESG)
 Stringtime (WGAR)
 Strollin' Jackson (WELL)
 Student Chorus (WFLA)
 Student Opinion (WENR)
 Student Radio Theatre (CJRC)
 Student Speaks, The (WTMJ)
 Student Symphony (WFAA)
 Student Views (WESG)
 Studio A (WEDC)
 Studio Party (KGFJ)
 Studio Party Wham (WMIN)
 Studio Pi. (WHIP)
 Studio Rituals (WSLB)
 Studio Roundup (WHAM)
 Study in Black and White, A (WHAM)
 Stump Me & Save (WCMI)
 Stump the Announcer (WSM)
 Stump Us (WTAQ)
 Stump Us If You Can (WSOY)
 Stumpus Club (WBOW)
 Stumpus Court (WMC)
 Style Trends (WJPR)
 Styles for Men (WCCO)

PROGRAM TITLES—Continued

- Styles in Rhythm with the Melody Men (WISN)
 Styled for Home Pleasure (KLZ)
 Sub-Debs, The (CJGX)
 Suburban Editor (KGKO)
 Suburban Express (WDAN)
 Success Session (WOR)
 Summer Colony (CBS)
 Summer Cruise (CBS)
 Summer Hour (CBS)
 Summer Souvenirs (WFAA, WHAS)
 Summer Theatre (WOW)
 Summertime Swing (NBC)
 Sums of Money (KNX)
 Sun Dial (WTSP)
 Sun Dodgers, The (WBAP, WFAA)
 Sun-Tel (WCAE)
 Sunbeam, The (WHO)
 Sunbonnet Social (KWK)
 Sunday Afternoon Musical (KOCY)
 *Sunday at Hy-G Ranch (WOAI)
 Sunday at 1 P.M. (KFPL)
 Sunday Callers, McConnon (WLW)
 Sunday Concert (WFAA)
 Sunday Dancing Party (WIND)
 Sunday Drivers (NBC)
 Sunday Editor (WPTF)
 Sunday Evening Soapbox (KXOK)
 Sunday Gardener (KQW)
 Sunday Get-Together (WNAX)
 Sunday Headlines (WTMA)
 Sunday Matinee (WDZ)
 Sunday Morning at Hy-G Ranch (WOAI)
 Sunday Morning Eye Opener (KSRO)
 Sunday Morning Matinee (WKRC)
 Sunday Morning Melodies (WLS)
 Sunday Morning Musicale, The (WRUF)
 Sunday Morning News Batter (WCOO)
 Sunday Morning Session (KHJ)
 Sunday Morning Sunshine (WSOY)
 Sunday Music Hour (WTMV)
 Sunday News (WCAE)
 Sunday News Highlights (WEAF)
 Sunday Newspaper of the Air (WWVA)
 Sunday Prelude (WAIR)
 Sunday Recreation Hour (WSKB)
 Sunday Round-Up (KFRO)
 Sunday School (KFDA)
 Sunday Serenade (KALE, KFYY, KMOX, WIP, WNLC, WWVA)
 Sunday Showcase, The (WTMV)
 Sunday Song-Fest (WDGY)
 Sunday Song Festival (WFBC)
 Sunday Song Shop (WKST)
 Sunday Supplement (KFAR)
 Sunday Symphonette (KDYL)
 Sunday Varieties (CJOC)
 Sunday's Sentimental Serenade (KOY)
 Sundown Jubilee (WDZ)
 Sundown Serenade (KCKN, KIUL)
 Sundowners, The (KMTR)
 Sunflower Entertainers, The (WCAZ)
 Sunny Side Up (CKCK)
 Sunray Serenade (WSPB)
 Sunrise Court (KFWB)
 Sunrise Frolic (KGKO)
 Sunrise Gang (WCMI)
 Sunrise Gospel Hour (CFCN)
 Sunrise Hi Ho (WSAZ)
 Sunrise News (KRNT)
 Sunrise Roundup (KSTP, KYA, WHP)
 Sunrise Salute (CJOC, KASA)
 Sunrise Serenade (KOB, KTEM, WCAX, WCNC, WHDL, WJBK, WSAI)
 Sunrise Serenade, Sterling's (KARK)
 Sunrise Special (WHAM)
 Sunset Isle (WFAA)
 Sunset Quartette (WGBR)
 Sunset Roundup with Jack Kerrigan (WHO)
 Sunset Serenade (WOC)
 Sunset Serenaders (WIBC, WTAL)
 Sunset Shadows (KGO)
 Sunset Soliloquy (WAYX)
 Sunset Trail, The (KBIX, WNAX)
 Sunshine Almanac, The Safeway (KFBB)
 Sunshine Club (CJRM, KSO)
 Sunshine Express (KSL)
 Sunshine Hour, The (WCAZ)
 Sunshine Hour of Sacred Music (KDRL)
 Sunshine Hours, The (WATL)
 Sunshine Reporter (WJSV)
 Sunshiners, The (WSOY)
 *Superman (WOR)
 Supper Serenade (KRNT)
 Supper Songs (CJOC)
 Supreme Stars (KSO)
 Surprise Package (WTMV)
 Sven in Hollywood (KGFJ)
 Swap Shop (KRMC)
 Swap Shop, The KLA (KLA)
 Swedish Revue (WJTN)
 Sweet Alice (WBBM)
 Sweet and Lovely (KRSC)
 Sweet and Swing (WAPO, WBAL, WNBH, WRUF)
 Sweet Music (KFYO, WWJ)
 Sweet Swing (KWLK)
 Sweet Talk (WTAL)
 Sweetheart Katie and the Boys (WDZ)
 Sweetheart of the Air, The (CHRC)
 Sweethearts (CFRB)
 Sweets and Seats (KFXM)
 Swincopation (KOIL)
 Swing at 7:30 (WGY)
 Swing Clinic (KWK)
 Swing Club, The (CKBI)
 Swing Dings (WDZ)
 Swing Fever (WPIC)
 Swing for an Hour (WEW)
 Swing-Go (CBS)
 Swing Group, Mason Dixon (WHAS)
 Swing in the Organ Loft (CKNX)
 Swing It (WDAN)
 Swing Lane (KVFJ)
 Swing Lightly (WNEW)
 Swing Mixture (KALE)
 Swing-O (KFSD)
 Swing Party (WJSV)
 Swing Quiz (WIP)
 Swing Reveille (KLRA)
 Swing Scene (WKBN)
 Swing Serenade (WHIS, WSGN, WXYZ)
 Swing Styles (KSO)
 Swing to Chiclets (WJZ)
 Swing with Us (WSPB)
 Swing with WING (WING)
 Swing You Sinners (CJCA)
 Swingaccordia (KLRA)
 Swingaroo (WAVE)
 Swingin' a Dream (WJPR)
 Swingin'-Ade, The (KFSO)
 Swingin' on Air (WDOD)
 Swingin' Bee, The (KWK)
 Swingo (NBC)
 Swingopated Classics (KYUM)
 Swingster Time (WNOX)
 Swingsters (WSOC)
 Swingsters, The Alpen Brau (KFH)
 Swingstrumentalists (KFPY)
 Swingtime (WTMV)
 Switch to Happiness (WHAI)
 Symphonette (WHEC, WSB)
 Symphonic Hour (WPTF)
 Symphonic Jazz (NBC)
 Symphonic Mood (CKGB)
 Symphonic Serenade (KDYL)
 Symphonic Strings (KFPY)
 Symphonic Swing (WTNJ)
 Symphonies and Songs (WESG)
 Symphony Hall (KRSC, WQXR, WRAC)

PROGRAM TITLES—Continued

Symphony Hour (WBMS)
Symphony in Melody
(WROL)

Symphony in Miniature
(CFJC)
Symphony of the New
South, A (WAPI)

Syncopated Riddles
(KXRO)
Synonym Spellers (WHBQ)

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TSCW Program (WFAA)
Table Talk (WCFL)
Take a Bow (KICA, WICA)
Take a Number (KALE)
Take a Picture (WMAQ)
Take It Away (WTAL)
Take It Easy (WWSW)
Take It or Leave It (CBS)
Take the Witness Stand
(KYOS)
Take Time Out to Live
(KALE)
Take Up Time (WJSV)
Taken from Life (CBS)
Talebearers, The (WBNX)
Talent Court, The (KMOX)
Talent Foundation (WMC)
Talent Parade (CBR)
Tales of a G Man (KFWB)
Tales of the Supernatural
(WELI)
*Talk and Back Talk
(WINS)
Talk of the Town (KSLM,
WCCO, WTSP)
Talkie Talk (CJRC)
Talking Over the News
(WOV)
Talking Shops (WESG)
Talking Things Over
(WMIN)
Tall Timber (CJCA)
Tan Towners (WMBG)
Tango Time (WSPB)
Tap the Till (WHBL)
Tapestry Musical Program
(NBC)
Tavern in the Town
(WHO)
Tea and Crumpets (WHO)
Tea Dance (KRMC)
Tea Dansant (KWLK)
Tea Time Jambouree
(KICA)
Tea Time Matinee (WTOC)
Tea Time Melodies (KIUL,
WEDC)
Tea Time Tidings (WDAN)
Tea Time Tunes (CKOV,
KFYO, WCHV, WRBL)
Tea with Bee (WJLS)
Tea with Lee (WEEL)
Teatime at KRSC (KRSC)
Teatimers (KGMB)

Tech Melodies (WMAQ)
Ted Myers Dog Stories
(KHJ)
Ted Steele's Novatones
(NBC)
Teen Age Choir (WFLA)
Teen Age Follies (WHLS)
Tel-E-Quiz (KTKC)
Tel-O-Gold (WBLK,
WPAR)
Tele-Test (WHB)
Tele-Tune Time (KWOS)
Telephone Hour, The
(NBC)
Telephone Quiz, Flodent
(WLVA)
Telephone Quiz (WATL)
Telephone Treasure Hunt
(WJIM)
Telephone Tunes (WFTL)
Telequest (WOMI)
Telequiz Club, The (CJRC)
Teletopics (KVCV)
Television Backstage
(WEAF)
Television Topics (KDYL)
Tell-Tale-Titles (WHB)
Tell Us the Temp. (WEBC)
Tell Us the Title (WEOA-
WGBF)
Telquest, Peerless (KIT)
Temple of Fine Music
(KSRO)
Temple of Music (WCOP)
Tempo (WIP)
Tempo of the Town (WHK)
Ten O'Clock Club (WHK)
Ten O'Clock Final
(WENR)
Ten O'Clock Scholar
(WESG)
Ten O'Clock Tunes (WICA)
Ten Pin Time (WEW)
Ten-Ten Is Tenpin Time
(WSOY)
10-10-10 (WFBL)
Ten-to-Twelve (WNEW)
Ten Top Tunes (KFAM)
Test Your Wits (KBND)
Tex and Ken (WHO)
Texas Cowgirls (KGKO)
Texas Hillbillys (KFRO)
Texas Ramblers, The
(WFEA)
Texas Rangers (KOCY)

Texas Tall Tales (WOAI)
Thanks to America (NBC)
That Old Gang of Mine
(CFRB)
That We May Serve (NBC)
That Year (WOAI)
That's How It Happened
(KFWB)
That's My Business
(WFTL)
That's What I Said (CBS)
Theatre Bill Board
(WFLA)
Theatre of the Air, Kam-
loops Motors (CFJC)
Theatre Organ Melodies,
Alhecama (KDB)
Theatre Parade (KFSD)
Theatre Reporter (KOA)
Theatre Review of the Air
(KXA)
Theatre Time (KGLU)
Them Were the Days
(CKBI)
Theme Time (CHAB)
*Then Came War (WQXR)
There Goes the 'Phone
(KIUN)
There Is a Law Against It
(WHN)
There's a Law Against It
(WOR)
There's Nothing New in
Music (WQXR)
There's Something in the
Air (KDB)
They're Off (CJCA)
Thief of Bad Gags (WSM)
Thief of Badgags (KMBC)
Things 'n' Stuff (WHK)
Things That You Should
Know (WFTC)
Things to Do (WCAP)
Thinking Out Loud (KQW)
Tip Top Show Starring Joe
Penner (NBC)
1380 Club (WING, WNBC)
Thirty Minutes of Music,
Gold Shield (KIRO)
Thirty Minutes to Midnight
(WABI)
Thirty Silver Minutes
(K TSA)
This Amazing America
(NBC)
This and That (KOIN,
WTAL)

PROGRAM TITLES—Continued

- This and That, From One Thing to Another (CFCF)
 This Business Week (WHO)
 This Day (WBIG)
 This Day of Ours (NBC)
 This Honourable Court (NBC)
 This Is the F.B.I. (WHAS)
 This Is the Fair (WLW)
 This Land of Ours (WLW)
 This Month in New Mexico (KOB)
 This Morning at Nine (WAPI)
 This New World of Peace (NBC)
 This, Our America (NBC)
 This War (WOR)
 This Way Please (KFRC)
 This Week in Labor (WCFL)
 This Week in Nature (WESG)
 This Week's Entertainment (KGNC)
 This Week's Favorites (WDZ)
 This Week's Hit Tunes (WENR)
 This Woman's World (KIRO, KWK)
 This World (KGO)
 Those Amazing Years (NBC)
 Those We Love (NBC)
 Thot for Today, A (KVIC)
 Thoughts at Eventide (KMJ)
 Thoughts from an Old Scrapbook (WCOV)
 Three B's (KOA, WQXR)
 Three Blue Bars (WBNX)
 3 Cats and a Canary (WFAA)
 Three Lads and a Lass (WESG)
 Three Little Words (KTSA)
 Three Live Wires (CBR)
 Three O'Clock Club (WIBC)
 Three O'Clock Matinee, Anderson's (KFAM)
 ¾ Time (KFRO, WFBM)
 Three Shades of Blue (CKCA)
 Three Shiftless Skunks (WICA)
 Three Star News (WCSC)
 *Three Suns (WOKO)
 Three T's (WCAR)
 Thrift-E Man (WHIO)
 Thrift-News (WELL)
 Thrills of the Highway Patrol (KHJ)
 Through a Decorator's Doorway (KGO)
 Through the Eyes of an Optometrist (KHJ)
 Through the Open Door (KMJ)
 Thunder Over Paradise (NBC)
 Thursday at 6:30 (CHAB)
 Tickle Tunes (WDLF)
- Time and Tempo (WRAL)
 Time for Music (WCFL)
 Time for the Poets (WCHS)
 Time 'n' Tunes (KDYL)
 Time of the Day, The (KWOK)
 Time Out (WQDM)
 Time, Rhyme and Rhythm (WEAN)
 Time Swings Along (KOCY)
 Time-Table, The (KSCJ)
 Time to Chat (WEBR)
 Time to Go to Work (WGL)
 Time to Listen (CHAB)
 Time to Take It Away (CBS)
 Time to Take It Easy (WPRO)
 Time Tunes (KWK)
 Time Turns Back (WADC)
 Timely Tunes (KONO)
 Tinky Pinky (KMPC)
 Tiny's Forum (WOLS)
 Tip Toppers (KFYR)
 Tips and Tunes (WDAS)
 Tips by Taylor (WNAS)
 Title the Tunes (WNBH)
 To the Ladies! (CKCW, KDYL, KOY, WTOC)
 To You (KDKA)
 Toast & Coffee Club (CKLN)
 Toast of the Town (KTOK)
 Toast to You, A (WVVA)
 Toastchee Time (WJSV)
 Today and Yesterday (KDYL)
 Today at the Races (KOY)
 Today in Baseball (KQV)
 Today in Sports (KWK)
 Today's Amateurs—Tomorrow's Professionals (KOL)
 Today's Baseball (WHN)
 Today's Battles (KGKO)
 Today's Best Buys (KMED)
 Today's Edition of Yesterday's News (KFRC)
 Today's Game Tonite (WKRC)
 Today's Headlines (KFAR)
 Today's Radio Guide (KIEM)
 Today's Top Tune (KLO)
 Today's Top Tunes (WKBN)
 Today's Traffic Tally (CJCA)
 Today's World (KIEM)
 Today's Your Birthday (KRMC)
 Todd Family (WMBG)
 Together with You & You (WCAZ)
 Tom Owens (WMT)
 Tom Tattler (WBLK, WCMI)
 Tomorrow Morning's Headlines (WDAY)
 Tomorrow's Announcers (WCOV)
- Tomorrow's Headlines (WEEL, WHAM, WQXR, WXYZ)
 Tomorrow's Music (WNOX)
 Tomorrow's News (KRNT)
 Tomorrow's News Tonight (WATL)
 Tomorrow's Sunday School Lessons (WPTF)
 Tone Pictures (KICA, KOCY)
 Tone Poems (CHAB)
 Tonettes (KROC)
 Tonic Tempos (WAPI)
 Tonight's Best Buys (KGIN)
 Tony and Bill (WFBM)
 Tony Romano & Orchestra (KHJ)
 Tony Wons' Scrapbook (WMAQ)
 Top Flight Tunes (WHB)
 Top Notch Tunes (WGNY, WNOX)
 Top o' the Morning (KOIL)
 Top of the Morning (WATL)
 Top Three, The (KRE)
 Tops in Shops (WEED)
 Topic Time (WCHV)
 Topic Tunes (KWOC)
 Topics from the Times (WVVA)
 Torch of Progress, The (NBC)
 Torchlighters, The (KFBB)
 Totalizer (KGLO)
 Tour Time (WBIG)
 Touring Microphone (WAPI)
 Tourist Host School of the Air (KGGM)
 Town Crier, Goddard (WNBX)
 Town Crier, The (CFCF, WSOY)
 Town Crier of the Air (KGNC)
 Town Forum, The (WTMJ)
 Town Gossip (KCMO)
 Town Gossip, Thompson's (KTMS)
 Town Meeting—Harry Hellman (WXYZ)
 Town Meeting of the Air (WELI)
 Town Talk with Lee Meyer (KARK)
 Town Topics (WSFA, WSPD)
 Towns Talk (KTSA)
 Toy Parade, The (KLO)
 Trade Guide, The Aberdeen (KABR)
 Trade 'n' Sales (KMO)
 Trade Winds (KUOA)
 Trading Post (KQW, KTSM, WRVA)
 Traffic Day by Day (KFDA)

PROGRAM TITLES—Continued

- Traffic Jam (WAPI)
 Traffic School of the Air (KRIC)
 *Traffic Tragedies (KTSA)
 Traffic Tribunal (KFI)
 Train Time (WJNO)
 Training Camp Topics (KLRA)
 Transcramble (KFDA)
 Transcrambling (KROC)
 Traumerei (WTAG)
 Travel Hour (KFPW)
 Travel Tips (KAST)
 Travels with Clement A. Norton (WAAB)
 Traveler Talks, The (WHP)
 Travelogue (WFLA)
 Travelogues (KMTR)
 Treasure Chest (WAYX, WBNS, WDLP, WIP, WKBN, WMAZ)
 Treasure Chest, Dixie (KRLD)
 Treasure Chest of Literature (WGBR)
 Treasure Chest of Songs (WMBD)
 Treasure House of Music (WSGN)
 Treasure Hunt (KVFD)
 Treasure Hunt, Hanover (WNBX)
 Treasure Hunt of the Air (WHTT)
 Treasure Island Varieties (KGO)
 Treasure Time (WKZO)
 Treasure Tour (WRAL)
 Treasure Trail (CFRB)
 Treasure Trails of Song (KDKA)
 Treasured Memories (WRTD)
 Trend of Sports, The (WSAR)
 Trends in Style, Beauty and Homemaking (WGH)
 Tri-College Discussions (WDAY)
 Tri-State Topics (WCMI)
 Trial by Jury (WTOL)
 Tricks with Tunes (KDYL)
 Trio Time (WEBR)
 Triple-Trixters (WMRO)
 Tropical Islanders (WFAA)
 Tropical Serenade (WOR)
 Tropical Tempos (WAIR)
 Trouble Clinic, The (WCNW)
 Trouble with Marriage (NBC)
 True-Tune Tests (WOL)
 True or False (WJLS)
 True Story Time with Fulton Oursler (NBC)
 Truth or Consequences (CBS)
 Truth That Is Golden (WKGBZ)
 Try and Stump Me (WJBC)
 Try It and Buy It (WLAW)
 Tuesday's Tunes (WSUN)
 Tune and Croon Time (WGY)
 Tune for Tea, A (WHIP)
 Tune in 'n' Win (KFBK)
 Tune in the Spotlight (CBS)
 Tune-In Time (WCFL)
 Tune in Time (WHIO)
 Tune Mill (WGY)
 Tune Quiz (KWOC)
 *Tune Termites (KPO)
 Tune Test (WJTN)
 Tune Title Quiz (KPAB)
 Tune Toppers (CKGB)
 Tune Tumblers (WFAA)
 Tune Up Time (CBS)
 Tuneful Tempos (WSPB)
 Tuno (WGNV)
 1200 Club (KGHI, WAYX)
 1200 on Your Dial (WTOL)
 1210 Club (WRAL, WSAY)
 Twentieth Century Cavalcade (KFRC)
 Twentieth Century Serenade (WCLS)
 Twentieth Century Unlimited (WPAY)
 Twenty Fingers of Rhythm and Romance (KTSA)
 Twenty-five Years Ago Today (WBZ-WBZA)
 2440, A. D. (KECA)
 24 Minutes from Broadway (KROW)
 2241 (KFRU)
 Twilight in Picture Valley (KOMA)
 Twilight Interlude (WAIR)
 Twilight Lady's Serenade (WSAR)
 Twilight Musicales (KCRC, WEDC, WKY)
 Twilight Portraits (WROK)
 Twilight Serenaders (WGBR)
 Twilight Tales (KECA)
 Twin Cities Forward (KWLK)
 Two Boys and a Girl (NBC)
 Two Consoles (WSPB)
 Two Hals, The (WTIC)
 Two in the Balcony (KPO)
 Two Little Lambs (KTUL)
 Two Pianos (WSPB)
 Two Stars and a Belle (KFYO)
 Two Threes, The (KXOK)
 Tziganes, Les (CJBR)

U

- Un ¼ d'Heure avec. . . . (CJBR)
 Unclassic Hour, The (KECA)
 Uncle Ben and the Funnies (KLO)
 Uncle Ben's Club (WEBR)
 Uncle Dick Reads the Funnies (KVIC)
 Uncle Henry (WORC)
 Uncle Hiram & Grandpap (WGNV)
 Uncle Jim & Mary Jane (WTSP)
 *Uncle Jonathan (WABC)
 Uncle John's Swap Shop (KIUN)
 Uncle Marion Reads the Funnies (WRDW)
 Uncle Ray's Tune School (WRJN)
 Uncle Roy the Funny Paper Man (KTSM)
 Uncle Sam's Family (WNBX)
 Uncle Walter's Dog House (NBC)
 Under the Carolina Moon (WBIG)
 Under Western Skies (KNX)
 Undercurrents & Current Events (WSM)
 Unemployed Speak, The (KVIC)
 Universal Goodwill (CJRC)
 Universal Music (WXYZ)

PROGRAM TITLES—Continued

| | | |
|-------------------------------------|---------------------------------|--------------------------------------|
| Universal Round-Up (KMOX) | Up and at 'Em (WMMN, WTJS) | “Use More Eggs” Club (KASA) |
| University (WHAS) | Up and Down the Scale (KSL) | Used Car Market of the Air (WJPR) |
| University Radio Workshop (WDAC) | Up to Date (KOL) | Used Car Speaks, The (KICA) |
| University Workshop, The (WJSV) | Up to the Minute (WMBR) | Utah Caravan (KLO) |
| Unusual News of the Day (WGH) | Uptown Movie Reporter (WBNX) | |

V

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|--|---|--|
| Vacation Lands (WINS) | Vesper Hymns (KTUL) | Voice of Courage, The (WOC) |
| Vadeboncoeur (WSYR) | Vesper Time (WSLB) | Voice of Dixie, The (KFDM) |
| Vagabond Dreamer (KHBG, KOIL) | Vic Herbert Old Timers (CKCA) | Voice of Faith (CJOC) |
| Vagabond Dreams (WTAG) | Vicki Renee Comments (KVOE) | Voice of Government, The (KELA) |
| Vagabonds, The (WJR) | Victor Packer's Music Store (WLTH) | Voice of Inspiration (CKY) |
| Vagabond's Trail, The (WOR) | Victory Trio (KFH) | Voice of Iowa (WMT) |
| Vagabondia (KXOK) | Vienna Memories (KDON) | Voice of Keith Bertken, The (KMJ) |
| Vagabonding with Poetry (WAAT) | Viennese Caprice (WOV) | Voice of Morning Worship (KELA) |
| Vallet Varieties (KFBB) | Viennese Violin, A (WDAS) | Voice of Police Court (WCMI) |
| Valley City Honors You (KOV) | Views of Local News (WHBF) | Voice of Prophecy, The (CKOV) |
| Valley Sky Riders (WGNY) | Views of the Editors (WOWO) | Voice of Public Opinion (KVOD) |
| Value Parade, The (WGH) | Village Boys (KTRH) | Voice of Radio, The (WAIR) |
| Vancouver Theatre Time (CBR) | Village Parson, The (WBIG) | Voice of Richmond's Schools (WRVA) |
| Vandal Vignettes (KIDO) | Village Serenade (KWK) | Voice of Safety (WCMI) |
| Varieties, WRDW (WRDW) | Violin Impressions (WFAA) | Voice of the Clock (CKLN) |
| Varieties Classiques (CJBR) | Violon Antique, Le (CJBR) | Voice of the People (KFYR, KTSA) |
| Varieties, Humboldt (KIEM) | Virginia Lee's Marketing Program (KSRO) | Voice of the Public Forum, The (KFPL) |
| Varieties Internationales (CJBR) | Visiting Kentucky Farm Folk (WHAS) | Voice of the Pulpit (KNX) |
| Varieties Laurentiennes (CJBR) | Visiting Mike (WMCA) | Voice of the Student (WOPI) |
| Varieties, Monarca (WDZ) | Visiting Virginia (WRVA) | Voice of the Village (KGER) |
| Varieties Musicales (CJBR) | Visiting with Visitors (WDAY) | Voices from the South (WBIG) |
| Varieties Universelles (CJBR) | Vocal Rhythms (WKST) | Voices of America (NBC) |
| Variety Hour (WMRO) | Vocal Varieties (WSGN, WSPB, WTNJ) | Voices of Hawaii (NBC) |
| Variety in Rhythm (WBAP, WSPB) | Vocales, The (WTOL) | Voices of Today (WNOX) |
| Variety in Song (WAIR) | Vocational Guidance Clinic of the Air (WESG) | Voices of Tomorrow (WNOX) |
| Variety Rhythms (KSRO) | Vogues & Variety (KOA) | Vos Preferes (CJBR) |
| Variety Unlimited (CFRN) | Voice in the Night (WISE) | Vote for Your Favorite (KIEV) |
| Variety Vignettes (CKNB) | Voice of a City, The (WBBM) | Vox Novachord (WLW) |
| Vaudeville Show of the Air (CHAB) | Voice of American Women, The (KALE) | Vox Pop, Stephenville (KFPL) |
| Vedettes Parisiennes (CJBR) | Voice of Borinquen: Music of Spain (WCNW) | Vox Pup (CJRC) |
| Verna Mae Children's Pro- gram (KGDM) | Voice of Christian Youth (WRJN) | |
| Vernon Crane's Story Book (NBC) | | |
| Very Truly Yours (KGDM) | | |
| Vesper Bells (CFCN) | | |

W

- Waiter and the Cop, The (WCCO)
 Wake Up, America (WHK)
 Wake Up and Swing (KOME, WBNX)
 Waltz Album, The (WFAA)
 Waltz Lives On, The (KDYL)
 Waltz Medley Time (KMJ)
 Waltz Moods (WWJ)
 Waltz Serenade (CBL-CBY, CJOC, WSM)
 Waltz Time (CFGP, WEDC, WFAA)
 Wanderlust (WWJ)
 Want a Job? (WIBC)
 Want Ad Column of the Air (WCLO)
 Want Ad Varieties (WCAZ)
 Want-Ads of the Air (KVRB)
 War at Sea, The (WOR)
 War Calendar (KWKH)
 War Map (KHQ-KGA)
 War This Week, The (WTMV)
 Washington Letters (KLO)
 Washington Snapshots (WNAC)
 Watch Your Step (NBC)
 Waterfront Reporter, The (KGER)
 Watt Is the Answer (WSUN)
 We Are Unemployed (WAIR)
 We Give You Three Guesses (WCCO)
 We Old Timers (WWJ)
 We Present (WGY)
 We, the Wives, Quiz (NBC)
 We Want a Job (WSYR)
 We Want Work (KOME)
 We Women (KSCJ, WSGN)
 Webster Goes Wild (WSM)
 Wedding Bells (WAIR)
 Welcome Neighbor (WAPI, WOR)
 Welcome Stranger (KVIC)
 What Do You Know? (WWNC)
 What Do You Think? (KFRU, KRLD, KTRB, WAVE, WRJN)
 What Is It? (KVSO)
 What-Not Corner (KFDA)
 What People Think (KIRO)
 What Time Is It? (KFYO)
 What Tunes Do You Want? (WSPA)
 What Would You Do? (WGN)
 What Would You Have Done? (NBC)
 What Would You Say? (WAAT)
 What You Should Know (KASA)
 What's in a Name (WCFL)
 What's in a Word (CKMO, WHLS)
 What's in the World (WBNX)
 What's My Name? (NBC)
 What's New (KFJZ, KNX, KRBC)
 What's New and News (WLPM)
 What's New—Domestic Diary (WDAN)
 What's on My Mind (CKOC)
 What's the Answer (WCOL, WEMP, WHIO, WKY)
 What's the Latest (KHJ)
 What's the Law? (WGAR)
 What's the Title (KICA)
 What's Your Answer? (WDAY)
 What's Your Future (WCAE)
 What's Your Hobby (WCLE, WCSC)
 What's Your License Number (WTMC)
 Wheel of Fortune (KAST, KTSA)
 When a Girl Marries (CBS)
 When Day Is Done (KMO, KROC, KTSM, WTIC)
 When Music Calls (NBC)
 When Shadows Fall (KTUL)
 Where Am I (WAVE, WFTC)
 Where Are You From? (WQXR)
 Where Is My Child (WBNX)
 Whispering Rhythm (WRC-WMAL)
 Whistle While You Work (CKMO, WTJS)
 Whizzer, The (WMAQ)
 Who Am I (KVPD)
 Who Is It? (WTNJ)
 Who Knows It (WESG)
 Who Said That (KELA)
 Who's the Star (WWSW)
 Who's Who (WTJS)
 Who's Who in Radio (WWVA)
 Whoozit—Whatzit (WBOW)
 Wildlife Roundtable (WHO)
 Win-Gold (KWNO)
 Window Shopping (WJBC)
 Window Pictures (WOW)
 Window Shopping (WABY)
 Wings on Land (KMJ)
 Wired for Sound (KGO)
 Wisecrackers (WWSW)
 Wishing Well, The (KFDM)
 Without Benefit of Censor (WFBR)
 Wives' Club (WRR)
 Wizard of Quiz (WTAG)
 Woman in a Man's World (WCCO)
 Woman of Courage (CBS)
 Woman Speaks, The (WBNX)
 Woman to Woman (KRMC)
 Woman's Club of the Air, The (WCMI, KFDA)
 Woman's Homely Companion (KTSA)
 Woman's Page, The (KXOK, KDNT)
 Woman's Point of View, A (KTOK)
 Woman's World (KMTR, WEBC)
 Women in the News (KLZ, KOB, KRMD, KROW, KROY, KTUL, WCMI, WHAS)
 Women, Just Women (WDZ)
 Women Only (WHAM)
 Women's Club of the Air, The (CHLT, WTAM)
 Women's Corner (WRAL)
 Women's Journal of the Air (WEW)
 Wool Pull-Overs (KFPY)
 Word Kit (WTOL)
 Words and Music (CJLS, KRGV, WBBM, WSLB)
 Workers Wanted (WFBR)
 Working Wife (WIND)
 World Is Yours, The (NBC)
 World of Music (WWJ)
 World Series of the Past (KHJ)
 World Speaks, The (KDLR)
 World's Fairest Music (WMCA)
 World's Greatest Melodies (KDYL)
 World's Greatest Short Stories, The (WBAP)
 Worry Hour (WSM)
 Wrinkle Chasers (WOWO)
 Write a Song (WSM)

PROGRAM TITLES—Continued

Y

- Y Time (WHJB)
 Yarn of the Week (KNX)
 Yarnspinner, The (WFVA)
 Yawn Busters (WFIG)
 Yawn Patrol (KOIL, KSFO, WSOY)
 Yawn with Brawn (WLOK)
 Yawners Guard, The (KRSC)
 Yawns at Dawn (WCMI)
 Ye Giftie Basket (KFJZ)
 Yesterday and Today (KOIL)
 Yesterday's Children with Dorothy Gordon (NBC)
 Yesterday's Melodies (KFAB)
 Yestertho'ts (WHAM)
 Yodeling Drifter (WHO)
 Yodeling Hobo (WTAL)
 Yodeling Time (WICC)
 York State Plays (WESG)
 You and Your Government (WNAX)
 You and Your House (WWJ)
 You and Your Neighbor (WBZ-WBZA)
 You and Your Public Library (KDYL)
 You Asked for It (CKCA, KFAR, KROW)
 You Can Use It (WISE)
 You Guess (WICA)
 You Make America (KOA)
 You Might Be Right (WFAA)
 You Name It (WAPO)
 You Pronounce It (KFSD)
 You Should Read It (WTAL)
 You Tell Me (KORN)
 You Tell Us (WNOX)
 You, The Motorist (WEDC)
 You'll Like It (WCSC)
 Young America Sings (WJIM)
 Young America Speaks (WAAB)
 Young America's Cooking Club (WOWO)
 Young Chicago Sings (WLS)
 Young Dr. Malone (CBS)
 Young Durham (WDNC)
 Young Ideas for Old Homes (KGNC)
 Young Man with a Band (CBS)
 Young Man with a Voice (KWOC)
 Young People's Question Box (WAVE)
 Young Stars Sing (WMBD)
 Your Announcer Entertains (WGH)
 Your Army (KIEM)
 Your Baseball Scores (KFJZ)
 Your Book Man (WKNY)
 Your California (KSFO)
 Your Chicago (WBBM)
 Your Child and His School (WESG)
 Your Children (WOAI)
 Your Choice (WQAM)
 Your Community Editor Speaks (KOAM)
 Your Country Editor Speaks (WJMC)
 Your County in History (WSPD)
 Your Easy Chair (WLW)
 Your Editor Speaks (KVIC)
 Your Entertainment World (WRAL)
 Your Evening in Radio (CKSO)
 Your Eyes (KFJZ, WFMD)
 Your Family Doctor (WHDF)
 Your Farm and Ranch News (KVIC)
 Your Friendly Neighbor (WCAO)
 Your Garden, Week by Week (WGNV)
 Your Government (KGFX)
 Your Health (KHQ-KGA)
 Your Hit Book of the Week (WCFL)
 Your Hollywood Reporter (WSOC)
 Your Home and Mine (WCAX)
 Your Home & Neighbor (WMAM)
 Your Home and You (KWOS)
 Your Home Town (WTAD)
 Your Host (KLO)
 Your Hymn Singer (WGBR)
 Your Hymns and Mine (WOC)
 Your Lucky Break (KTUL)
 Your Maestro (CJAT)
 Your Magazine Guide (WJNO)
 Your Morning Mail (WBIG)
 Your Morning News (WEAF)
 Your Morning Swing (KFYO)
 Your Music (WFAA)
 Your Mutual Friend (KVEC)
 Your Name Band (WRJN)
 Your Neighbor (KMTR, WGY)
 Your Neighbor and Mine (WBZ-WBZA)
 Your Neighbor Speaks (KARK)
 Your News Courier (WBIG)
 Your Organ Stylist, Bernie Howell (KFYO)
 Your Parlor Playhouse (KICA)
 Your Personal Advisor (KHJ)
 Your Personal Service Club (WNEW)
 Your Problem and Mine (WDOD)
 Your Program (WCAP, WCKY)
 Your Radio Girl Friday (WJTN)
 Your Radio Physician (WRAL)
 Your Request (WQXR)
 Your Schools (KGFX)
 Your Singing Neighbor, Bailey Axton (WAAB)
 Your Softball Reporter (KVOE)
 Your Song for Today (CJCA)
 Your Speech and Mine (KVIC)
 Your Sunday News (KQV)
 Your Time (CJIC, WTAL)
 Your Town (WGAR)
 Your Town in History (WSPD)
 Your Tunsmith (KGER)
 Your Visiting Friends (KMFJ)
 Your Weekly Letter (WSPB)
 Yours for a Quarter Hour (KTSA)
 Yours for a Song (KTSA)
 Youth and Music (WWVA)
 Youth Comments on the News (WOV)
 Youth Demands an Answer (KFWB)
 Youth Has Its Say (WGL)
 Youth in Crisis (NBC)
 Youth in the Toils (NBC)
 Youth Makes a Record (KOL)
 Youth on Parade (KTSM)
 Youth Questions the Headlines (NBC)
 Youth Speaks (WKBN)
 Youth Speaks Its Mind (KGVO)
 Youth Speaks to America (KHJ)
 Youth vs. Age (NBC)

LAW

DEVELOPMENTS IN FEDERAL REGULATION OF BROADCASTING

By LOUIS G. CALDWELL

Member of the District of Columbia and Illinois Bars

This is Louis Goldsborough Caldwell's fourth article in an annual series of reviews anent the federal regulation of broadcasting. In introducing it, the editors of the VARIETY RADIO DIRECTORY believe that no comment is necessary, since the clarity of the writing speaks for itself. And it is similarly felt that it becomes redundant after four years to emphasize at length the author's ability to remain objective about a situation in which he himself, by the nature of his calling, played a role. That objectivity, too, has been (and is being) more than adequately displayed in the writing. The editors, however, would like to make public their satisfaction in being able to present, year after year, an analysis which, in their opinion, is unrivalled in quality by any other section of this book.

LOUIS GOLDSBOROUGH CALDWELL is a member of the District of Columbia and State of Illinois Bars. He was the first president of the Federal Communications Bar Association, is chairman of the Committee on Administrative Practice of the District of Columbia Bar Association, and a member of the Washington Committee of the American Bar Association; and his writings and achievements as regards radio are too lengthy and detailed to mention.

INTRODUCTION

Save for one factor, developments in federal regulation of radio in the year just closed* may be summarized with the statement that trends noted in the author's last article† have been, in the main, confirmed and carried forward.

On the credit side should be listed increasing efficiency, in the sense of prompt and incisive action, and the freedom from external evidence of bickering and dissension, which began during the closing two months of the previous year, and has continued during the year just closed. The commission's prestige has been correspondingly enhanced. Counterbalancing this (or as additional credits, depending on the viewpoint) must be placed (1) the persistent procedural trend toward decisions in quasi-judicial matters without hearing, toward avoiding or minimizing the rights of persons adversely affected to be heard either before the Commission or on appeal, and toward substitution of the "investigative technique" for due process of law in the traditional sense; (2) the equally persistent substantive trend toward so-called "value judgments" without statement of reasons or fixing of principles and with frequent disregard of principles or standards already an-

* From July 1, 1939 to July 1, 1940.

† VARIETY RADIO DIRECTORY, III, p. 896.

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nounced, necessarily leading to lack of uniformity and unpredictability; and (3) a marked effort toward expansion of power, particularly in the direction of economic regulation of industries subject to the Act.

The one new factor is the crisis engendered by the war in Europe which at times bids fair to reverse the downward trend of censorship and to open up an all-too-tempting vista for further expansion of inquisitorial and bureaucratic control over broadcasting.

PART I

THE MACHINERY OF REGULATION

A. PERSONNEL AND INTERNAL ORGANIZATION OF THE COMMISSION

On July 25, 1939, Frank R. McNinch resigned as chairman of the Commission, effective September 1st. Because of illness he had been continuously absent for several months. He was thereafter retained in government service as a special communications expert to advise the Department of Justice. On July 27, 1939, James Lawrence Fly, general counsel of the Tennessee Valley Authority and earlier with the Department of Justice, was appointed to succeed McNinch for the unexpired portion of the term. Fly was immediately confirmed by the Senate and took up his duties as chairman of the Commission on September 1st.

On June 5, 1940, Thad H. Brown, whose term expired July 1st, was appointed by the President to succeed himself for a seven-year term. Brown had been a member of the Commission and of its predecessor, the Federal Radio Commission, since early in 1932. The appointment encountered difficulties in the Senate Committee on Interstate Commerce, which held hearings and, at the present writing, has not made its recommendations. Brown was subjected to an intense grilling, principally by Senator Tobey of New Hampshire, with regard to the delay in completion of the network-monopoly report by the committee of which he is chairman, and other matters.

On October 16, 1939, George O. Gillingham, Public Relations Director of the Tennessee Valley Authority, was engaged as Public Relations Director of the Commission. On April 25, 1940, William J. Dempsey, general counsel, and William C. Koplovitz, assistant general counsel, resigned, effective in May. They were succeeded in their respective offices by Telford Taylor and Joseph L. Rauh, Jr., who joined the Commission May 6th. At the time of their appointments, Taylor was special assistant to the Attorney General and Rauh was assistant general counsel of the Wage and Hour Administration.

On July 31, 1939, the Commission, in its Administrative Order No. 2, took the first of a series of steps designed gradually to transfer routine work from the Commission and its members to the staff. By this order important additional responsibilities were delegated to the secretary instead of to individual Commissioners. On November 8, 1939, by amendment of the order effective December 1st, the Commission created an Administrative Board comprising its general counsel, chief engineer, chief accountant and secretary. This same personnel has served since 1937 as a rules committee. The function of the board is to act as a junior commission, with power to dispose

FEDERAL RADIO REGULATION—Continued

of important classes of non-controverted and routine matters, previously assigned to individual commissioners on a month-to-month basis, and to make recommendations on other matters. The step has brought about a marked increase in efficiency.

During the fall of 1939 the Commission, through its chairman, advocated the establishment of a new unit of 12 to 15 investigators, to be called an Investigation Division, and sought funds from Congress for the purpose. The proposal must be viewed in connection with the principal tendencies manifest at the Commission during the past two years, noted in the introduction. Supporting the proposal in hearings before subcommittees of both the House and the Senate Committees on Appropriations and in public interviews, Chairman Fly emphasized the need for preliminary study of applicants, their financial responsibility, their real identity and their connections and backers. By this method, he stated, futile hearings could frequently be obviated. He also referred to the constantly increasing welter of work, with emphasis on the war situation. Congress declined, however, to approve appropriation of the necessary funds. During the year, thought was also given to the creation of a labor relations unit within the Commission to keep abreast of labor conditions in all aspects of communications, including broadcasting.

B. PROCEDURE

THE NEW HEARING PROCEDURE. On July 12, 1939, effective August 1, the Commission put into force another major change recommended by its Law Department, affecting primarily the rights of persons to intervene in opposition to applications. Prior to the change, the right to intervene had been made dependent solely on the disclosure of "a substantial interest in the subject-matter of the hearing." To a large extent, persons adversely affected had been automatically made parties and received notice of the hearing. Under the new rule, only the applicant is named as a party, and to obtain the right to participate other persons are required to file petitions to intervene. The granting of such petitions is made a matter of grace, dependent on a showing satisfactory to the Commission (1) as to the petitioner's grounds, (2) as to his position and interest in the proceeding, and (3) that "his intervention will be in the public interest." According to the rule, at least by implication, the Commission declines to recognize that a person adversely affected has "any legal or equitable right or interest in the proceeding."

The full import of this change, and particularly of the attempt to extend the substantive standard of "public interest," prescribed in the Act, to cover procedural rights, was not appreciated either by the bar or by some members of the Commission and its staff until October 2, 1939. On that date Commissioner Payne, presiding over the Motions Docket, released an opinion interpreting the new rule in such a manner as to make it necessary for a petitioner to indicate clearly that, by being permitted to intervene, he would be of assistance to the Commission in developing the issues, either through evidence providing information not otherwise available to the Commission through its staff or possibly by cross examination, provided the cross examination to be indulged in is *bona fide*.

FEDERAL RADIO REGULATION—Continued

Another and closely related innovation is that the issues specified in the notice of hearing are to be confined to those which appear to the Law Department to furnish clear and adequate grounds for denial of the application, leaving for later hearing (if necessary) other issues raised by the application. Provision is made in the rules for motions by interested parties to "enlarge the issues," but in the opinion rendered by Commissioner Payne on October 2nd so rigorous interpretation was given this provision as to make it of little value. The principal sufferers are licensees of existing stations located in the same community as the proposed new station, who would be affected economically through increased competition. Similarly affected are competing applicants for new stations in the same community.

Several rejected petitioners appealed their cases to the full Commission, but on October 10, 1939 the Commission, with two members absent, upheld Commissioner Payne's rulings, without, however, specifically adopting his opinion or reasons. The whole question has been complicated by extreme positions urged by the Commission's Law Department before the United States Court of Appeals for the District of Columbia and the Supreme Court of the United States, with varying degree of success, on both the substantive and the procedural aspects of the Act, as shown in Part IV of this article. Some of the major issues have not been judicially determined and court decisions on these and other issues are being ignored.

Actually, application of the rule has varied through the year, depending on the viewpoint of the particular Commissioner presiding over the Motions Docket in a given month, and on the varying interpretations given to the court decisions reviewed in Part IV. In later months there has been a notable tendency toward a more liberal policy, and petitions to intervene regularly denied in the earlier months are now more frequently granted.

The innovations just described are part and parcel of the pattern noted in the introduction to this article. They continue the attempt, which began with the elimination of the Examining Department in November, 1938,* to substitute the so-called investigative technique for the notice-and-hearing procedure up to the very limit (and, in the writer's opinion, beyond the limit) permitted by the Act and the decisions of reviewing courts, and to minimize the rights and opportunities of persons adversely affected to place obstacles in the way of its decisions.

For three years a continuing effort had been made by the Federal Communications Bar Association to bring about needed miscellaneous reforms in the rules, having to do largely with imperfections in the "red tape" category, some of which obstructed efficiency while others imposed unjustifiable hardship or expense on parties. A committee had cooperated with the Commission's Law Department in a series of almost weekly meetings. To a very satisfying extent, the Association's efforts were successful and several imperfections were remedied in the revision effective August 1, 1939.

THE ATTORNEY GENERAL'S COMMITTEE ON ADMINISTRATIVE PROCEDURE. Attention was focused on the Commission's new procedure by a study made public in February, 1940 by the Attorney

*VARIETY RADIO DIRECTORY, III, p. 901.

FEDERAL RADIO REGULATION—Continued

General's Committee on Administrative Procedure.* With minor exceptions, the study was highly laudatory of the innovations, including the new intervention rule, the abolition of the Examining Department, the substitution of presiding officers chosen from the Law Department to act in the dual capacity of examiner and trial attorney at hearings, and the substitution of "proposed decisions" of the Commission for examiners' reports. Among the few critical suggestions contained in the monograph was a statement that political lobbying at the Commission, notably by members of Congress, constituted a practice which should be discouraged. A reading of the document and of criticisms of its contents will be helpful to a more complete picture of the issues involved.†

QUESTIONNAIRES. The plethora of questionnaires which began in 1938, discussed in last year's article,** resulted in protracted negotiations between the Commission's Accounting Department and representatives of the National Association of Broadcasters. When the conversations began, a form of gargantuan dimensions was projected, but widespread protest, followed by negotiations, resulted in a radical reduction in bulk if not in scope.

On January 4, 1940, after months of delay, the Commission approved a revised form of financial report on station operations for 1939, returnable April 15th. It comprised 21 pages and was accompanied by instructions totaling 16 pages. Notwithstanding the abbreviations in length, it actually was more comprehensive than the questionnaires distributed in 1937 and 1938. It embraced a searching inquiry into the innermost phases of station operations. In addition to requiring a general balance sheet, it sought information on such matters as undistributed profits, distribution of revenues by corporations, proprietors, partners and officers, compensation paid proprietors, partners, employees, officers, musicians and other talent, and detailed income breakdowns as between network, non-network, and other sources of revenue.

* Monograph No. 3, entitled "The Federal Communications Commission," submitted September, 1939, and revised January, 1940. The Committee had been created on February 24, 1939 by Former Attorney General Murphy at the request of the President (acting upon the earlier suggestion of former Attorney General Cummings), to "ascertain in a thorough and comprehensive manner" the extent to which "criticisms of the administrative procedure of federal agencies were well-founded" and "to suggest improvements, if any are found advisable." The creation of the Committee followed closely upon, and was probably the result of, the introduction of the Logan-Walter Bill in Congress in January, 1940, and the widespread support for its enactment.

† The monograph has been printed as Part 3 of Sen. Doc. No. 186, 76th Cong., 3rd Sess. For criticism, see the writer's article entitled *Federal Communications Commission—Comments on the Report of the Staff of the Attorney General's Committee on Administrative Procedure*, 8 GEO. WASH. L. REV. 749 (Mar. 1940); also, *More About the Report of the Attorney General Committee's Staff on the Federal Communications Commission*, IV F. C. BAR JOURNAL 190, and Keller, *Report of the Attorney General Committee's Staff on the Federal Communications Commission*, *ibid.*, p. 182.

**VARIETY RADIO DIRECTORY, III, p. 904.

FEDERAL RADIO REGULATION—Continued

APPLICATION FORMS. The tendency toward bulky, elaborate and intricate application forms, noted in last year's article,* continued. Space will not permit detailed discussion of this tendency. The principal development was the issuance, on April 1, 1940, of a new 42-page application† for a standard broadcast station construction permit or modification thereof. A few illustrations will suffice to show the penetrating character of the questions, in addition to those seeking detailed technical data regarding the proposed station.

Full information must be given as to all business employments or associations of the applicant for a period of five years, and, if the applicant is a corporation, the requirement extends to officers, directors, and principal stockholders.

Citizenship is the subject of minute inquiry. Where it is claimed by reason of naturalization, the application must state the date and place of birth, and, with respect to the final certificate, the date and place of issuance, the number, and court of issuance. Where it is claimed by reason of naturalization of a parent, additional information is required. Where a corporate applicant has less than 100 stockholders, the information must be given for each stockholder.**

Complete disclosure as to the applicant's encounters with the law, criminal and civil, is called for. He must reveal whether he has ever been found guilty of a felony or any other crime involving moral turpitude and, if he has, must supply a full description of the offense committed, the date, the court and reference to the official record. He must report any bankruptcy proceeding, voluntary or involuntary. If any other suit or proceeding of *any* character has ever been brought against him he must provide full information regarding it. Certified copies of any outstanding judgments or decrees must be attached to the application. If the applicant is other than an individual, the foregoing inquisition extends to any "partner, member, officer, director or principal stockholder." Thus there is little opportunity for a Jean Valjean to forget his past if he would engage in any form of radio communication.

The form delves deep into matters of corporate structure, direct or indirect control, proposed sale of stock, assets and financial responsibility, and any business or financial enterprise in which the applicant (including any partner, officer, member of the governing board, director or principal stockholder) has or has had a substantial interest (25% or greater).

The foregoing represents by no means all the information that is re-

*VARIETY RADIO DIRECTORY, III, p. 908.

† FCC Form No. 301. This was followed by the adoption on June 28, 1940 of Form 319, to be used in applying for authority to construct a high-frequency (FM) broadcast station. It embodied substantially all the questions contained in Form 301, and added some. For example, the applicant must describe fully the "cultural, economic and other characteristics" of the community sought to be served. He must also demonstrate how he can compete effectively (in an economic sense) with FM stations operating in the same community.

** Otherwise, the information must be given for each stockholder owning or controlling more than 10% of the stock.

FEDERAL RADIO REGULATION—Continued

quired by the new form. It is striking evidence of the momentum in the direction of employing the investigative technique in lieu of hearings and toward expansion of the field of regulation.

C. CONGRESSIONAL PROPOSALS FOR INVESTIGATION, REORGANIZATION, AND PROCEDURAL REFORM

INVESTIGATION AND REORGANIZATION. Congress adjourned August 5, 1939, without having acted on any of the proposed legislation and resolutions to reorganize the Commission or the proposed resolutions to investigate it, summarized in last year's article.* With the opening of the new session on January 3, 1940, the sponsors of the Wheeler-McNinch Bill to substitute a three-man board for the Commission, with a substantial enlargement of the chairman's power, had virtually abandoned their proposal and it has remained shelved since then.

From time to time demands for an investigation of the Commission were revived but, with one exception, were not seriously pressed. The exception had to do with resolutions resulting from the Commission's action on March 23, 1940, suspending its new rule permitting limited commercial operation of television and setting the matter for hearing on April 8th. A resolution introduced in the Senate by Senator Lundeen, of Minnesota, resulted in a hearing before the Senate Committee on Interstate Commerce on April 10, 1940, but nothing further transpired.†

Otherwise, criticisms of the Commission in Congress found expression in occasional speeches on the floor of both Houses, and in questioning of Commission representatives at hearings held in December and January before subcommittees of the House and Senate Committees on Appropriations, and before the Senate Committee on Interstate Commerce in June in connection with Commissioner Brown's reappointment.

While the current session of Congress is, at present writing, still in progress, it appears almost certain that no legislative proposal for reorganization or investigation of the Commission will be passed.

THE LOGAN-WALTER BILL. The Logan-Walter Bill, introduced in January, 1939, and sponsored by the American Bar Association, sought to subject federal administrative agencies generally to drastic procedural requirements, accompanied by a broad scope of judicial review, with respect both to their rule-making functions and their quasi-judicial functions in the decision of controversies. Opinions differ as to the extent of application of the bill's provisions to the Federal Communications Commission, and the

* VARIETY RADIO DIRECTORY, III, pp. 908-12.

† S. Res. 251, 76th Cong., 3rd Sess. See also S. 3745, a bill introduced April 10th by Senator Barbour, of New Jersey, and a House Resolution, introduced April 10th in the House by Representative Connery, of Massachusetts. The former sought to amend the Communications Act to strip the Commission of power to regulate or control radio experimentation, research or development, or the manufacture or sale of transmitting and receiving radio apparatus, or the business policies of radio broadcasters. The latter sought a sweeping radio investigation.

FEDERAL RADIO REGULATION—Continued

merits or demerits of its provisions if thus applied.* The bill was unexpectedly passed by the Senate just prior to its adjournment in the summer of 1939, but was reconsidered and placed on the calendar on the assurance that it would be taken up at an early date during the next session. On April 18, 1940, the bill† was passed by the House (282 to 97). Vigorous efforts were made to have it acted on by the Senate but were unsuccessful, partly because of pleas by administration leaders that Congress should await the completion of the work of the Attorney General's Committee on Administrative Procedure before taking up the bill, and partly because of the exigencies of legislation having to do with national defense and related matters.

THE DITTER-BAILEY BILL. On February 16, 1940, Representative Ditter, of Pennsylvania, introduced a bill** designed to minimize the danger of arbitrary action on applications and the exploitation of procedural loopholes in the Act for the purpose of censorship. Among other things, it proposed that a minimum license period for broadcast stations be fixed at three years, with a maximum of five††; that persons who would be adversely affected by the granting of an application should be accorded a hearing; that revocation orders should be preceded, instead of followed, by hearings; and that no adverse action of any character should be taken against either applicants or licensees because of the character or contents of any program, unless such program contains matter expressly forbidden by the Act or by regulation of the Commission authorized by the Act, and then only after the licensee has been finally adjudged guilty by a federal court of one or more violations, and the offense is of so serious or repeated a nature as to show clearly that the licensee or applicant is not qualified in character to operate a radio station.

The bill also sought to place limitations on the extremely broad powers given the President by the Act, both in connection with the assignment of frequencies to Government stations and in time of war, threat of war, a state of public peril or disaster or other national emergency, or in order to preserve the neutrality of the United States. Beginning in the Fall of 1939, there was increasing sentiment to the effect that Congress should establish safeguards against abuse of such powers, and there was agitation for repeal of the pertinent provisions of Sec. 606 of the Act. The Ditter Bill sought to provide these safeguards by providing for hearings where the assignment of a frequency to a Government station would make impossible

* See the author's analysis of the bill in the issues of the Congressional Record for April 18, 1940, p. 7225, and May 30, 1940, p. 10914.

† H. R. 6324.

** H. R. 8509, S. 3515, 76th Cong., 3rd Sess.

†† The Act now permits a maximum of three years and the Commission actually issues licenses on a one-year basis. The Senate bill provided a maximum license period of 10 years.

FEDERAL RADIO REGULATION—Continued

the further operation of, or cause objectionable interference to, any licensed station, and by limiting the application of Sec. 606 (c) of the Act to the closing down or taking over of the control of broadcast stations to imperative military need on the part of the armed forces of the United States, upon Presidential proclamation of the actual existence of war in which the United States is engaged, or a state of insurrection equivalent to war. The taking over of stations to permit the Government, or any department or agency thereof, to engage in or control broadcasting, was to be forbidden.

The bill immediately won general support among the broadcasting industry. Because, however, of the rapid sequence of international developments after its introduction, largely monopolizing the attention of Congress, it has not made any progress to date.

THE COMMISSION'S APPROPRIATION. As noted in last year's article,* after a stormy experience extending over months, the Commission finally secured a last-minute approval of an appropriation of \$1,838,175 for the year 1939-40. During the past year the Commission sought a further large increase in appropriation. As passed by the House, the Independent Offices Bill accorded a total of \$2,116,340, an increase of approximately \$280,000, of which \$150,000 was for modernization of monitoring equipment and \$128,000 for personnel. On February 8th the Senate passed the bill, cutting the Commission's appropriation to \$2,076,340.

Early in March charges were made in the House that the Department of the Interior was using the broadcast medium to further its own needs and even to promote certain favored legislation pending in Congress. The House Appropriations Committee refused to approve an item of \$40,000 earmarked for the establishment of a permanent staff for radio activities in the Office of Education in the Department. The House also accepted an amendment proposed by Senator Gossett, of Texas, prohibiting the use of any part of the Department's appropriation

“for the broadcast of radio programs designed for or calculated to influence the passage or defeat of any legislation pending before the Congress.”

PART II

REGULATION OF STANDARD BROADCAST STATIONS

A. REGULATION OF BROADCAST ALLOCATION

TERM OF BROADCAST LICENSES. The Commission has adhered to the one-year period for broadcast licenses inaugurated by its action of June 23, 1939. To obviate procedural difficulties that might otherwise arise when the time comes to put the North American Regional Broadcasting Agreement into operation,† the Commission, by order issued February 20, 1940, modified outstanding licenses to make them expire uniformly on August 1, 1940. By further order on June 11, 1940, it extended all licenses to October 1, 1940.

* VARIETY RADIO DIRECTORY, III, p. 916.

†See Part V.

FEDERAL RADIO REGULATION—Continued

As already noted in Part I of this article and in last year's article,* there has been continuous endeavor within the industry and in Congress to make a longer license period mandatory on the Commission, principally on the arguments that the short license period opens the door to indirect censorship through the threat of hearings on renewal applications, and that a longer period conduces toward greater stability in the industry. There is still reason to hope that, without legislation, the Commission will recognize the cogency of these arguments as soon as the present uncertainty over the effective date of the North American Regional Broadcasting Agreement is at an end.

CLASSIFICATION OF CHANNELS AND STATIONS. The classification of channels and stations specified in the revised rules adopted by the Commission June 23, 1930,† has been maintained in force without any formal modification. The new rules have not, however, proved immune from corrosive influences. Nor have the Standards of Good Engineering Practice, which accompany the rules and were adopted at the same time.

The clear channels, free of nighttime duplication, have not yet been invaded, but this has not been for want of attempts to establish additional full-time stations on these channels. Throughout the year their status has constantly been in danger on account of applications filed with the Commission and pressed on its attention, because of pressure from members of Congress to permit duplication in particular cases, and because of views of certain members of the Commission to the same effect. It is commonly reported that the Commission was divided three to three on the issue, with the chairman's views not yet known.

One evidence of the tendency has been the practice of certain of the Commissioners to grant and renew applications for special temporary authority to operate full-time to limited-time stations on clear channels. This practice was brought to an end by action of the Commission on July 31, 1939 adopting an amendment directing that such applications be handled in a manner "not inconsistent with the established policy of the Commission", and, after further repercussions, by a determination by the Commission on November 14, 1939 to adhere strictly to the policy of not granting such an application except for the purpose of permitting the broadcasting of a special program of a non-recurrent character and of outstanding public merit.

During the year, extensive hearings were held on two applications, one of which sought to introduce nighttime duplication at Boston on 830 kc., a clear channel occupied by KOA, Denver, and the other of which sought to introduce nighttime duplication at New York on 810 kc., a clear channel occupied by WCCO, Minneapolis, notwithstanding the fact that, under the clear phraseology and intent of the regulations, neither application could be granted. No action has been taken on either application. On June 10, 1940 an impairment of a minor character occurred when the Commission modified its regulations defining the "broadcast day" so as to authorize

*VARIETY RADIO DIRECTORY, III, p. 919.

†See VARIETY RADIO DIRECTORY, II, p. 530; *ibid*, III, p. 919.

FEDERAL RADIO REGULATION—Continued

daytime and limited-time stations to begin operation prior to sunrise, at 4 A. M., local standard time, for the sake of service to their respective rural populations. Technically, this involved a degree of interference to the much larger rural areas served by clear channel stations.

The most tangible threat to clear channel service, however, was presented by conclusions expressed by the Network-Monopoly Committee in its report to the Commission released June 12, 1940. The report was primarily devoted to the issues specified in the original notice of hearing, which the Committee was appointed to hear and determine.* Technical allocation questions, such as the necessity for high power and clear channels to afford service to rural and small towns, the extent and character of interference caused by duplication, the importance of preserving channels clear for future development through increased power, the effect of duplication under the North American Regional Broadcasting Agreement and kindred topics, had not been among the issues specified and consequently had not been the subject of evidence or argument in the network-monopoly hearings. These questions had been thoroughly canvassed in the hearings held in June, 1938 and in a report made by *another* committee, resulting in the adoption June 23, 1939 of the present regulations providing for 26 clear channels.

The conclusions of the Network-Monopoly Committee must, therefore, be regarded as *obiter dicta* not based on any evidence in the record, directly contrary to the evidence heard in the June, 1938 hearing, and simply reflecting the views of the three members. Nevertheless, they are an alarming portent. Reasoning principally from the fact that all but two of the high-power clear channel stations are on the Columbia and National networks, the Committee advances the conclusion that

“* * competition in the radiobroadcast field can be further enhanced by a reevaluation of the so-called clear-channel policy, whereby new stations are refused access to clear channels regardless of the service which the new station would be able to render and regardless of how small the interference to the clear channel station would be. * * The exclusive grant of a clear channel to a station which can only serve limited areas prevents people in other sections of the country from receiving service from stations which could otherwise operate on the clear channel frequency. In our opinion, the Commission should consider the wisdom and practicability of utilizing the clear channels so that people living in all sections of the United States can have the benefit of radio reception at present denied them.”†

In the meantime, there have been encouraging signs of an increased understanding on the part of both members of Congress and the listening public of the necessity for high-powered stations operating on clear chan-

*The Committee's conclusions on these issues are summarized and discussed in Part II, B, of this article.

†The square conflict between these conclusions and the conclusions of the other Committee based on the actual technical facts, brought out and recognized at the June, 1938, hearing, will be apparent from a reading of a brief summary of the latter in VARIETY RADIO DIRECTORY, III, p. 921.

FEDERAL RADIO REGULATION—Continued

nels to furnish service to rural areas and small towns and cities having no stations of their own. On June 28, 1939, Representative Larrabee, of Indiana, introduced a resolution recommending that the Commission take steps

“* * to provide an adequate method to obtain data to determine the social and economic effects of power in excess of 50 kilowatts.”

In a speech on the floor of the House on July 6th, Larrabee pointed out that, with 40% of the area of the country receiving no satisfactory daytime signal and 60% receiving no satisfactory nighttime signal, power increases in excess of 50 kw. on clear channels appeared to be the only method of improving service. On October 26, 1939, Representative Sweeney of Ohio, placed in the Congressional Record the results of a postcard survey conducted throughout the rural areas of 14 states, showing the overwhelming percentage of listeners relying on clear channels and high power for service. He adverted to the fact that XERA, a Mexican border station, was reported to be using 800 kw., or 16 times as much as the maximum permitted by the Commission's regulations in the United States. This survey only served to confirm what had already been demonstrated by surveys conducted in previous years under the auspices of the Commission's Engineering Department, showing that about 80% of the country's rural listeners rely primarily on clear channel stations for nighttime service.

Another important factor has been the growing realization that duplication on any of the 26 channels entails a tremendous sacrifice of important rights of the United States under the North American Regional Broadcasting Agreement. Such channels, to be occupied by what are denominated Class I-A stations under the Agreement, may not be used by the other countries at nighttime at any place within 650 miles of the nearest boundary of the United States (which prevents their use in Canada, Cuba, and all but the southermost tip of Mexico), and, even at locations where they may be used, are subject to severe restrictions as to the strength of interfering signal, day or night, that may be delivered at the nearest boundary of the United States. The moment duplication is introduced on these channels in the United States these safeguards from foreign interference disappear and are replaced by very inferior degrees of protection.

There have been developments worth noting in connection with the other classes of stations. So far as is possible, the provisions of the Agreement have been given effect and station shifts have been made accordingly. This has been particularly true with respect to the 18 channels which, while technically classed as “clear channels,” are open to a certain amount of duplication by what are known as Class I-B and Class II stations under the Agreement.

With respect to regional and local stations and, to some extent, Class II stations, the Commission, in addition to numerous increases in power to the new maximum limits under the revised regulations, has pursued a course of attempting to fill every niche and cranny in the broadcast spectrum with new stations. It has made assignments in violation of the Commission's Standards of Good Engineering Practice, assignments subject to what formerly was regarded as excessively objectionable interference, and assignments dependent on extreme forms of directive antennas to avoid disastrous interference to existing stations. Little regard has been paid to

FEDERAL RADIO REGULATION—Continued

the preservation of latitude for future improvement of service, or to the working out of an allocation plan scientifically designed to achieve "a fair, efficient, and equitable distribution of radio service" over the country, or to solution of the serious problem now presented by the present inadequacy of service in about 40% of the country's area by day and in about 60% of its area by night. Instead, there is an increasing tendency to return to the chaos of interference in all but urban areas which the rural listening public experienced during the period from July 9, 1926, when federal regulation under the Radio Act of 1912 broke down, to November 11, 1928, when the Federal Radio Commission placed in effect a reallocation providing for 40 clear channels and imposing at least partial safeguards against undue loading of the 44 regional channels. This was followed by carefully considered empirical standards evolved over the years by the Commission's Engineering Department and designed to assure a maximum of service and a minimum of objectionable interference on all classes of channels. Although, on hitherto generally accepted engineering principles, the standard broadcast band is filled to overflowing,* the Commission authorized 52 new stations in 1938, 54 in 1939, about 25 to July 1, 1940, bringing the present total to about 840. True, for the most part, the new stations have been given local or daytime assignments, but a number have raised serious questions of interference and have been in clear violation of the Standards of Good Engineering Practice. Usually, during the past year, the grants have been made without hearing, even in cases where substantial interference to existing stations was involved.

ECONOMIC FACTORS. Any attempt to piece together the Commission's pronouncements on the relevancy and the significance of economic factors in the allocation of standard broadcast stations leads to bewilderment. When last year's article was written, the prevailing tendency of the Commission itself was to regard economic factors as of paramount importance in the interpretation and application of the statutory standard "public interest, convenience or necessity" in both its rule-making and its licensing functions. During the same period its Law Department was urging an inconsistent and almost contrary thesis in the reviewing courts.†

By its action of June 23, 1939, following the report and recommendation of its Committee, the Commission refused to amend its regulations to permit power in excess of 50 kw. on clear channels. This determination had no technical justification (the uncontroverted evidence favoring the removal of the power restriction in the interest of improved service) and was based almost entirely on so-called economic factors, consisting of apprehended adverse competitive effects on smaller stations which, it was feared, would lose audience and revenue. In its actions on applications for new stations of any class, the Commission had for several years given

* When the Federal Radio Commission was established in 1927 there were 733 licensed broadcast stations. One of the principal purposes for establishing the Commission was the bringing of order out of the then-existing bedlam of interference, by reduction in the number of stations in simultaneous operation and other methods. By successive actions in 1928 the Commission succeeded in reducing the total number to about 600, and the number in simultaneous nighttime operation to a much lower figure.

† VARIETY RADIO DIRECTORY, III, pp. 923, 967, 973.

FEDERAL RADIO REGULATION—Continued

almost automatic recognition to the rights of licensees of existing stations in the same community to be protected against economic injury resulting from excessive competition to a degree sufficient to prevent the existing licensees from carrying on in the public service. Applications for new stations were denied on this ground, and in almost all cases the issue was raised, was the subject of evidence, and was determined.

The *volte-face* has come in several stages and has more than one facet. It began with the Law Department's contention in the United States Court of Appeals and later in the Supreme Court that economic damage through loss of revenue, even though substantial, does not confer the right of appeal because such damage, in legal phraseology, is "without injury." It was furthered through the new intervention rule, effective August 1, 1939, and the rigorous interpretation given it on October 2, 1939, under which petitions to intervene by persons apprehending economic injury and motions to enlarge the issues to include economic factors were regularly denied. It was revealed in a tendency to visit retribution on those who ventured to raise the economic issue in proceedings pending before the Commission.* It was given substantive expression in a series of decisions, usually without hearing, on particular applications beginning in January, 1940, in which the right of existing licensees to be protected against excessive competition, no matter how injurious, has been categorically denied.† Small towns which, under the Commission's earlier views, would

* On October 10, 1939, the Commission, without hearing, granted an increase of facilities to a station at New Albany, Indiana. On October 30th, the Kentucky Broadcasting Corporation, which had previously been granted a construction permit for a new station of the same class across the river at Louisville, Ky., petitioned for reconsideration of the New Albany grant, alleging it would result in such severe loss of revenue as to impair petitioner's service and would destroy its ability to render proper service in the public interest. On November 20th the Commission not only denied the petition but issued an order to the Kentucky Broadcasting Corporation to show cause why its construction permit should not be recalled because of doubts raised by its petition as to its financial qualifications. Months later, on May 8, 1940, the order was rescinded.

† On January 9, 1940, the Commission, in denying a petition by an existing licensee for reconsideration of a grant of a new station made without hearing in Spartanburg, S. C., said:

"In the radiobroadcast field public interest, convenience and necessity is served *not* by the establishment and protection of monopolies, but by the widest possible utilization of broadcast facilities. Competition between stations in the same community inures to the public good because only by attracting and holding listeners can a broadcast station successfully compete for advertisers. Competition for advertisers which means competition for listeners necessarily results in rivalry between stations to broadcast programs calculated to attract and hold listeners, which necessarily results in the improvement of the quality of their program service. This is the essence of the American system of broadcasting.

"Experience has shown that the addition of a competitive station in a community does not bring about disastrous results sometimes predicted by the licensee of an existing station in the community. More often the protests of the existing station to the establishment of a new station spring not from a desire to insure its continued operation in the public interest, but rather from the purely private interest of seeking a monopoly in a field in which the interests of the public are best served by competitive operation."

Notwithstanding this momentous announcement of principle, on April 22, 1940, the existing station was sold to the successful applicant for the new station, and the sale was thereafter approved by the Commission on May 21, 1940.

FEDERAL RADIO REGULATION—Continued

have been held of doubtful ability to support even one station, have been granted two stations without hearing.*

The *volte-face* has not, however, been complete. This is apparently due in part to the principles announced in the Supreme Court's opinion in the *Sanders Bros. Radio Station* case, discussed in Part IV, and in part to a reservation in the Commission's own views. With respect to the latter, in presenting the matter in the reviewing courts, the Commission's Law Department, while strenuously opposing the right of an existing licensee to appeal, declared as follows:

"We do not wish to minimize the importance of a consideration by the Commission of the effect of competition between a proposed new station and existing stations before the Commission grants a license for the proposed new station. Unquestionably, the Commission should, in determining whether the 'public interest, convenience and necessity' will be served by the licensing of a new station in a community, give careful and painstaking consideration to the question of whether the effect of granting the new license will be to defeat the ability of the holder of any one or more outstanding licenses to carry on in the public interest. The Commission is entirely in accord with the view that if the effect of granting a new license would be to defeat the ability of the holder of an outstanding license to carry on in the public interest, the application for the new station should be denied unless there are 'overweening' reasons of a public nature for granting it. And the Commission also believes that it is obviously a stronger case where neither licensee will be financially able to render adequate service. It is the Commission's endeavor to determine in every case whether service to the public will be benefited or adversely affected by its action on an application."†

The net result of the foregoing would seem to be that the Commission entertains the view that it may consider and determine the issue but that persons adversely affected have little or no standing, either before the Commission or in the reviewing courts, to participate in the proceedings or to complain of an erroneous determination. This position, as will hereafter appear, was in large measure rejected by the Supreme Court. In fact, notwithstanding the Commission's more recent views, its earlier views are occasionally given effect and, from time to time, the factor of adequate economic support and, conversely, the factor of competitive effect on existing stations, directly or indirectly enters into the Commission's decisions. In the present state of affairs it is extremely difficult to state with any confidence what, in actual practice, is the law on the subject.

* Instances of this are the grants in the spring of 1940 of two stations in Salisbury, Md., having a 1930 population of 10,997, and two stations in Las Vegas, Nev., with a 1930 population of 5,165.

† Petition of Federal Communications Commission for rehearing in United States Court of Appeals for the District of Columbia in *Sanders Bros. Radio Station V. F.C.C.*, 106 F. (2d) 321.

B. REGULATION OF OWNERSHIP AND CONTROL OF STATIONS

THE NETWORK-MONOPOLY INVESTIGATION. On June 11, 1940, there was submitted to the Commission the long-awaited "Report of the Committee Appointed by the Commission to Supervise the Investigation of Chain Broadcasting," commonly referred to as the Network-Monopoly Investigation. The report was made public the following day. The proceeding, the earlier history of which has been traced in preceding articles,* began with the Commission's Order No. 37 on March 18, 1938, underwent an extended hearing from November 14, 1938 to May 19, 1939, and since then has been in the hands of the Commission's staff and the Committee for the preparation of the Report. The Report does not recommend or suggest the procedure to be followed by the Commission in considering and giving effect to its conclusions. At present writing, the Commission has not made any determination in this respect. It may be assumed, however, that, following the pattern usually adhered to in its quasi-legislative proceedings, the Commission will eventually accord opportunity to dissatisfied parties to file exceptions and to present briefs and oral argument, although such opportunity may be preceded by the formulation of tentative regulations on the subject-matter.

The document is of encyclopaedic dimensions, totaling some 1,300 pages, comprising a text of 138 pages and bulky appendices. Pursuant to the original specification of issues, it covers a few matters not exclusively related to network operations, such as a study of ownership and control of broadcast stations generally. These will be adverted to in later sub-headings. It also covers at least one matter already discussed in this article and not included in the specified issues, namely, the issue as to preservation of clear channels. Otherwise, its contents and conclusions relate exclusively or primarily to networks. These conclusions can be covered only in bare outline in this article.

According to the Report, "the heart of the abuses of chain broadcasting is the network-outlet contract." Examples of "arbitrary and inequitable practices" due to these contracts are (1) the exclusive provision preventing the affiliate station from accepting programs from a competing network; (2) the provision requiring the affiliate station to subject all or a major portion of its time to network utilization at the network's option, regardless of whether such time is actually used; (3) the provision that non-network rates for national advertising cannot be less than those for network commercial programs; (4) the provisions concerning the free use of the first hours, combined with low initial compensating rates for the next hours; and (5) the long periods of time covered by the contracts. In the case of National Broadcasting Company, the additional feature is pointed out that it "has two distinct networks with separate service to two stations in each of many cities," and that the manner in which they are operated is evidence of the "complete domination" of the affiliated stations and is "one of the most inequitable by-products of these contracts."

The Committee finds that the interests of the outlet stations "have been subordinated to the interests of the network owned and controlled station"; that "the predominance of network organization is evidenced by

* VARIETY RADIO DIRECTORY, II, p. 533; *ibid*, III, p. 928.

FEDERAL RADIO REGULATION—Continued

their disproportionate share of the income of the radio broadcasting industry"*; and that the contract arrangements are reflected in the program policies of the networks and the lack of independence on the part of outlet stations.

Citing Sec. 303 (i) of the Communications Act, authorizing the Commission "to make special regulations applicable to radio stations engaged in chain broadcasting," together with other provisions in the Act, the Committee concludes that it has authority to deal with the contracts, and that "public interest, convenience or necessity are adversely affected by inclusion in the network-outlet contracts of many of the contractual provisions discussed." It expressed the belief that

"* * the Commission should proceed at once to deal with these problems to the extent that Congress has given it authority in the Communications Act of 1934."

Other matters covered by the Report include the so-called management contracts (covered in a later subheading), the policies of Columbia and National of placing a large number of the best-known artists under exclusive contract, the dominant part played by National in the field of electrical transcriptions, the dominant position occupied by stations owned or directly controlled by networks, the charge that two-thirds of the nation's standard broadcast stations are operated as incidental to other businesses (covered in a later subheading), the charge that networks have passed on to advertising agencies the right of selection and production of programs, and the charge that, while networks have gone voluntarily into the better markets, they have neglected the less profitable ones and, as a result, about 320 stations remain without major network connections and many listeners are deprived of the advantages of chain broadcasting service. The Committee specifically directs the Commission's attention to the following problems suggested by the Report: (1) the necessity and advisability of requiring networks to be licensed by the Commission; (2) the ownership of stations by networks; (3) the ownership of more than one station by an individual or corporation; (4) the control of talent by networks; (5) the dominant position of National in the transcription field; and (6) the difficulties involved in supervising the transfer of control of corporate licensees because of their stock being listed on stock exchanges, adding

"The actual administrative experience which the Commission will obtain under its new licensing policy will enable it to suggest to the Congress the enactment of amendatory legislation to deal with these problems if such is later found to be necessary."

The public appearance of the Report on June 12, 1940 had been preceded by a rising tide of criticism and complaint at the delay, particularly in Congress. Arrangements made by the Committee shortly after the conclusion of the hearings on May 19, 1939, seemed to assure completion of the Report at an early date, and statements to that effect were freely made by members of the Commission both publicly and to congressional committees as early as June, 1939. On August 3, 1939, Commissioner Walker, then acting chairman of the Committee, ordered the newly-created special

* The Report points out that, out of \$18,854,784 net operating income of all the stations and networks for 1938, \$9,277,352 went to National and Columbia.

FEDERAL RADIO REGULATION—Continued

staff to proceed at full speed, devoting full time to the task, and to complete it for the Committee's consideration within two months. By September, 1939, it was common knowledge that at least a preliminary draft had been completed, and the substance of its contents and conclusions even found their way into the trade press. In fact, as then published, they differed little from those contained in the Report when it finally appeared.

Time went on, however, and, as the Report failed to materialize, a maze of conflicting rumors circulated as to the reasons for the delay. Stories persisted that high administration officials, including even the White House, had intervened and, either for that or other reasons, the Report was being purposely delayed or suppressed. Yet in the meantime repeated assurances were given by the Commission of an early conclusion of its labors.* Insistent prodding developed on the part of Senator Tobey of New Hampshire, who wrote each member of the Commission on May 3, 1940, reviewed the earlier assurances given by Commission representatives, describing them as "nothing but a mockery," and on May 15th read his letter and the replies received into the Congressional Record. The delay in completion of the Report was, as already noted, the principal topic of the grilling to which Commissioner Brown (who had become chairman of the Committee) was subjected at the hearing before the Senate Committee on Interstate Commerce on his reappointment, June 12, 1940, the day on which the Report was released to the public.

MULTIPLE OWNERSHIP. To judge from the Commission's actions on applications without hearing during the past year, the issue of multiple ownership of broadcast stations, that is, the ownership of two or more stations either in the same or in different communities, has passed into oblivion. Applications raising the issue have been granted speedily, usually without hearing, and without dissent.

That the question is not entirely forgotten, however, is indicated by the Network-Monopoly Report. A substantial portion of the Report is devoted to "Multiple Ownership of Radiobroadcast Stations." It states:

"The control of the business of broadcasting has progressively fallen into fewer and fewer hands. * * *

"The problem with respect to the ownership of two or more stations by the same person or group of persons is not unlike that

* By December 1, 1939 the Committee was reported by the trade press to be still engrossed in drafting its report, with a majority of its members favoring the conclusions which had already been made public. On December 13, 1939 a Commission representative, testifying before a House Appropriations subcommittee, asserted that a second part of the Report was being formulated and probably would be in the Committee's hands in two weeks, probably to be followed by submission to the full Commission by the middle of January. On January 30, 1940 another Commission representative, testifying before a Senate Appropriations subcommittee, predicted that the Report would be available "easily within a month". By February 15th, it became known that there would be a further delay of two weeks and perhaps a month, before the Report reached the full Commission. This was followed by a published rumor that the Commission *en banc*, rather than the Committee, would draft the Report and that its conclusions would be less stringent than those previously indicated. Early in May it was stated at the Commission that action would probably come by about the middle of May, and the delay was explained by the fact that the draft had been returned to the Law Department for further revision but was now back in the Committee's hands. On May 27, 1940 the Committee met in an effort to put "finishing touches" on the Report but again the draft was referred to the staff for revision.

FEDERAL RADIO REGULATION—Continued

of network ownership of stations. The record evidences a definite trend toward concentration of ownership of radio stations. * * To the extent that the ownership and control of radiobroadcast stations falls into fewer and fewer hands, whether they be network organizations or other private interests, the free dissemination of ideas and information, upon which our democracy depends, is threatened."

The Report points out that, as of the end of 1939, there were 660 commercial standard broadcast stations, of which 283 were owned by 87 multiple-owners and 377 were owned by single-owners; that the 87 multiple-owners received 58% of the total business with average net time sales of \$487,773, and the 377 single-owners received the remaining 42%, with average net time sales of only \$82,669. These figures are further broken down into various categories, by degrees of multiple ownership and geographical subdivisions, but their significance is complicated by other important factors such as network ownership and size of market.

As earlier stated, "the ownership of more than one station by an individual or corporation" is one of the problems to which the Committee specifically directs the Commission's attention, and there is a clear implication that the problem should be dealt with under the Commission's "new licensing policy."

NEWSPAPER OWNERSHIP OF BROADCAST STATIONS—LOCAL MONOPOLY. During the past year the matter of newspaper ownership of broadcast stations continued to be theoretically important but, with one exception, remained practically a dead issue. As of July 1, 1939, 246 broadcast stations were owned in whole or in part by publishers.* By January 15, 1940, the number had increased to 269 and, as of July 1, 1940, it stands at almost 300. The increases have been due in part to the granting of applications for new stations by newspaper interests, and in part to Commission approval of sales of existing stations and transfers of their licenses of control to such interests. In both cases the Commission has not deemed a hearing necessary in most instances, and in many instances the actions have been taken with record-breaking speed.

The exception above-noted revolves about the situation where Commission action would result in ownership of the sole newspaper and of the sole broadcast station by a single individual or company in a given community. There are many communities scattered over the country where this situation already obtains, due to past actions of the Commission. The issue was raised in the Allentown case, reviewed in last year's article,† in which, after considerable vacillation between opposing theories, the Commission gave its approval to the unified ownership without hearing. During the spring of 1940 the issue bobbed up again. On April 15, 1940, a majority of the Commission granted an application for a new station by a

* This figure represents an increase of somewhat over 100 during the life of the Federal Communications Commission, beginning July 11, 1934. On January 1, 1938, the number was 211, and, on January 1, 1939, it was 239.

† VARIETY RADIO DIRECTORY, III, p. 931.

FEDERAL RADIO REGULATION—Continued

newspaper publishing company in Martinsville, Va., although the company was owned by non-residents, and rejected a competing application by resident interests in the community. Chairman Fly entered a dissenting opinion, pointing out that the action of the majority was in direct contradiction to an action of the Commission involving a similar situation in Port Huron, Mich.* Commissioner Case concurred in the dissent and Commissioner Walker concurred in part. Shortly afterwards the Commission, by a vote of 4 to 1 (Commissioner Craven dissenting) abruptly and without hearing denied an application of Brush-Moore Newspapers, Inc., owner of a chain of daily papers in Ohio, for Commission approval of its acquisition of control of WPAY, Portsmouth, Ohio, in which the company already held a 50% interest. It was said that the Commission desired to see a test of "the issue of local monopoly." Since then, the Commission has decided to hold a hearing on the application.

During the same period, the issue of newspaper ownership has not been allowed to die entirely in Congress. It has been the subject of questioning at the several hearings before the subcommittees of the House and Senate Committees on Appropriations. To a limited extent the matter is adverted to in the Network-Monopoly Report, which contains statements such as the following:

"Unlike other big business enterprises, however, broadcasting is not the chief activity of its owners, but is operated principally as a 'side line' to the main business. * * More and more of the applications filed with the Commission for authority to become the owners of stations show the applicants to be persons of other large business interests, consisting of such activities as manufacturing, banking, publishing, natural resources development, public utility, and many other types.

"Two-thirds of the nation's standard broadcast stations are operated as incidental to other businesses. In many cases, the actual owners of the stations do not personally operate them.

"In addition to the operation of approximately 300 stations by newspapers, 125 other stations are operated by businesses of various kinds."

The foregoing seems to imply disapproval of such ownership, but the Committee does not make any recommendation or enumerate it as one of the problems to be resolved.

SALE AND LEASE OF BROADCAST STATIONS—CONTROL BY NON-LICENSEES. The past year has served to confirm the conclusion advanced in last year's article that the issue as to "sale of wavelengths" has "all but burned itself out."† The granting of applications for Commission approval of transfers of license or of control became and remained a matter of routine, in most cases without hearing, regardless of

* 5 F.C.C. Rep. 177.

† VARIETY RADIO DIRECTORY, III, p. 934.

FEDERAL RADIO REGULATION—Continued

the price paid by the purchaser or the excess of such price over the value of the tangible assets comprising the station purchased. Included in the transfers approved were many purchases by newspaper publishers, purchases by persons or corporations already having one or more stations, and purchases by absentee owners. In several instances very large amounts were paid. In certain of these instances all records for speed were broken.* The issue, however, continued to be the subject of interest in hearings before Congressional committees. In response to a question at such a hearing, the Commission chairman stated:

“The Commission has no jurisdiction over the price paid for equipment used by broadcast stations as such.”

By way of contrast, there has been a vigorous onslaught in instances where, in the Commission's judgment, broadcast stations were actually controlled by persons other than their licensees. The Network-Monopoly Report covers the matter extensively, including contracts whereby the licensee appoints a chain as sole agent for the purpose of supplying programs (such as those heretofore existing between National and General Electric and Westinghouse) and miscellaneous examples of management and agency contracts. The Report, referring to Sec. 310 (b) requiring Commission approval of transfers, expresses the conclusion:

“The various types of contracts just reviewed raise serious questions under this Section of the Act. The problem is particularly acute where management is transferred to a network whose interest to serve the public might be secondary to its interest as a network organization.”

Most of the situations described in the Report were the subject of proceedings of one sort or another during the year prior to publication of the Report. Action by the Commission on January 30, 1940, setting the renewal applications of eight stations for hearing, announcing an inquiry into management contracts, and stating that about a dozen additional renewal applications would be similarly treated when they became due (including the Westinghouse and General Electric stations), was followed by a long delay due to the Commission's failure to send out notices of hearing or to specify the issues in which it was interested. In the meantime, the situations were to a large extent corrected voluntarily. The Westinghouse stations, for example, were shifted from National to Westinghouse management, effective July 1, 1940.

Where the alleged unauthorized transfer of control was coupled with misrepresentations to the Commission, however, no such lenience was exhibited. In several instances, all having to do with small stations, licenses have been revoked, and the revocations have either become final after hearing or are still pending before the Commission. On January 25, 1940, the Commission made final its revocation of the license of KUMA, Yuma, Ariz., for alleged false statements as to control and operation. Similar action was taken on March 29th against WSAL, Salisbury, Md., where alleged control by a non-licensee was coupled with a charge of misrepresentation as to the

* In one case, involving one of the largest purchase prices, newspaper ownership, multiple ownership of stations both in the same and in different communities, and absentee ownership, the application for approval was filed December 8, 1939, announced three days later, and granted on the fourth day.

FEDERAL RADIO REGULATION—Continued

applicant's financial responsibility. On February 8, 1940, the Commission issued revocation orders against five local stations in Texas, and another such order followed a few days later, all based on an undisclosed interest by two individuals coupled with misrepresentations. In May and June, 1940, after extended hearings in Texas, the Commission adopted proposed decisions making the revocation orders final, but the decisions have not yet become final. Still other proceedings are pending. It is interesting to note, however, that as a rule the communities where the stations are located have not suffered a loss of service through the revocations. In Yuma, Ariz., for example, the Commission authorized another company to construct a new station on August 8, 1939, over five months prior to the revocation. In Salisbury, Md., the Commission authorized two new stations without hearing on April 13, 1940.

ABSENTEE OWNERSHIP. During the past year there have been no significant developments on the issue of absentee ownership of broadcast stations that have not been sufficiently covered in connection with multiple and newspaper ownership. The basic philosophy of the Network-Monopoly Report is obviously in the direction of favoring local operation and control.

ALIEN OWNERSHIP. In past years the matter of alien interests in the ownership and control of broadcast stations has not presented any substantial problem. With the outbreak of war on September 1, 1939 the situation changed somewhat, and there has been an increasing tendency to exercise vigilance. Immediately there were indications that the Federal Bureau of Investigation would collaborate with the Commission in checking the nationality and antecedents of licensees. Later evidence of the tendency is found in the meticulous inquiry into citizenship in the new application forms, and in the Commission's announced intention on June 10, 1940 of insisting upon actual proof of citizenship in connection with applications for all classes of stations and operators.

On June 18, 1940 the proof-of-citizenship quest took a turn bordering on the spectacular when the Commission issued regulations requiring fingerprinting and proof of citizenship of all licensed operators, both commercial and amateur, totaling considerably more than 100,000. The required proof of citizenship extended to information about the citizenship or nationality of the operator's immediate family, and about his service with the American army or navy or with any foreign government. It is said that the same requirements with respect to fingerprinting and proof of citizenship will shortly be extended to all applicants and licensees and, in the case of corporations, to all officers, directors, stockholders and employees. The same will extend to officers, directors and stockholders of holding corporations. If this proves true, bureaucracy will have scored an impressive triumph.

In the Senate, it was said, legislation might be introduced soon to forbid foreign holdings in any corporate licensee. The present law permits a limited extent of foreign interest, *e.g.*, the owning of one-fifth of the capital stock in the licensing corporation.

C. REGULATION OF PROGRAM CONTENT

STATUTORY PRESCRIPTIONS. The Commission still adheres to the viewpoint that, notwithstanding the express prohibition against censor-

FEDERAL RADIO REGULATION—Continued

ship in Sec. 326 of the Act, it has power to refuse to renew a broadcast license because of alleged program offenses, not merely where the programs (*e.g.*, lotteries and obscene, indecent or profane language) are specifically forbidden by the Act, but also where, in the Commission's opinion, they fail to meet the vague test of "public interest, convenience or necessity."

As an illustration of the viewpoint may be cited an address by Commissioner Walker in San Francisco on March 1, 1940. Urging that the Commission establish program standards, he declared that a station must provide worthwhile service to justify its continued existence; that stations violating the law or *public interest* by "promoting lotteries, or fraudulent advertising, or vulgar programs, hardly would be expected to be in a favorable position for license renewal"; and that, although the Commission does not have the right to censor, it has important functions to perform in the public interest and its duties should be so exercised as to encourage and eventually bring about a higher standard of broadcast programs, responsive not only to the entertainment but to the educational, religious and cultural needs of our people and of the nation at large. This philosophy has frequently been buttressed by the proverb "By their fruits shall ye know them," first cited in this connection by the reviewing court in the famous and overworked *Brinkley* case.*

Claiming this power of indirect censorship, and having on occasion successfully exercised it, the Commission is enabled to regulate program content effectively through public and private statements of members of the Commission and notices to stations by the Law Department, with the implied threat of designating renewal applications for hearing, the accompanying harmful publicity, and the possibility of deletion of the station. Under these circumstances the number of cases actually reaching the designation-for-hearing stage is relatively unimportant. The extent of censorship really exercised must be determined in the first instance from the extent and the effect of the Commission's activities prior to this stage. It was to strip the Commission of this power that the Ditter-Bailey Bill, reviewed in Part I-C of this article, was principally designed.

The past year has been one of conflicting movements in the field of program control but, on the whole, it is believed that the trend noted in last year's article is still predominant, namely, toward a reduction in the extent and character of the Commission's endeavor to censor programs. The trend has been far from a simple curve downward, however, and has recently been badly complicated by influences arising out of the threat of war. Earlier, comfort was derived from the attitude of the President who, in an address by his Secretary, Stephen T. Early, delivered at the annual convention of the National Association of Broadcasters July 11, 1939, was quoted as follows:

"But now in our time, there has come into being another great institution for the general diffusion of knowledge—the radio. Still in its infancy, it already rivals in importance the schools and the press. The government, as the people's agent, has had and has now a still different relation to radio from that toward the school

* *KFKB Broadcasting Ass'n v. Federal Radio Commission*, 1931, 47 F. (2d) 670.

FEDERAL RADIO REGULATION—Continued

and the press. It has encouraged and aided its development on the one hand, and, on the other, it has set up such controls of its operation as are necessary to prevent complete confusion on the air. In all other respects the radio is as free as the press."

It may not be amiss in this connection to note that, in its struggle to achieve parity with the press as a medium for the dissemination of news, radio scored a success in the formal opening on July 20, 1939, of the Radio Galleries in Congress.

In its convention at Philadelphia, the Republican Party adopted the following plank on June 19, 1940:

"The principles of a free press and free speech, as established by the Constitution, should apply to the radio. Federal regulation of radio is necessary in view of the natural limitations of wave lengths, but this gives no excuse for censorship. We oppose the use of licensing to establish arbitrary controls. Licenses should be revocable only when, after public hearings, due cause for cancellation is shown."

It is expected that a similar plank will be contained in the Democratic platform.

PROGRAM COMPLAINTS—PROCEDURE. For a while during the summer of 1939 it appeared that the Commission was reviving its earlier program complaint procedure which had long been under attack as back-door censorship. Apprehension was caused by the Law Department's practice of sending out requests to stations for their program continuities of "questionable" programs. In several instances the inquiries also were addressed to individuals whose testimonials were broadcast. The earlier practice of issuing temporary licenses as the result of complaints was not, however, followed. Late in August, 1939, to quiet the apprehension, the Commission indicated that it would take pains to verify the validity of program complaints before sending notices to stations.

Throughout the year the Commission showed an inclination to employ the revocation procedure, rather than the renewal application procedure, for disciplinary purposes, although there were notable exceptions to this. Also, when a program complaint involved an alleged violation of a specific provision in the Act entailing criminal penalties, such as Sec. 316 relating to lotteries, the Commission usually referred the matter to the Department of Justice rather than to initiate proceedings before itself.

PROGRAM COMPLAINTS-SUBSTANCE. The wide variety of program complaints received and considered by the Commission, noted in earlier articles, continued during the past year.

In testimony presented to a subcommittee of the House Committee on Appropriations December 13, 1939, data were given showing that the complaints covered refusals to broadcast particular programs (coupled with charges of censorship and denials of the right of free speech); failures to provide time for political broadcasts and criticisms of such broadcasts; false, fraudulent or misleading statements; religious programs; medical programs; lotteries; solicitation of funds; editorial policies of stations; news broadcasts; alleged propaganda, including foreign-language programs; defamatory material; program contests; obscene, indecent or profane lan-

FEDERAL RADIO REGULATION—Continued

guage; horse racing and gambling; fortune-telling and astrological programs; excessive advertising; excessive use of recordings; piracy of program ideas; inferior program service; and many unclassified items. The overwhelming proportion of these complaints, it was said, had been deemed frivolous, unsubstantiated or otherwise not warranting investigation. It was not made clear what test was applied in determining, first, whether a complaint warrants investigation and, second, whether it thereafter warrants disciplinary proceedings.

In the flurry in the summer of 1939, when it appeared that the Commission was reviving its old procedure, the requests for program continuities sent out by the Law Department had to do with a variety of programs ranging from prize contests and testimonials to foreign-language scripts. In the fall of 1939 a renewal application was reportedly set for hearing for, among other reasons, excessive use of phonograph records. On February 6, 1940, the Commission directed its Law Department to investigate complaints as to race-track gambling broadcasts carried by a station. During the early winter of 1940, the Commission gave evidence of an intention to "crack down" on a large number of alleged lottery and gift enterprise programs, and by the end of February, the industry was deeply concerned over what appeared to be a new siege of program regulation through hearings on renewal applications.

The species of program drawing the greatest fire was the lottery or near-lottery type. Under a long line of federal and state court decisions, the language of the several lottery statutes* had been construed to require the presence of two elements before an enterprise could be deemed to fall under the ban, (1) chance, and (2) the payment of a consideration. The cases had stretched the conception of what constitutes "consideration" to a far point, but had not dispensed with the requirement. Various ingenious program schemes were devised (usually by advertising agencies), designed to have somewhat the same popular appeal as does a lottery but falling outside the legal definition for want of one or the other of the two requirements. Some schemes, while having an element of consideration, depended on various types of alleged "skill" to elude the element of chance. Others, frankly involving the element of chance, relied on the absence of consideration. Both types enjoyed tremendous success with the listening public, to the detriment of other programs and even of other media of entertainment.

The matter came to a climax with the "Pot o' Gold" program carried over one of the National Broadcasting Company networks. As everyone knows, the selection of the prize winner depended entirely on chance in the choice of a telephone number, but, it was contended, no consideration flowed from the telephone subscriber in order to be eligible. The program led to the registering of over 100 complaints with the Commission proceeding from theatre owners, religious groups, members of Congress, and other organizations and individuals. It resulted in the institution of various schemes by theatre owners to hold their audiences during the evening when the program was broadcast. Members of the Commission were reported to be stating that they considered the program, and others like it, as contrary to public interest.

* Sec. 316 of the Communications Act, in its phraseology defining the offense, is virtually a replica of the federal statute governing use of the mails for lottery information.

FEDERAL RADIO REGULATION—Continued

Submission of the program to the Post Office Department, to the Commission's Law Department and to the Law Department of the Federal Trade Commission was followed, it is understood, by opinions in each case that the scheme was not a lottery within the meaning of the statutory phraseology. Finally, on February 8, 1940, the Commission announced that it had transmitted the facts concerning the "Pot o' Gold" program to the Department of Justice which, however, did not receive formal notice of the transmittal until 13 days later. In the meantime, both out of concern for the eventual ruling and because of disapproval of the program itself, a few stations ceased broadcasting it. On April 12, 1940, in a letter to the Commission, the Department of Justice gave the programs a favorable ruling, and, what was even more significant, did likewise with another program submitted to it which involved elements approaching even closer to forbidden territory. This was followed by a similar ruling by the Department in May on a batch of five other prize-contest programs, including "Musico", which had been submitted by the Commission on March 29th.* At present writing, the issue seems to be temporarily quiescent but, in the writer's opinion, cannot be regarded as permanently closed. Such programs, if persisted in, are bound sooner or later to incite agitation for repressive measures. There is no assurance that, if a scheme such as that in the "Pot o' Gold" prize contest should come before the Supreme Court as presently constituted, the element of consideration will be held to be necessary to constitute a lottery or gift enterprise, or, even if it is held to be indispensable, that the definition of the element will not be enlarged to cover the scheme.

There remain to be discussed a few miscellaneous developments related at least in part to the subject of program complaints.

During November, 1939 there were hints from former Attorney General Murphy that legislation might be sought to outlaw minute-to-minute racing results from all communications media, including radio. The Johnson bill†, prohibiting the advertising of alcoholic beverages, including beer, by radio showed signs of activity for a while but was passed over and now seems unlikely of enactment.

Sec. 315 of the Act, requiring that stations accord equal opportunities to political candidates, continues to serve as a starting point for an attempt to extend its underlying principle to the discussion of all controversial issues. For example, the State Restaurant Liquor Dealers' Association of New York complained to the Commission that a station at Rochester had improperly denied it time to present the liquor industry's side of the local option prohibition issue to the voters of upstate New York. In his reply on September 25, 1939, Chairman Fly proceeded on the theory that it was the station's duty to accord both sides an opportunity if either side were given time on the air, saying:

"However, it is the duty of the Commission to require that such licensees shall utilize their facilities to serve the public in-

* In November, 1939, a federal district court had held that "Musico" did not violate the lottery statute.

†S. 517.

FEDERAL RADIO REGULATION—Continued

terest and insofar as such facilities are used to discuss controversial political issues, it is the responsibility of the licensees to provide a well-rounded as distinguished from a one-sided presentation of such subjects."

He stated that the Commission has no power to compel a station to permit a particular individual to use station facilities except insofar as required by Sec. 315 in the case of political candidates, but suggested that the complainant furnish additional facts showing how the station's facilities had been used for discussion of the issue.*

On August 16, 1939, the age-old Bellingham, Wash., cases came on for further hearing, involving the renewal application of the existing station in that city and the competing application of a newcomer for the same local facilities. Among the matters aired were allegations against the existing station of political activity and "a definite editorial policy," misplacement and disappearance of funds secured through public subscription, favoritism in allotting time for political broadcasts, and incitement of labor troubles. Some of the foregoing charges, notably the editorializing, were similarly made against an existing station in Boston during a three-week hearing in November, 1939, in a proceeding involving its renewal application and a competing application by a new-comer. The fact that such issues can be raised and that evidence is received on them is another continuous potential source of censorship. Neither proceeding has as yet been concluded.

The weight to be given to an applicant's plans with respect to network affiliation has been the subject of attention. In a decision rendered by a divided Commission, authorization for a new local station in Denver was granted November 16, 1939. The majority premised its conclusion on the circumstance that all existing stations in Denver were network outlets and that a purely local station, without chain connections, was desirable. The decision further stated, somewhat cryptically, that nothing in the Act or in the Commission's rules or policies requires a finding of a "definite need to support the granting of an application."† Any attempt to deduce an intelligible set of principles from the Commission's decisions mentioning chain affiliations as a factor is foredoomed to failure. What is a virtue in some cases, justifying the granting of an application, is a fatal vice in others, leading to a denial. Instances can be cited from the records of the past few years where an applicant was successful wholly or partly because of the sworn representation that he planned a purely local service, free of network affiliation, only to enter into such an affiliation before the ink was

* On Nov. 7, 1939, the Commission notified the United Rubber Workers of America in Akron, O., that it would not concern itself with a station's refusal to accept commercial broadcasts on controversial issues unless there are "extenuating circumstances." It pointed out that under the Act broadcasters are not common carriers, and station licensees may "legally refuse to sell time to any particular individual or organization."

On Oct. 31, 1939, a New York Supreme Court Justice denied an application for temporary injunction against a station owner by a Communist candidate for the New York City Council, ruling that the station was within its rights in cancelling broadcasts by Communists whose names had been removed from the ballot.

† The decision is difficult to reconcile with other decisions during the same period to the effect that, because of inadequate coverage, purely local stations should not be authorized in metropolitan areas of substantial size.

FEDERAL RADIO REGULATION—Continued

dry on the decision. In one case during the past year, however (in which there may have been extenuating circumstances, whereas there were none in others that could be cited), a licensee in Richmond who secured improved facilities on such a representation was hailed before the Commission on disciplinary proceedings in the form of a rehearing scheduled in May, 1940, but later indefinitely postponed.

Two of the Commission's revised rules deserve mention. One rule, which has been the subject of widespread protest because of undue hardship, particularly on the smaller stations, has required the maintenance of an operating log with entries showing detailed information describing each program broadcast and its character (including records and transcriptions), the time of beginning and the end of each program, the character and time of the various kinds of required announcements, and data as to speeches by political candidates. On September 12, 1939, at the urging of the National Association of Broadcasters, the rigors of the rule were somewhat alleviated for the sake of the smaller stations.

Another rule causing protest was that having to do with the requirement of announcements of mechanical reproduction, particularly phonograph records and transcriptions. On January 4, 1940, the Commission amended the rule so as to permit announcements at 30-minute rather than 15-minute intervals. Further mitigation was sought to permit variation in the phrasing of the announcements and to avoid monotonous repetition of the same words and phrases (the rule required differentiation between phonograph records and transcriptions), but, aside from an inconsequential revision, the Commission refused early in March to make the desired changes.

NEUTRALITY AND THE THREAT OF WAR. The Communications Act of 1934 (like the Radio Act of 1927) confers almost unlimited power over radio on the President in time of war and even under conditions short of war. Under sec. 606 (c), upon proclamation

“ * * that there exists war or a threat of war or a state of public peril or disaster or other national emergency, or in order to preserve the neutrality of the United States,”

the President may suspend or amend, for such time as he sees fit, the Commission's rules and regulations applicable to any and all stations; he may close down any station and remove its apparatus; or he may authorize the use or control of any station or its apparatus by any Government department, under such regulations as he may prescribe, upon just compensation to the owners.

Until the cataclysmic onrush of events beginning September 1, 1939, few were heard to point out the almost dictatorial power conferred by this section over one of the principal means of mass-communication.* The outbreak of war led to sober reflection on the statute's potentialities and to a demand for repeal or modification of the statute, later reflected in provisions in the Ditter-Bailey bill summarized in Part I-C of this article.

* See the author's article *Freedom of Speech and Radio Broadcasting*, 177 ANN. AMER. ACAD. POL. & SOC. SCIENCE 179, 194 (1935).

FEDERAL RADIO REGULATION—Continued

On September 8, 1939, the President declared a state of "limited national emergency." His action led to speculation whether the proclamation brought Sec. 606 (c) into operation and whether, if it did, responsibility would be placed with the military authorities or with the Commission. This had been preceded by a statement by Secretary Early two days before, in which he declared that the President had no desire to censor either press or radio unless and until the country is faced with war; that there was no censorship plan "at present"; that broadcasting is a "rookie" which has yet to prove its ability to keep within proper limitations during a national emergency; and that if radio could prove itself a "good child" and well-mannered in the handling of news during the critical period it would be left to its own resources, but otherwise the Government's disposition would be "to teach it manners." While this was followed by a second statement six days later in which Early specifically disclaimed any Governmental intention of censorship, it was clear that the subject was under consideration. At the Commission there was talk of a flexible interpretation of "public interest, convenience or necessity" to meet emergency conditions, and Chairman Fly declared that the Commission might or might not decide upon the promulgation of "guides" for the avoidance of unneutral acts by the industry.

The crux of the warning was, of course, the avoidance of the use of broadcast and other radio stations for "propaganda." There was a tendency to urge that the rebroadcasting of war "news" programs from foreign stations be curbed, that stations transmitting programs in foreign languages be carefully supervised, and that international broadcast stations be kept in check to avoid provocation abroad. It was said that the Federal Bureau of Investigation, in charge of investigating espionage, would collaborate with the Commission in efforts to suppress propaganda and generally it was expected that broadcasting would be subjected to close surveillance by governmental agencies. In support of its plea to Congress for a larger appropriation the Commission alleged its greater burden of work of investigation and monitoring because of the national emergency precipitated by the pending war, and reiterated the allegation in its annual report. Tentative executive orders were drafted. For a while there was talk of legislation but on October 12, 1939, Senator Thomas, of Oklahoma, asserted he had abandoned his plans for an amendment to the then-pending Neutrality Act to provide for governmental suspension of radio, press and the cinema.

Except for one disciplinary proceeding before the Commission,* nothing tangible or of particular importance occurred until, with the resurgence of military activity in Europe in the spring of 1940, apprehension was revived. In the meantime, the various pronouncements of the Commission

* On Sept. 12, 1939, the Commission issued an order to WMCA, New York City, to show cause on a revocation proceeding on a charge of interception of secret radio communications sent by the Governments of Germany and Great Britain, and the broadcasting thereof, without the authority of the senders, in violation of Sec. 605 of the Act. At the hearing held September 25, 1939, it appeared that the station's offense was rather in the nature of exaggerated and misleading advertising of supposed scoops rather than any serious infraction of Sec. 605. In the Commission's decision a month later, the station was sharply rebuked, and it was stated that grave doubts had been cast upon the licensee's qualifications to operate a station in a manner consistent with public interest, but no revocation order was entered.

FEDERAL RADIO REGULATION—Continued

and other governmental agencies undoubtedly had considerable effect on the industry's policies.

By late in May the increased tension began to be reflected first in rumors as to Government plans and later in tangible actions of the Commission. On June 5, 1940, the Commission banned amateur radio communication with foreign stations and on June 7th placed a similar ban on amateur portable and mobile units (except for frequencies above 56 mc.).* On June 8th, the Commission warned ship radio operators that superfluous, unnecessary or unidentified communications from ship stations would not be tolerated and on June 14th a similar warning was sent to all commercial operators. On June 18th the Commission issued regulations requiring the fingerprinting and proof of citizenship for all licensed radio operators, affecting more than 100,000 persons, noted under a previous heading.

On June 25, 1940, the President, from his lump sum for defense purposes, allocated a fund of \$1,600,000 for an expansion of the Commission's monitoring activities, motivated by considerations of national defense and neutrality and attended by alarm at reports of unlicensed radio signals and the danger of subversive communications. With this sum the Commission proposes to establish a far-flung radio surveillance network, increasing its present field force of less than 200 by the hiring of an additional staff of 500 or more radio inspectors, the setting up of 10 primary long-range direction finders to determine the bearings of unauthorized or suspicious radio signals, and the ultimate establishment of some 100 "detector" stations in the United States and its possessions. The surveillance would be over broadcast, as well as other classes of, stations. There was mention of the making of recordings of all foreign-language broadcasts, both over standard broadcast stations and over foreign shortwave stations received in the United States.

Symptomatic of the almost hysterical extent of the alarm were statements at the Commission and elsewhere that diathermy and other high-frequency apparatus would be checked to guard against their conversion into subversive transmitters; that records would be kept of transmitters in stock and in storerooms; that thought was being given to requiring manufacturers of transmitters to register with the Government the serial numbers of all transmitters sold; that control of reception of broadcasts from foreign stations is a "serious problem" (page Hitler); that the control of local stations, and perhaps the placing of a supervisor in each of them, was being discussed; and that another serious problem is presented by international broadcast stations in the United States which may have to be required by the Government to transmit programs designed to counteract foreign propaganda.

Rumors became current that Administration plans included the taking over of commercial broadcasting in the war crisis. On May 28, 1940, Chairman Fly denied this, saying that cooperation with the industry would constitute the basis of approach but that this did not mean that all communications would be free from Government scrutiny and possible action. Among the possibilities mentioned were restrictions on foreign-language programs,

* This latter restriction was alleviated on June 11, 1940, to provide for *bona fide* communications emergencies and for testing.

on international broadcasting, and on coastal broadcast stations, particularly those operating on the lower frequencies useful for coastal and harbor military purposes. There were indications that arrangements might have to be made for the temporary closing down of stations, particularly clear channel stations, upon warning of approaching enemy aircraft, to avoid use of the station signals as beacons.

Toward the end of June, 1940, it became known that the President was considering the creation of a Defense Communications Committee, to be composed of representatives of the Commission, the Departments of State, War and Navy, and the Coast Guard; and that Chairman Fly had, on June 25th, submitted to the President a draft executive order for the purpose. The Committee would name subcommittees, including one for broadcasting, with the advice and counsel of the industries affected.

While speedy approval of the executive order had been expected, it has not, to date, been issued. Rumor has it that there is difference of opinion over the question of the military or civilian character of the chairman.

The entire spectacle is a sad commentary on democracy. Sugar-coated though it is, the underlying program is unadulterated censorship, not merely for the purpose of safeguarding military information but for the purpose of permitting the public to hear only such facts and propaganda as those in power deem good for listeners, i.e., to "maintain morale." Plans are seductively put forth on the basis of "collaboration with the industry" but it is too clear for words that if "collaboration" is not satisfactory to the officials it will be replaced by rigid program supervision by Government agents. Of what avail is liberty of expression if it is denied on the very issues most important to the citizen?

THE ADOPTION OF PROGRAM STANDARDS BY THE INDUSTRY. At its annual convention held July 10-13, 1939, at Atlantic City, the National Association of Broadcasters adopted a voluntary code embracing program standards. By later action of its Board of Directors, the code was made effective October 1, 1939.

A nationwide controversy was provoked by the provision:

"Time for the presentation of controversial issues shall not be sold, except for political broadcasts"

largely, although not entirely, because Father Coughlin fell under the ban. The majority of Coughlin's contracts were to expire October 29th. A number of station-owners announced they intended to ignore the code and threatened resignation from the Association. Criticism against the provision was launched by a number of newspapers editorially and by several columnists, although, curiously enough, the provision was supported by the American Civil Liberties Union. On October 26, 1939, in a network radio address, Chairman Fly endorsed the code and urged that it be given a "fair opportunity to work," implying that if it did not governmental regulation might eventually be necessary. Fortunately, however, the controversy subsided, with only a handful of resignations and without the necessity of the Association's invoking summary action against any of its members. Incidentally, Father Coughlin's network dwindled to very small dimensions.

The outbreak of war on September 1, 1939, led networks and stations to establish and thereafter to observe self-imposed standards designed to

FEDERAL RADIO REGULATION—Continued

minimize unneutral broadcasting. On October 9, 1939, Chairman Fly praised the industry's handling of the matter as "an excellent example of industrial self-regulation."

The revival of alarm over the crisis in the spring of 1940 was reflected in a resolution adopted by the Association's Board on June 22, 1940 with reference to foreign-language programs. Stations were urged

"* * to exercise extreme precautions against the use of their facilities wittingly or unwittingly to promote propaganda inimical to the interests of the United States. Scripts should be carefully scrutinized in advance by station managers and appropriate measures should be taken to guard against deviation from approved scripts."

This was followed by a statement by the Association's president interpreting the Board's action as recommending that all stations carrying foreign-language programs should carefully read and appraise them in the light of American national defense, should employ linguists to supervise actual presentation on the air to prevent insertions or deviations from the scripts, and should keep a complete file of the scripts. On June 27th the Association began a survey of the use of such programs through questionnaires.

PART III

REGULATION OF RADIO SERVICES RELATED TO BROADCASTING

A. INTERNATIONAL BROADCAST STATIONS

Beginning July 14, 1939, the Commission held the hearing forecast in last year's article* on the widely criticized provision in its proposed regulations governing international broadcast stations, 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 intended for, and directed to an audience in the continental United States does not meet the requirements for this service."

In its announcement, the Commission stated that an open hearing was desirable "particularly in view of the fact that the application of the rules has been misunderstood in some quarters."

At the opening of the hearing the Commission announced that the rule in question would be suspended pending the proceeding and read a statement explaining its intention and disclaiming any censorship purpose, containing the following:

"The Commission intended by this rule to require international broadcast stations, which are licensed for the purpose of rendering a program service intended for general public reception in foreign countries, to render a program service designed for reception by the people of such countries as distinguished from a program service intended only for reception in this country. It was

*VARIETY RADIO DIRECTORY, III, p. 954.

FEDERAL RADIO REGULATION—Continued

further intended to define the primary purpose and objectives of international broadcast stations for reasons provided in international agreements to which the United States is a party.”

The hearing was marked by considerable feeling and frequent outbursts, on the part of both members of the Commission and counsel. There were continued repercussions in Congress.*

No action resulted, however, and by resolution adopted September 27, 1939, the Commission further suspended the rule, stating that the outbreak of the European War had injected various additional significant factors and that on September 6, 1939, it had appointed a committee to study various phases of communications problems in relation to current war conditions, including international broadcasting. Nothing has been heard of the matter since then.

On April 13, 1940, the Commission adopted new rules authorizing standard and non-commercial educational broadcast stations to pick up and rebroadcast programs of international broadcast stations, restricting the privilege, however, to non-profit purposes. The action resulted from a petition by WNYC, the municipally-owned broadcast station at New York City, strongly supported by Mayor LaGuardia. Commissioner Craven questioned the Commission's right to impose the non-profit restriction.

B. VISUAL BROADCAST SERVICE

As noted in last year's article† the Commission's Television Committee submitted Part I of its Report on May 22, 1937, and it was adopted on June 27, 1939. At that time it was thought that the second phase of the Committee's operations would be the formulation of a definite licensing policy and consideration of pending applications.

Under an amended rule announced August 3, 1939, the Commission commenced the practice of identifying television channels by group and number rather than by frequency. The channels were divided into 3 groups, A, B, and C. Group A comprised the 7 channels in the range 44-108 mc., numbered in the order of frequency band, channel No. 1 being 44-50 mc. Group B comprised the 12 channels in the range 156-294 mc., and Group C comprised unspecified channels above 300 mc.

On November 15, 1939, the Television Committee made its second report, accompanied by a recommended set of revised regulations. The principal new features of the proposed regulations revolved about the setting up of two types of television broadcast stations, Class I, to be known as "Experimental Research Stations" and, Class II, to be known as "Experimental Program Stations." The latter class was to be permitted to engage in what became known as "limited commercialization," that is, the program facilities and funds contributed by sponsors were limited to use

* An unsuccessful attempt was made to attach a rider to the Commission's appropriations preventing use of the funds for enforcement of the rules. A bill to invalidate the rule was introduced in the House July 13, 1939, by Representative Corcoran of Missouri, and on the preceding day Representative McLeod of Michigan made an address vigorously attacking it.

† VARIETY RADIO DIRECTORY, III, pp. 957, 959.

FEDERAL RADIO REGULATION—Continued

primarily for experimental development of television program service. Class II stations were further to be required to maintain a minimum scheduled program service of 5 hours a week. It was further to be required that Class II stations should operate "in accordance with the television transmission standards * * which the Commission recognizes for this class of station." The Commission would

"* * recognize a modification of these standards upon a showing by the applicant proposing the changes that it will be in the public interest to require all Class II stations to adopt the proposed changes."

While no standards were specified in the proposed regulations, the Report itself stated:

"While the future may require changes in the RMA * standards by reason of improved and proved technical progress, the Committee recognizes that for the time being these standards must be used for scheduled program service, and recommends that similar action be taken by the Commission."

The proposed regulations further provided that, of the 7 channels in Group A,† not more than three should be assigned to cities having a population exceeding 1,000,000; not more than two to cities having a population from 500,000 to 1,000,000; and not more than one to smaller cities. An allocation of channel assignments to cities was attached and the Committee recommended that "it be utilized as a guide for allocating television stations" of the Class II type.

On December 22, 1939, the Commission ordered a hearing to be held January 15, 1940, on the proposed new rules. There were immediate indications of opposition within the industry to certain of the provisions, particularly the authorization of limited commercialization and the fixing of the RMA standards. Controversies also arose out of the proposed allocation of channels to cities. That the allocation of Channel No. 1 (44-50 mc.) to television would be challenged was foreshadowed at a meeting of the proponents of frequency modulation held on January 5, 1940.

The television hearing lasted from January 15th to 23rd. In opposition to limited commercialization it was urged that the widespread sale of television receiving apparatus would automatically have the effect of freezing standards at the level of the RMA standards, shutting the door to improved service which appeared near at hand with respect to number of lines per picture and frames per second, polarization, synchronization systems, and other matters. For the same reason, it was urged that the RMA standards be not made compulsory. Proponents of the rules as recommended vigorously urged the contrary.

On February 29, 1940, the Commission promulgated revised television rules and accompanied them with a report containing a statement of reasons. It adopted the classification of stations into two classes but deferred

* Radio Manufacturers Association. See VARIETY RADIO DIRECTORY, III, p. 958.

† In the present state of the art, only these seven channels are susceptible of practical use, and even the upper two or three are none too desirable.

FEDERAL RADIO REGULATION—Continued

the "limited commercialization" privilege for Class II stations until September 1, 1940. It eliminated any requirement of adherence to standards. The regulations made the following announcement compulsory:

"This is a special television broadcast made by authority of the Federal Communications Commission for experimental purposes."

In its report the Commission warned against the freezing of standards by industry agreement and excessive commercial activity.

As a result of an intensive merchandizing and sales campaign by RCA to sell television receiving apparatus to the public, the Commission suddenly acted on March 23, 1940 (Commissioner Craven dissenting) to suspend its rule permitting limited commercialization as of September 1, 1940, and ordered a further hearing on April 8th. Its action was followed by a barrage of criticism in the press and in Congress, with the charge that the Commission was exceeding its powers and attempting to regulate the manufacture and sale of receiving apparatus. On April 10th, while the hearing was in progress, the Senate Interstate Commerce Committee held a hearing on a resolution introduced by Senator Lundeen of Minnesota calling for an investigation. The resolution was never reported out. On April 12th the matter achieved the dignity of comment by the President at a press conference.

On May 27, 1940, by unanimous vote, the Commission adopted a 29-page report in which it eliminated the Class II type and did away with the rule permitting "limited commercial operation." In substance, the action returned television to an experimental basis, although there were intimations that the Commission would cooperate with the industry in working out standards and that when this was accomplished, commercialization privileges (perhaps full instead of limited) would be authorized. Afterwards, on June 18, 1940, the new rules were released and the Commission announced tentative approval of 23 applications for television stations, of which 18 were authorized to furnish television programs to the public and five were restricted to research. A number of other applications was held pending the making of a satisfactory showing. It stipulated that in the seven Group A channels no person should operate or control more than three public programming television stations, or more than one in the same service area.

In the meantime, as explained under the next subheading, the Commission had deprived television of former Channel No. 1 (44-50 mc.), assigning it to frequency modulation, so that the band 50-56 mc. became Channel No. 1. The band 60-66 mc. was yielded by Government services to become Channel No. 2. Channel 8 in Group B was also sacrificed, in order to make way for Government demands.

C. HIGH FREQUENCY BROADCAST STATIONS—FREQUENCY MODULATION

The progress made by wide-band frequency modulation (FM) during the past year resembles little short of a blitzkrieg.

The advantages claimed for the new system, invented by Major E. H. Armstrong, were briefly reviewed in last year's article.* By the summer

* VARIETY RADIO DIRECTORY, III, p. 960.

FEDERAL RADIO REGULATION—Continued

of 1939, two FM stations were in operation and a third was expected to commence in the early fall. Applications commenced to multiply, and it became apparent that a serious allocation problem was in the offing.

Under the regulations then in force, a total of 13 channels, each 200 kc. in width, had been provided, four in the 25 mc. band, five in the 42-43 mc. band, and four in the 117 mc. band. Of the three bands, however, the only one considered desirable was 42.5-43.5 mc., and all applications were directed at it. On December 19, 1939, the Commission ordered a hearing for February 28, 1940, to consider the use of ultra-high frequencies for regular broadcasting service, with particular reference to allocation. On January 5, 1940, a large group of FM broadcasters and persons having FM applications pending before the Commission met and organized for the purpose of a unified presentation at the hearing and generally for furthering the interests of the new system. Through extremely effective publicity and demonstrations, this organization, cooperating with Major Armstrong, aroused a country-wide interest, with a favorable press and formidable support in Congress.

The hearing was postponed to March 18, 1940, and lasted 10 days. The organization urged a large increase in the channels in the 40-50 mc. band and immediate full commercialization privileges. On the latter point there was no controversy but the need for the large number of additional channels claimed was earnestly disputed. Opposing contentions were based, among other things, on conflicting technical evidence as to the desirable channel width, one school advocating 200 kc. (wide-band) and the other (principally RCA) asserting that 100 mc. or less is sufficient.

On May 20, 1940, the Commission issued its report, accompanied by its Order No. 67, announcing that it was making available the entire band 42-50 mc. for frequency modulation on a 200 kc. channel basis, thus providing 40 channels, of which 35 would be allocated to regular commercial broadcast stations and five (in the band 42-43 mc.) to non-commercial educational broadcast stations. It declared that FM broadcasting on a commercial basis is desirable in the public interest, that the new allocations would become effective immediately on a limited basis, and that after January 1, 1941, unlimited operation may be authorized.

The allocation entailed the sacrifice of former television channel No. 1 (44-50 mc.) and, indirectly, of television channel No. 8 (156-162 mc.), although the loss was in part compensated as explained under the previous subheading. The former FM allocations in the 26 mc. and 117 mc. bands were discontinued. The wide-band channel was approved because it "makes possible a reduction of noise to a greater extent than attained with narrow-band standard broadcast" and because "the narrower band width would jeopardize use of facsimile transmission on the same channel."

The Commission stated that there was unanimous agreement at the hearing that FM is superior to amplitude modulation for broadcasting on frequencies above 25 mc., with respect to fidelity and freedom from interference. It declared that FM "is highly developed" and that "it is ready to move forward on a broad scale and on a full commercial basis." On the other hand, it stated that the new service would not supplant the service

FEDERAL RADIO REGULATION—Continued

of standard broadcast stations generally, certainly for a number of years.*

By the time the Report was published nearly 200 applications for new FM stations were on file with the Commission. These were returned, pending the issuance of new regulations and the adoption of a new application form.

On June 22, 1940, the Commission promulgated new rules and allocations governing the new service, followed by the publication of engineering standards. It appeared that the maximum number of such stations that could be accommodated in any single major market area was 11. The 35 channels were divided into three categories: six channels for towns of less than 25,000, with a coverage radius of about 12.5 miles; 22 channels for cities over 25,000, with a coverage radius of about 31 miles; and seven channels for large coverage embracing two or more large cities with a surrounding rural area or, in exceptional cases, one large city and a sizeable rural area in the environs, with a probable radius of from 70 to 100 miles. A power range from 50 watts with an antenna height of 100 feet to 50 kw. with an antenna height as much as 1,000 feet or more is indicated by the engineering standards.

FM stations will be required to broadcast programs not duplicated in the same area and having high fidelity characteristics at least one hour each day and night. No person is to be allowed to own or control more than one FM station serving a given area, and ownership or control of more than six stations is to be considered "inconsistent with public interest." Facsimile, multiplexed on the same channel, is authorized on a commercial basis.

On June 28, 1940, the new application form was approved (Form 319). It contained, in substance, all the questions, previously summarized, in the standard broadcast application form, together with new subjects of inquiry. Among the innovations is a direction to "describe fully the cultural, economic, and other characteristics common to the area to be served, and which establish it as a logical service area." Another, noteworthy in view of the Commission's recent viewpoint on the economic factor in connection with standard broadcast stations, is the following:

"If application is for a new high frequency broadcast station to serve wholly or substantially an area already served by an existing or contemplated high frequency broadcast station, state fully the facts upon which reliance is placed to show applicant can compete effectively with such existing or contemplated station."

PART IV

APPEALS FROM THE COMMISSION'S DECISIONS

SUMMARY. During the past year, for the first time since *Federal Radio*

* The evidence at the hearing disclosed rather convincingly that, because of its somewhat restricted range and coverage, it was doubtful whether FM could ever perform the service now rendered by clear channel stations to the wide rural and sparsely settled areas.

FEDERAL RADIO REGULATION—Continued

Commission v. Nelson Bros. Bond & Mortgage Co.,* decided in the spring of 1933, the Supreme Court has consented to review decisions of the United States Court of Appeals for the District of Columbia arising on appeal from the Commission. During the year it has rendered three decisions in such cases, and it has recently granted a petition for certiorari in a fourth.† In all four, review was accorded at the Government's request. In fact, although frequent attempts have been made over the years, the Supreme Court has never granted certiorari to a private party in a case arising on appeal from a decision of the Commission.

During the year the United States Court of Appeals has rendered nine final or interlocutory decisions accompanied by opinions.‡ Due to the peculiar turn taken in the Court of Appeals toward deciding questions on the merits in passing on motions to dismiss, five of the cases were disposed of by orders dismissing the appeals.** In two cases motions to dismiss filed by the Commission were denied.†† In one case, both a motion to dismiss by the Commission and a motion for a stay order by appellant were denied.‡‡ In only one case was the Commission's decision affirmed.*** In 10 additional cases the court dismissed appeals without opinion, seven on the motion of appellant.

In one case††† arising in the United States District Court for the Dis-

* 289 U. S. 266.

†The three decisions already rendered are *F.C.C. v. Pottsville Broadcasting Co.*, 309 U. S. 134 (decided January 29, 1940); *Fly v. Heitmeyer*, 309 U. S. 146 (decided the same day); and *F.C.C. v. Sanders Bros. Radio Station*, 309 U. S. 470 (decided March 25, 1940), opinion amended 309 U. S. 642. The case pending on writ of certiorari is *F.C.C. v. Associated Broadcasters, Inc.*, certiorari granted May 6, 1940.

‡ *Yankee Network, Inc. v. F.C.C.* 107 F. (2d) 212 (August 14, 1939); *Massachusetts Broadcasting Corp. v. F.C.C.* 107 F. (2d) 1007 (a per curiam opinion, October 23, 1939); *The Greater Kampeska Radio Corp. v. F.C.C.*, 108 F. (2d) 5 (October 16, 1939); *Ward v. F.C.C.*, 108 F. (2d) 486 (November 13, 1939); *Tri-State Broadcasting Co., Inc. v. F.C.C.*, 107 F. (2d) 956 (November 13, 1939); *The Associated Broadcasters, Inc. v. F.C.C.*, 108 F. (2d) 737 (November 29, 1939); *WOKO, Inc. v. F.C.C.*, 109 F. (2d) 665 (December 11, 1939); *Florida Broadcasting Co. v. F.C.C.*, 109 F. (2d) 668 (December 11, 1939); *Evans v. F.C.C.*, not yet reported (April 29, 1940).

** The *Yankee Network*, *Massachusetts Broadcasting*, *Ward*, *Tri-State Broadcasting*, and *WOKO, Inc.*, cases.

†† *Associated Broadcasters, Inc.* and *Florida Broadcasting Co.* The ruling in the former was immediately and directly made the subject of a petition for certiorari which was granted by the Supreme Court.

‡‡ The *Evans* case.

*** The *Greater Kampeska Radio Corp.* case.

††† *Sunshine Broadcasting Co. v. Fly et al.*, Civil Action No. 4638, District Court of the United States for the District of Columbia (June 15, 1940).

trict of Columbia, an opinion rendered in connection with the dismissal of a complaint involved an issue so closely related to those hereafter discussed (the issue of economic injury) that it is cited in passing.

COMMISSION PROCEDURE FOLLOWING REVERSAL BY THE COURT OF APPEALS. In last year's article, the tangled and complex situation arising out of the Commission's procedure in three cases where the decisions denying applications had been reversed by the Court of Appeals was reviewed.* In two of the cases the Commission sought and was granted a review in the Supreme Court, and was successful in both cases.

In one of the cases, the Pottsville Broadcasting Company's application for a new station in Pottsville, Pa., had been denied by the Commission and, on appeal, the Commission had been reversed for an error of law in the reasons it gave for the denial. Thereafter, instead of granting the application as desired by the applicant, the Commission set it for argument along with two rival applications for the same facilities. The latter applications had been filed subsequently but were undisposed of when the Pottsville case was returned to the Commission.

In the other case, under somewhat similar circumstances, involving a new station in Cheyenne, Wyoming, after reversal by the Court, the Commission proposed not only to reconsider Heitmeyer's application or oral argument with subsequently filed rival applications but to reopen the record and take new evidence on the comparative ability of the several applicants to meet the test of "public interest, convenience or necessity." An interesting additional factor in the Heitmeyer case was that by the time the case went back to court the only competing application asked for a different frequency assignment in Cheyenne, so that no interference question or other technical factor was involved and the only basis for placing the two applications in competition lay in economic considerations such as the ability of Cheyenne to support more than one station and the possible injurious competitive effect of two stations in the city. In both cases, on further recourse to the Court of Appeals by the original applicants, the Court had taken the Commission to task for failure to conform to its mandates.

In both cases the Supreme Court sustained the Commission's contentions and reversed the Court of Appeals. The result was not unexpected and, in the writer's opinion,† was correct. The language of the Supreme Court's opinion in the Pottsville case, however, written by Mr. Justice Frankfurter, contained very significant implications (as well as a few obviously incorrect statements apparently due to carelessness) favoring a broad view of the Commission's discretion and a narrow view of the extent of judicial control on appeal.

In a case decided since then, on April 29, 1940, the Court of Appeals has had occasion to apply the Supreme Court's reasoning in the Pottsville case

* VARIETY RADIO DIRECTORY, III, p. 971. The three cases were *Courier-Post Pub. Co. v. F.C.C.*, 104 F. (2d) 213; *Pottsville Broadcasting Corp. v. F.C.C.*, 105 F. (2d) 36; *McNinch v. Heitmeyer*, 105 F. (2d) 41.

† VARIETY RADIO DIRECTORY, III, p. 973.

FEDERAL RADIO REGULATION—Continued

to a motion for a stay order.* The appellant was the owner and licensee of an existing station at Spartanburg, S. C. He appealed from a Commission decision granting an application for a new station in the same city. Three days before the appeal was taken, the permittee of the new station filed an application for modification of its construction permit, requesting changes in frequency, power and other features of the permit. Appellant filed with the Court a motion for an order directing the Commission to stay all further proceedings in connection with the modification application or any application of the permittee for authority to construct or operate a new station in the city. The motion was denied.

ECONOMIC FACTORS. The earlier history of the attitude both of the Commission and the Court of Appeals toward recognition of economic factors was reviewed in last year's article.† As there pointed out, in the early months of 1939 the Commission's Law Department announced a change of philosophy, inconsistent with the principles then and for several months later applied by the Commission itself. It contended that Sec. 402 (b) (2) of the Act, which confers the right of appeal on

“ * * any other person aggrieved or whose interests are adversely affected by any decision of the Commission granting or refusing any such application”

does not confer the right of appeal on the licensee of an existing station in a given community from a Commission decision granting an application for a new station in that community, on the ground of economic damage through loss of advertising, even though substantial, or through loss of audience, talent or program material.‡ The Law Department sought to make the contention effective by filing a motion for rehearing in one case which the Court of Appeals had already decided,** and in briefs and arguments in support of motions to dismiss appeals in other cases then pending. The petition for rehearing was denied on August 2, 1939, but in one of the pending cases, *Yankee Network, Inc. v. F.C.C.*,†† the Court on August 14th rendered a lengthy opinion, written by Mr. Justice Miller, in which the contentions were carefully reviewed and rejected. It found, however, that in that particular case the Commission's findings were sufficient to support its determination, and dismissed the appeal on the ground that appellant had failed in fact to show destructive economic competition. Because the result

* The Evans case.

† VARIETY RADIO DIRECTORY, III, pp. 923, 967.

‡ The Law Department at the same time took a similar position with respect to injury caused by interference occurring outside the “normally protected” contour of an existing station, and with respect to an applicant for new or additional facilities where the Commission grants those facilities to another applicant.

** *Sanders Bros. Radio Station v. F.C.C.*, 106 F. (2d) 321, decided January 23, 1939. A portion of the petition for rehearing is quoted in Part II, A.

†† 107 F. (2d) 212.

FEDERAL RADIO REGULATION—Continued

was favorable to the Commission, although the principles announced in the opinion were against the Law Department's contentions, the Commission was unable to seek review in the Supreme Court. Instead, it sought a writ of certiorari in the Sanders Bros. Radio Station case, in which the contention had been made for the first time on petition for rehearing. The Supreme Court granted the petition on December 11, 1939.

Before undertaking to summarize the Supreme Court's decision in the Sanders case, it will be helpful to note further decisions of the Court of Appeals on the same issue. It continued to pass on the question on motions to dismiss, confusing what would appear to be two separate and distinct questions: (1) whether the appellant has the right to appeal because of apprehended economic injury, and (2) whether the establishment of the proposed new station will have so serious an economic effect both on existing stations and on its own operations as to destroy or impair service in the public interest. Once the right to appeal is recognized, logic requires that the appellant be permitted to raise any question, economic or otherwise, which the Commission has erroneously decided and the Court has power to review. In a succession of cases, however, the Court held that to confer the right to appeal the appellant's apprehended economic injury must result in such severe loss of operating revenue as to destroy or seriously impair the licensee's ability to render service in the public interest, and that lack of a showing to this effect entails a dismissal of the appeal.* In giving effect to this view the Court even examined into the record to determine whether there was evidence supporting Commission findings that no such degree of injury was present, and, where such evidence was present, dismissed the appeal and refused to consider other alleged errors specified by the appellant. In another case,† however, the Court held a statement of reasons for appeal sufficient which stated the point briefly.

On March 25, 1940, the Supreme Court rendered its decision in the Sanders Bros. Radio Station case, again reversing the Court of Appeals. In an opinion written by Mr. Justice Roberts, the Supreme Court properly distinguished between the two questions which had been confused by the Court of Appeals and, rejecting the contention that the licensee of an existing station had no right to appeal because of economic injury, said that the licensee "had the requisite standing to appeal and to raise, in the court below, any relevant question of law in respect of the order of the Commission." To have the right to appeal, therefore, it is not necessary that the apprehended economic injury be destructive of service in the public interest. On the merits, however, the Court found in favor of the Commission, saying, in general, that its findings were sufficient. The opinion contained important pronouncements which can hardly be viewed as a victory for the Commission, including the following:

"But the Act does not essay to regulate the business of the licensee. The Commission is given no supervisory control of the

* This view was first expressed in the Yankee Network case and was followed in the Massachusetts Broadcasting Corp., Tri-State Broadcasting Company, and WOKO, Inc., cases.

† Florida Broadcasting Co.

FEDERAL RADIO REGULATION—Continued

programs, of business management or of policy. In short, the broadcasting field is open to anyone, provided there be an available frequency over which he can broadcast without interference to others, if he shows his competency, the adequacy of his equipment, and financial ability to make good use of the assigned channel.

* * * *

“Plainly it is not the purpose of the Act to protect a licensee against competition but to protect the public. Congress intended to leave competition in the business of broadcasting where it found it, to permit a licensee who was not interfering electrically with other broadcasters to survive or succumb according to his ability to make his programs attractive to the public.

“This is not to say that the question of competition between a proposed station and one operating under an existing license is to be entirely disregarded by the Commission, and, indeed, the Commission’s practice shows that it does not disregard that question. It may have a vital and important bearing upon the ability of the applicant adequately to serve his public; it may indicate that both stations—the existing and the proposed—will go under, with the result that a portion of the listening public will be left without adequate service; it may indicate that, by a division of the field, both stations will be compelled to render inadequate service. These matters, however, are distinct from the consideration that, if a license be granted, competition between the licensee and any other existing station may cause economic loss to the latter * * ”

In substance, therefore, the Supreme Court has held that the test which the Court of Appeals had been applying to the right to appeal is a perfectly valid test of the correctness or incorrectness of the Commission’s decision. Other questions were directly or indirectly passed on and will be noted in other connections below.

In a decision rendered April 29, 1940,* the Court of Appeals had occasion to apply the principles announced by the Supreme Court and denied a Commission motion to dismiss an appeal.

PROCEDURAL RIGHTS OF PERSONS ADVERSELY AFFECTED. Sec. 405 of the Act, having to do with petitions for rehearing, contains substantially the same phraseology as the appeal section just discussed:

“Such application may be made by any party or any person aggrieved or whose interests are adversely affected”

by a decision of the Commission. It may be assumed, therefore, that the holding of the Supreme Court in the Sanders case applies with equal force to the right of rehearing.

The Commission’s Law Department has, during the period under discussion, contended that under Sec. 309 (a) of the Act, having to do with applications for license, or for renewal or modification of license, the Commission (1) may grant any such application without hearing, no matter how

* The Evans case.

FEDERAL RADIO REGULATION—Continued

seriously its grant may injure another licensee or another applicant, whether economically or by interference or through making the grant of the other application impossible; (2) need hold a hearing only as a condition precedent to a denial of an application; (3) may, after hearing, grant an application without regard to the rights of any person adversely affected and without making or publishing any findings at least for a period of 60 days after an appeal is taken. These contentions were, in large measure, based on the somewhat peculiar phraseology of the section, but underlying them was an inarticulate premise that the Commission is a purely executive agency and is immune from the requirements of due process of law. *A fortiori*, the Law Department made equivalent or broader contentions as to the proper construction of Sec. 319, having to do with applications for construction permit, and Sec. 310(b), having to do with applications for the Commission's consent to assignments and transfers.

These contentions were presented to the Supreme Court in the Sanders case and, it would seem from the language of the opinion, were rejected by clear implication.

ASSIGNMENT-OF-LICENSE CASES. On November 29, 1939, the Court of Appeals, overruling an earlier decision,* held that an applicant for Commission approval of a transfer of license to the applicant is to be considered an applicant for a radio station license under Sec. 402(b)(1) of the Act and has the right to appeal from a Commission decision denying the application.† The Court said that it was unnecessary to determine whether the assignor of the license also is an applicant within the same clause, since in any event the assignor would come within the description of a person aggrieved or whose interests are adversely affected under Sec. 402(b)(2). The Court denied the Commission's motion to dismiss the appeal, whereupon the Commission sought, and, on May 16, 1940, was granted a writ of certiorari bringing the case before the Supreme Court, where it is now pending.

USE OF CONFIDENTIAL MEMORANDA. In the Sanders case the Supreme Court declined to disturb the conclusion reached by the Court of Appeals in the matter of the Commission's alleged use of confidential memoranda *dehors* the record in arriving at its decisions.

MISCELLANEOUS. In the one case‡ in which the Court of Appeals affirmed a Commission decision during the year, the Commission had refused to grant a renewal of license because of charges, supported by evidence at a hearing, of several violations of the Commission's rules governing the technical operation of stations and of an unauthorized transfer of

* *Pote v. Federal Radio Commission*, 67 F. (2d) 509, *cert. denied* 290 U. S. 680, likewise by a divided court. Justice Groner, who dissented in the earlier case, was with the majority in the later case.

† *Associated Broadcasters, Inc.* Mr. Justice Stephens dissented.

‡ *The Greater Kameska Radio Corp. case.*

FEDERAL RADIO REGULATION—Continued

control of the licensee corporation. The Court held that the record fully justified the Commission's action, and rejected contentions based on the alleged inconsequential character of the violations and on the fact that the delinquencies had occurred prior to the previous granting of a renewal by the Commission.

In another case* the Court of Appeals held that injury by way of electrical interference from a proposed station to an existing station confers the right of appeal; and that a licensee who has an application pending which may be affected by the grant of another application has no standing to appeal from the grant of the latter if he fails to request a joint hearing.

The foregoing review does not completely cover all the points directly or indirectly passed on by the Court of Appeals during the year, but the few omitted have to do with relatively technical procedural matters.

NEW RULES GOVERNING APPEALS. On August 16, 1939, effective September 1st, the Court of Appeals promulgated new rules governing appeals from decisions of the Commission, designed to expedite the handling of cases and to reduce the expense of appeals by reduction in the size of records. The new rules followed informal conferences between the Court, the Commission's Law Department and officers of the Federal Communications Bar Association. A further revision is now under consideration.

PART V

INTERNATIONAL RADIO REGULATION

A. THE INTERNATIONAL TELECOMMUNICATIONS CONVENTION

On July 21, 1939, the Senate approved the revision of the General Radio Regulations negotiated at the International Telecommunications Conference held at Cairo early in 1938. The Regulations constitute an annex to the International Telecommunications Convention, Madrid, 1932, to which the United States is a party.

In view of the international situation it is, of course, problematical whether the next Conference, scheduled for Rome in 1943, will be held. In principle these Conferences are held every five years.

B. THE NORTH AMERICAN REGIONAL BROADCASTING AGREEMENT

The North American Regional Broadcasting Agreement became an accomplished fact March 29, 1940, with the formal deposit of Mexico's unconditional ratification with the Cuban Government. Under the terms of the Agreement its validity depended on ratification by the four principal countries, the United States, Canada, Cuba and Mexico, and its provisions were to become effective one year thereafter. The first three countries gave their assent rather promptly but delays encountered in Mexico caused widespread apprehension that the labors and the remarkable achievements

* The Ward case.

of the Havana Conference in the latter part of 1937 would go for naught.

As explained in last year's article, the obstacles to Mexican ratification proceeded from political pressure engendered by the so-called border stations. Because of their activities, the Mexican Senate twice refused to give its assent and, even after it had acted favorably (in the latter part of December, 1939), there were heart-breaking delays in completing the further requisite formalities, including signature of the Agreement by President Cardenas (January 25, 1940), publication in the *Dairo Oficial* (in February) and deposit of the ratification at Havana.

At first, it appears, Mexico insisted, as a condition to its ratification, that the Agreement be modified to permit use of its clear channel assignments by border stations. Since then, it is believed, an unwritten gentlemen's agreement has been entered into whereby the United States has agreed not to license any full-time stations on four of Mexico's six Class I-A channels and to license not more than one station (each at a specified location, in New York and Detroit) on each of the other two such channels. In the absence of such an understanding the Agreement permits the United States to assign stations to these channels at distances greater than 650 miles from the Mexican border, provided their interfering signals in the direction of Mexico are suppressed to very low prescribed levels. The manifest purpose of such an understanding would be to insure coverage in the United States for the Mexican stations on those channels. Further proposals by Mexico to be incorporated in the understanding, contemplating a change in the location of certain of Mexico's Class I-A stations to points closer to the boundary of the United States than contemplated by the Agreement, have, it is said, been rejected. One of these proposed the use of 800 kc. at Rosarita, Southern California, rather than in the province of Sonora (presumably at Hermisillo). The other proposed the use of 1220 kc. at Mexico City instead of in Yucatan. Whatever be the terms of the understanding, it is said that Canada and Cuba will follow the lead of the United States.

In any event, the ratification of the Agreement is the successful culmination of a brilliant diplomatic and technical achievement by the United States Delegation to the Havana Conference in 1937, headed by Commissioner Craven. If placed in effect, it will bring about a remarkably sound and scientific allocation of broadcast facilities throughout North America, with scrupulous regard to the rights of each country and a minimum of disturbance of the existing allocation in the United States, a welcome reduction in the ruinous interference now experienced on most of the standard broadcast channels in the rural areas over the entire continent, a marked improvement in service in each of the countries with latitude for future improvement, and international recognition of the standards of good engineering practice which have been developed since 1928 by the Commission's Engineering Department. There remains the arduous task of placing the Agreement in effective operation, for which a period of one year from March 29, 1940 is provided but which it is hoped can be accomplished in a somewhat shorter time, perhaps early in 1941. It is to facilitate the necessary shift in frequency assignments that the Commission has modified all outstanding licenses to expire on a common date, at first fixed at August 1, 1940 and since extended to October 1, 1940.

FEDERAL RADIO REGULATION—Continued

C. MISCELLANEOUS

On July 21, 1939, the United States Senate gave its assent to the regional radio convention between the United States and the countries of Central America, covering the allocation of medium high-frequency channels for broadcasting among the seven nations involved, together with technical and other standards governing the use of the channels. The convention had been negotiated and signed at Guatemala, December 8, 1938.

The second Inter-American Radio Conference was held at Santiago, Chile, January 18-26, 1940 (the first having been held at Havana in 1937). Representatives of 19 out of 22 American countries were represented at the meeting. Revisions were made in the Inter-American Radiocommunications Arrangements (signed at Havana in 1937) with respect to allocation and other matters relating to high frequency, amateur, police and aeronautical facilities. The band 550-1600 kc. was recognized as exclusively for standard broadcast service in the Western Hemisphere but broadcast service as such did not enter the deliberations. The Conference declared continued approval of the other two principal accomplishments of the Havana Conference, the Inter-American Radio Convention and the North American Regional Broadcasting Agreement, notwithstanding efforts by a minority at the outset to bring about changes.

FEDERAL COMMUNICATIONS COMMISSION COMMISSIONERS

FLY, JAMES LAWRENCE. Nominated chairman of the FCC to succeed Frank R. McNinch (resigned) July 28, 1939. **Political party:** Democrat. **Length of appointment:** To July 1, 1942. **Previously:** In the U. S. Navy to 1923 (graduate, U. S. Naval Academy); law clerk with Burlington, Veeder, Masten, and Feary (New York City); associated with White and Case (New York City); appointed special assistant to the attorney-general, 1929; in 1934 he became general solicitor of the Tennessee Valley Authority, general counsel to the Electric Home and Farm Authority, and counsel for the Tennessee Valley Associated Cooperatives. **Born:** Feb. 22, 1898, in Seagoville, Texas.

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 lieu-

tenant governor of Rhode Island in 1926, succeeding to the governorship in 1928 on the death of Governor Pothier; elected governor in 1928, and again in 1930. **Born:** Oct. 11, 1888, in Providence, R. I.

CRAVEN, COMMANDER T. A. M. 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

F. C. C. COMMISSIONERS—Continued

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 Bir-

mingham, 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 Commission 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, 1946. **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.

F. C. C. EXECUTIVE PERSONNEL

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F. C. C. PERSONNEL—Continued

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Cruse, Andrew (Common Carrier—
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Webster, E. M. (Chief, Private and Safety
Division)

CHIEF ACCOUNTANT

Norfleet, William J.

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Gillingham, George O.

CHIEF, INTERNATIONAL DIVISION ENGINEERING DEPARTMENT

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Asserson, Raymond

CHIEF, LICENSE DIVISION

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HEAD, BROADCAST SECTION LICENSE DIVISION

Iehl, Clara M.

HEAD, COMMERCIAL LICENSE SECTION, LICENSE DIVISION

Fulmer, John D.

HEAD, AMATEUR SECTION, LICENSE DIVISION

Beadle, J. B.

CHIEF, AUDITS AND ACCOUNTS

Corridon, L. A.

HEAD, RATES AND TARIFFS DIVISION, ACCOUNTING DEPARTMENT

Butts, William G.

HEAD, STATISTICAL DIVISION, ACCOUNTING DEPARTMENT

Ueland, Alexander

HEAD, ACCOUNTING AND REGULA- TION DIVISION, ACCOUNTING DEPARTMENT

Long, Henry J.

HEAD, FIELD DIVISION, ACCOUNTING DEPARTMENT

McCoy, Mark S.

CHIEF, SERVICE DIVISION

Cureton, Nicholas F.

ASSISTANT CHIEF, SERVICE DIVISION

Sheehy, Paul H.

CHIEF, RECORDS DIVISION

Davis, Walter S.

V
R.D.

NETWORKS

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. | Swope, Herbert Bayard |
| Levy, Leon | Levy, Isaac D. |
| Burns, John J. | Iglehart, J. A. W. |
| Paley, Samuel | Richardson, Dorsay |
| Colin, Ralph F. | Runyon, Mefford R. |
| Klauber, Edward | Kesten, Paul W. |
| Bush, Prescott S. | |

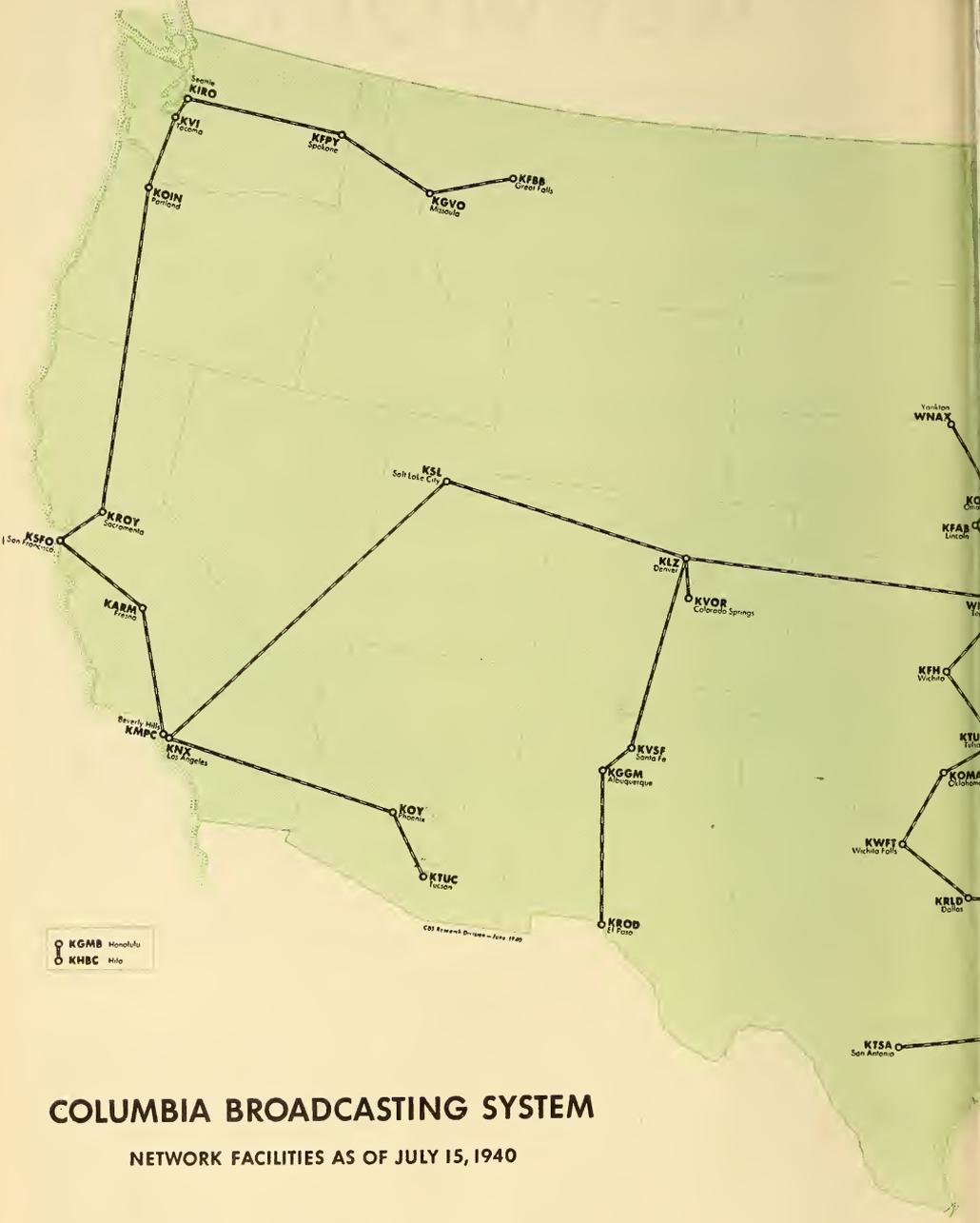
OFFICERS

| | |
|-----------------------|---|
| Paley, William S. | President |
| Klauber, Edward | Executive Vice-President |
| Kesten, Paul W. | Vice-President and Director |
| Runyon, Mefford R. | Vice-President and Director |
| Gittinger, William C. | Vice-President in Charge of Sales |
| Lowman, Lawrence W. | Vice-President in Charge of Operations |
| Akerberg, H. V. | Vice-President in Charge of Station Relations |
| Lewis, W. B. | Vice-President in Charge of Broadcasts |
| Atlass, H. Leslie | Vice-President, Chicago |
| Butcher, Harry C. | Vice-President, Washington |
| Thornburgh, D. W. | Vice-President, Los Angeles |
| White, Frank K. | Treasurer |
| Dean, Samuel R. | Assistant Treasurer |
| Seward, James M. | Assistant Treasurer |
| Ream, Joseph H. | Secretary and General Attorney |
| Padgett, Arthur S. | Auditor |

STAFF

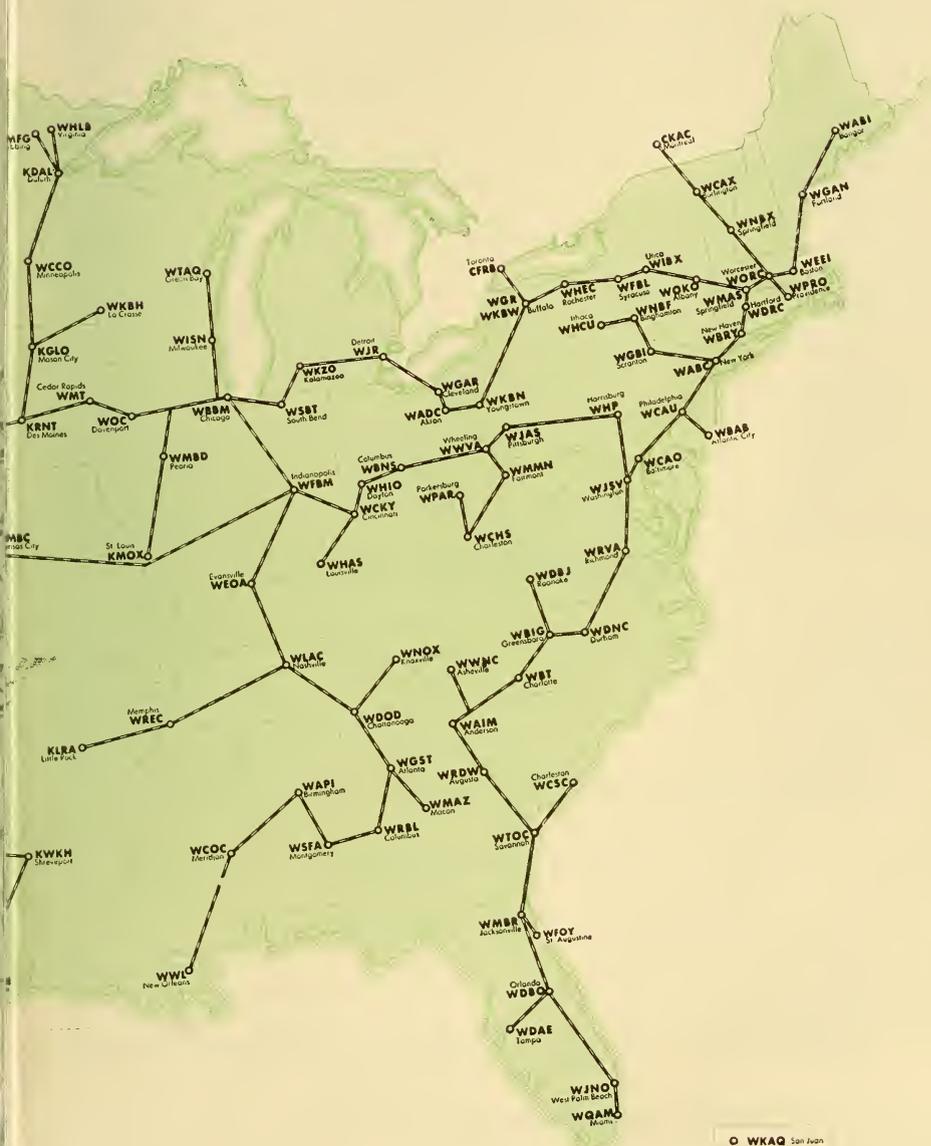
| | |
|---------------------|--|
| Marsh, Allyn Jay | Assistant Sales Manager |
| Fagan, William J. | Assistant Sales Manager |
| Prockter, B. J. | Manager of Sales Service |
| Meighan, Howard | Eastern Sales Manager, Radio Sales, New York |
| Karol, John J. | Market Research Sales Counsel |
| Ratner, Victor M. | Director of Sales Promotion |
| Hobson, Laura | Copy Chief |
| Fox, John | Assistant to Director of Sales Promotion |
| Stanton, Frank N. | Director of Market Research |
| Churchill, J. K. | Chief Statistician of Market Research |
| Connolly, Thomas D. | Manager, Merchandising Service |
| Mateyo, George | Assistant to Director of Market Research |
| Sandler, Ted | Promotion Art Director |

This is the Columbia

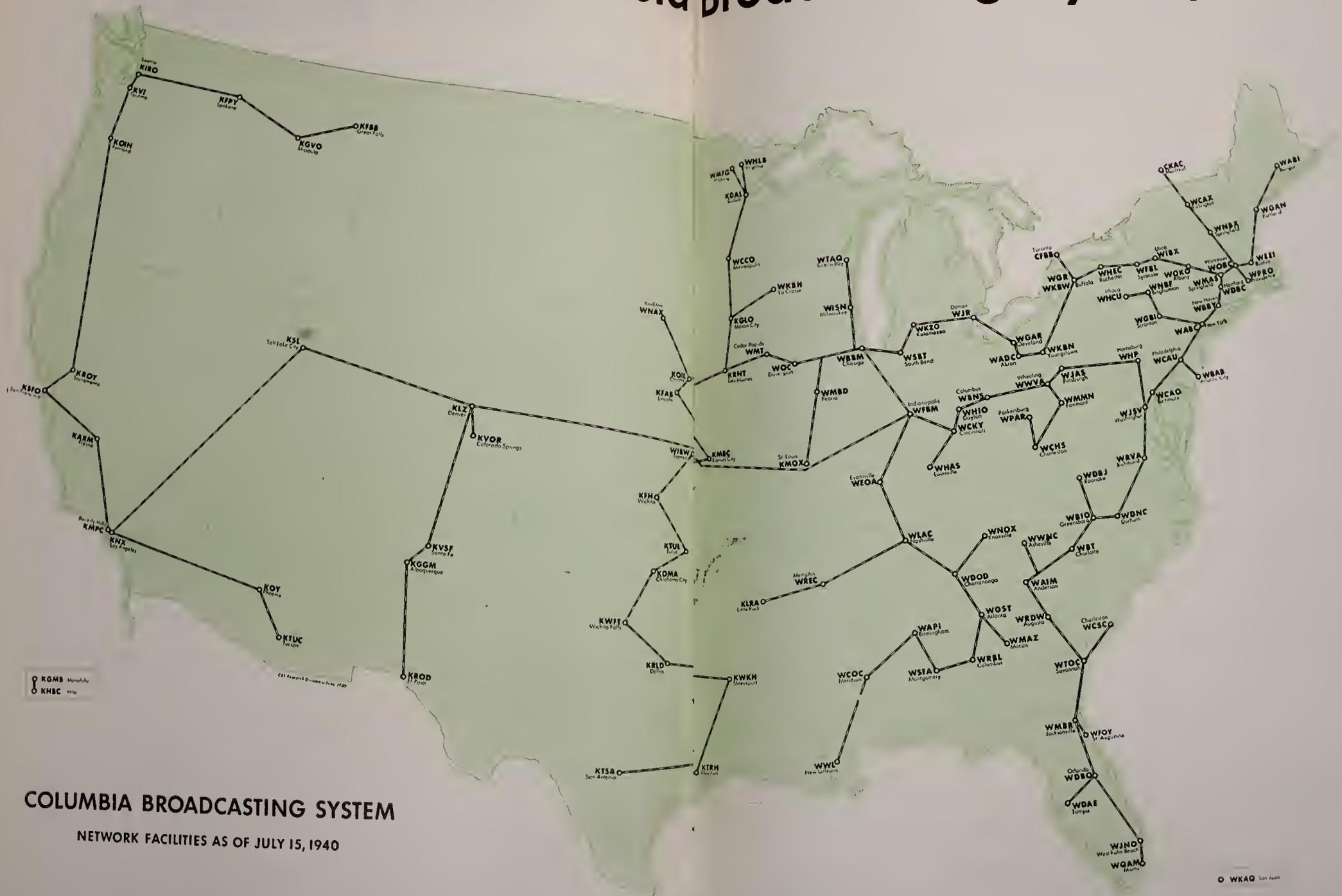


COLUMBIA BROADCASTING SYSTEM
 NETWORK FACILITIES AS OF JULY 15, 1940

Broadcasting System



This is the Columbia Broadcasting System



COLUMBIA BROADCASTING SYSTEM

NETWORK FACILITIES AS OF JULY 15, 1940

CBS PERSONNEL—Continued

| | |
|----------------------------|---|
| Swope, Herbert Bayard, Jr. | Trade News Editor |
| Coulter, Douglas | Assistant Director of Broadcasts |
| Taylor, Davidson | Assistant to Vice-President in Charge of Broadcasts |
| Maulsby, Gerald | Production Manager |
| Passman, Roy | Assistant Director of Program Operations |
| Zachary, George | Acting Director of Music Division |
| Fassett, James H. | Assistant Director in Charge of Serious Music |
| Rinker, Alton M. | Assistant Director in Charge of Light Music |
| Wylie, Max | Director of Script Division |
| Smith, S. Mark | Assistant Director of Script Division |
| Barton, Francis G. | Manager of Program Service |
| Burke, James | Program Service Assistant |
| White, Paul W. | Director of Public Affairs |
| Wood, Robert S. | Assistant Director of Public Affairs |
| Slocum, William J., Jr. | In Charge of Special Events and Sports |
| Fisher, Sterling | Director of Talks and Education |
| Levine, Leon | Assistant Director of Educational Programs |
| Sioussat, Helen | Assistant Director of Talks |
| Schimek, Jan | Director of Copyright Division |
| Mattfeld, Julius | Director of Music Library |
| Tucker, Elizabeth | Director of Short Wave Programs |
| Pierson, Walter R. | Manager of Sound Effects Division |
| Hess, Harriett | Supervisor of Program 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 |
| Goldmark, Dr. Peter | Chief Television Engineer |
| Rosenthal, H. I. | Executive Vice-President of Columbia Artists, Inc. |
| Becker, I. S. | Vice-President and Business Manager of Columbia Artists, Inc. |
| Gude, J. G. | Station Relations Manager |
| Ruppel, Louis | Director of Publicity |
| Reid, Luther J. | Director of WABC Publicity |
| Fish, Michael J. | Manager of Photographic Division |
| Cohan, Edwin King | Director of Engineering |
| Chamberlain, A. B. | Chief Engineer |
| Cowham, Hugh A. | Commercial Engineer in Charge of Traffic |
| Burgess, Jos. M., Jr. | Personnel Manager |
| Bryant, Albert H. | Manager of Mail, File and Mimeograph Division |
| Forsander, John E. | Purchasing Agent |
| Flynn, W. J. | Chief Accountant |
| McAllister, G. Stanley | Director of Construction and Building Operations |

New York City—WABC, 485 Madison Ave.

| | |
|--------------------|---|
| Hayes, Arthur Hull | Sales Manager |
| Allen, George | Director of Programs |
| Grossman, Henry | Eastern Division Operations Engineer and Chief Engineer of WABC |
| Tevis, Graham L. | Assistant Chief Engineer of WABC |

Chicago—WBBM, 410 North Michigan Ave.

| | |
|-----------------------|-------------------------|
| Atlass, H. Leslie | Vice-President, Chicago |
| Van Volkenburg, J. L. | Assistant to Mr. Atlass |
| Erikson, L. F. | Western Sales Manager |
| Hafer, Robert | Production Manager |

CBS PERSONNEL—Continued

Falknor, Frank B.,

Central Division Operations Engineer and Chief Engineer of WBBM

McLoughlin, J. V. Accountant and Office Manager
 Kane, James. Director of Publicity and Special Events
 Dawson, Stuart. Program Director
 Johnson, Urban. Chief Sound Technician
 Weaver, J. Oren. News Editor
 Smith, J. K. General Sales Manager, Radio Sales, Chicago
 Wilson, Paul S. Western Sales Manager, Radio Sales Chicago

Washington—WJSV, Earle Building

Butcher, Harry C. Vice-President, Washington
 Willard, A. D., Jr. Station Manager, WJSV
 Murdock, Wm. D. Sales Manager, WJSV
 Dennis, Lloyd W., Jr. Program Director
 Hunt, Clyde. Chief Engineer
 Crow, Harry R. Accountant
 Heiney, John. Sales Promotion Manager
 Glynn, Paul. Publicity Director
 Gillis, Ann. Director of Public Events

Minneapolis—WCCO, 635 Second Ave., South

Gammons, Earl H. Manager of Station WCCO
 Burkland, Carl. Sales Manager
 Cavanor, Hayle C. (Mrs.) Program Director
 McCartney, H. S. Chief Engineer
 Heerd, Emmett J. Accountant
 Hutton, Robert L., Jr. Sales Promotion and Publicity Manager
 Sheehan, Alvin B. Director of Artists Bureau

St. Louis—KMOX, Mart Building

Jones Merle S. Manager of Station KMOX
 Casey, Arthur. Assistant to Station Manager
 Church, K. W. Sales Manager
 Renier, C. C. Program and Production Director
 Young, Louis McC. Chief Engineer
 Johnson, James S. Sales Promotion Manager
 Carpenter, Robert W. Accountant
 Hoekstra, Jerry. Public Events and Publicity Director
 Bohn, John W. Account Executive, Radio Sales, St. Louis

Boston—WEEI, 182 Tremont St.

Fellows, Harold E. Manager of Station WEEI
 Horton, Kingsley. Sales Manager
 del Castillo, Lloyd G. Production Manager and Musical Director
 Baldwin, Philip K. Chief Engineer
 Murray, John J. Accountant
 Dunham, George. Sales Promotion Manager
 Drake, Dorothy. Publicity Director

Charlotte, N. C.—WBT, Wilder Building

Joscelyn, A. E. Manager of Station WBT
 Penny, Royal E. Sales Manager and Account Executive Radio Sales, Charlotte
 Crutchfield, Chas. H. Program Director
 Beloungy, James. Chief Engineer
 De Gray, Edward. Accountant
 Winter, Wm. New Editor

CBS PERSONNEL—Continued

PACIFIC COAST

Los Angeles Office—KNX, Columbia Square

Thornburgh, D. W. Vice-President, Los Angeles
Witt, Harry W. Sales Manager
Johnston, Russ. Program Manager
Todesca, Edith S. Production Manager
Bowman, Lester,

Western Division Operations Engineer and Chief Engineer, KNX

Ryder, Charles D., Jr. Accountant
Moskovics, George L. Director of Sales Promotion
Rorke, Hal. Publicity Director
Vanda, Charles. Western Director of Programs
Case, Fox. Director of Special Features and Public Events
Cormack, Alan. Traffic Manager
Huston, Roger E. Manager Radio Sales, Los Angeles
Pringle, Nelson G. News Editor
Forbes, William E. Sales Service Manager

San Francisco Office—Palace Hotel

Kemp, Arthur J. Sales Manager, Pacific Network
Jackson, Henry M. Manager and Account Executive Radio Sales, San Francisco

Detroit, Mich.—Fisher Building

Steele, Alfred N. Manager of Detroit Office
Taylor, Webster H. Assistant Manager of Detroit Office
Fry, G. T. C. Manager of Sales Promotion

European Staff

Murrow, Edward R. Chief of European Staff, London
Le Sueur, Larry. Assistant to Chief of European Staff
Shirer, William L. Central European Representative
Hill, Russell. Assistant Central European Representative
Wills, W. R. Far Eastern Representative, Tokyo
Sevareid, Eric. Assistant 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. " " " " " "
KMOX, St. Louis, Mo. " " " " " "
KNX, Los Angeles, Calif. " " " " " "
WEEL, 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

BOARD OF DIRECTORS

| | |
|-------------------|------------------------|
| Antrim, E. M. | McCosker, Alfred J. |
| Brown, Willett H. | Shepard, John, III |
| Carpenter, H. K. | Streibert, Theodore C. |
| Macfarlane, W. E. | Weber, Fred |
| | Weiss, Lewis Allen |

PERSONNEL

| | |
|------------------------|--|
| McCosker, Alfred J. | Chairman of the Board |
| Macfarlane, W. E. | President and Director |
| Streibert, Theodore C. | Vice-president and Director |
| Antrim, E. M. | Executive Secretary-Treasurer and Director |
| Weiss, Lewis Allen. | Vice-president and Director |
| Weber, Fred. | General Manager and Director |
| Wood, Edward W., Jr. | Sales Manager |
| Schmid, Robert A. | Sales Promotion Manager |
| Opfinger, Adolph. | Program Service Manager |
| Poole, Andrew L. | Traffic Manager |
| Gottlieb, Lester. | Publicity Director |
| Lamphiear, Miles E. | Auditor |
| Masters, Keith. | Legal Advisor |
| Pontius, Don. | Midwestern Program Coordinator |
| Steele, John. | London and Foreign Representative |

SALES REPRESENTATIVES

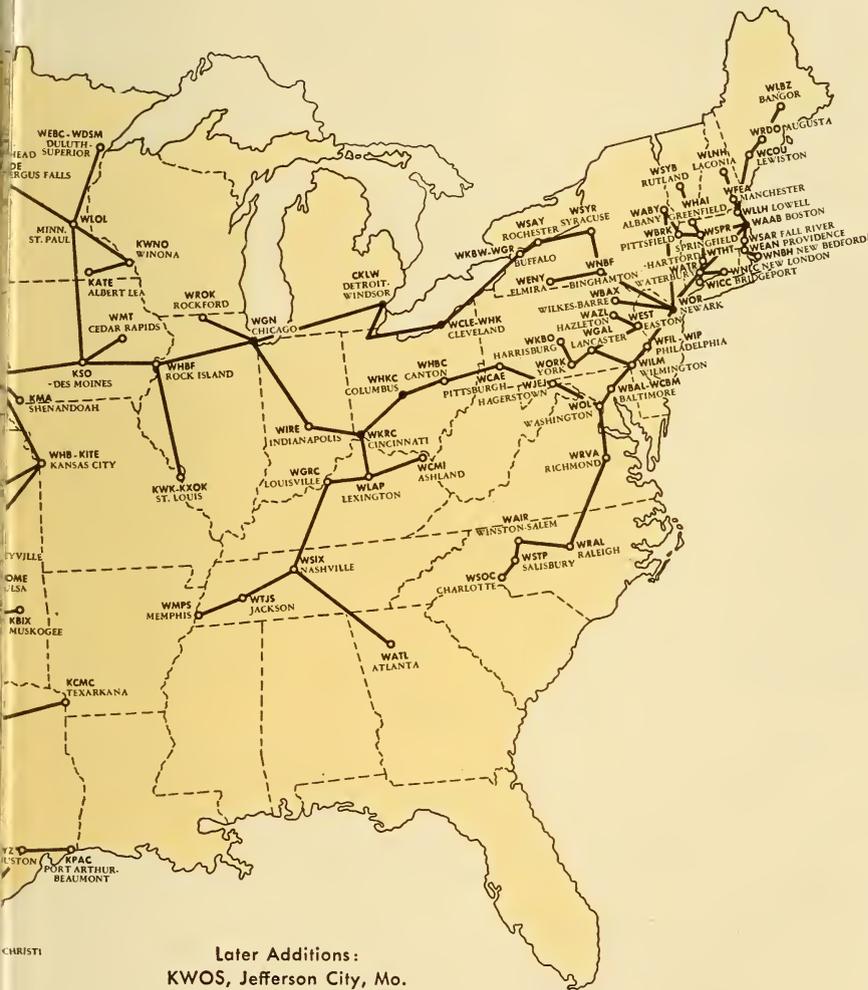
New York: John R. Overall, Morris Mudge, Sidney P. Allen.
Chicago: Ade Hult, Howard Keefe.
London and Foreign Representative: John Steele.

BRANCH OFFICES

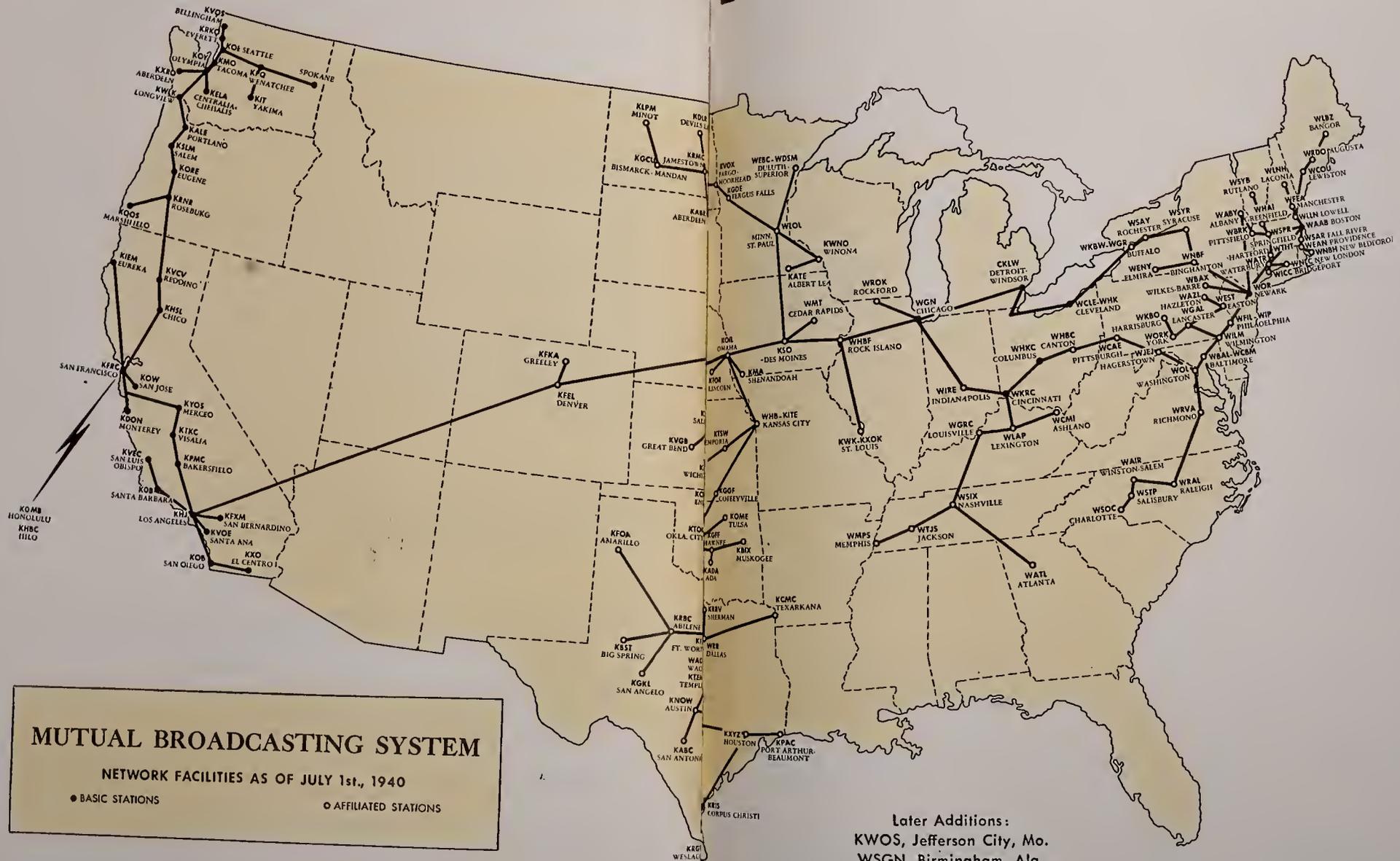
Los Angeles: Don Lee Building, Seventh and Bixel Street. Van Dyke 7117.
Boston: 21 Brookline Avenue, Commonwealth 0800.
England: Underdowns, Chaldon Way, Coulsdon, Surrey.
Detroit: Union Guardian Building. Cadillac 7200.
San Francisco: 1000 Van Ness Avenue. Prospect 0100.
Cincinnati: Hotel Alms, Woodburn 0550.
Cleveland: 1311 Terminal Tower. Prospect 5800.

Other Offices Are Located in Affiliated Stations Throughout the Country.

BROADCASTING SYSTEM



THIS IS THE MUTUAL BROADCASTING SYSTEM



NATIONAL BROADCASTING COMPANY, INC.

30 Rockefeller Plaza, New York City
(Telephone number, Circle 7-8300)

Registered Telegraphic Address:
NATBROCAST NEW YORK

BOARD OF DIRECTORS

| | |
|-----------------------|--------------------|
| Angell, James Rowland | Harden, Edward W. |
| Bliss, Cornelius N. | McGrady, Edward F. |
| Braun, Arthur E. | Millhauser, DeWitt |
| Dawes, Charles G. | Nally, Edward J. |
| Dunn, Gano | Sarnoff, David |
| Harbord, James G. | Trammell, Niles |

OFFICERS

| | |
|--------------------|---|
| Sarnoff, David | Chairman of the Board |
| Trammell, Niles | 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 |
| Kobak, Edgar | Vice-President |
| Mason, Frank E. | Vice-President |
| Morton, Alfred H. | Vice-President |
| Mullen, Frank E. | Vice-President |
| Royal, John F. | Vice-President |
| Russell, Frank M. | Vice-President |
| Strotz, Sidney N. | Vice-President |
| Witmer, Roy C. | Vice-President |
| Woods, Mark | Vice-President, Treasurer and Assistant Secretary |
| Horn, C. W. | Assistant Vice-President |
| Nelson, A. E. | Assistant Vice-President |
| Teichner, R. J. | Assistant Treasurer |
| MacConnach, Lewis | Secretary |
| Pfautz, C. E. | Assistant Secretary |

EXECUTIVE OFFICE

| | |
|-----------------------|---|
| Trammell, Niles | President |
| Almonte, J. deJara | Assistant to the President |
| Angell, James Rowland | Educational Counselor |
| Morgan, Clayland T. | Assistant to the President & Director of Public Relations |

ARTISTS SERVICE DEPARTMENT

| | |
|---------------------------|---|
| Engles, George | Vice-President and Managing Director |
| Bottorff, O. O., | Vice-President and General Manager of Civic Concert Service, Inc. (subsidiary of NBC) |
| Jones, A. Frank | Assistant to the Vice-President in charge of Artists Service |
| King, Frances Rockefeller | Manager of NBC Private Entertainment Division |
| Levine, Marks | Manager of Concert Division |
| Tuthill, Daniel S. | Assistant Managing Director |
| Mullen, Frank E. | Vice-President and General Manager |

CONTINUITY ACCEPTANCE

| | |
|-----------------|------------------|
| MacRorie, Janet | Editor |
| Kemble, Dorothy | Assistant Editor |

NBC PERSONNEL—Continued

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. Eastern Division Engineer
Morris, Robert M. Development Engineer
Rackey, C. A. Audio and Video Facilities Engineer
Shelby, R. E. Video Operations 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
Barnard, Anita. Manager of Information Division
Hickok, Guy. Director of International Short Wave Broadcasting
Kostka, William. Manager of the Press Division

INTERNATIONAL COMMERCIAL BROADCASTING

Yandell, Lunsford P. Director of International Commercial Broadcasting
Carvajal, Charles. Assistant to Director

LEGAL DEPARTMENT

Ashby, A. L. Vice-President and General Counsel
Graham, R. H. Attorney, Assistant to Mr. Leuschner (Hollywood)
Grimshaw, I. L. Attorney
Hennessey, P. J., Jr. Counsel, Washington
Howard, Henry, Jr. Attorney
Hurley, J. Attorney, Washington
Ladner, Henry. Attorney
Leuschner, Frederick. Attorney, Hollywood
McDonald, J. A. Attorney, Chicago
Myers, R. P. Attorney
Swezey, Robert D. Attorney

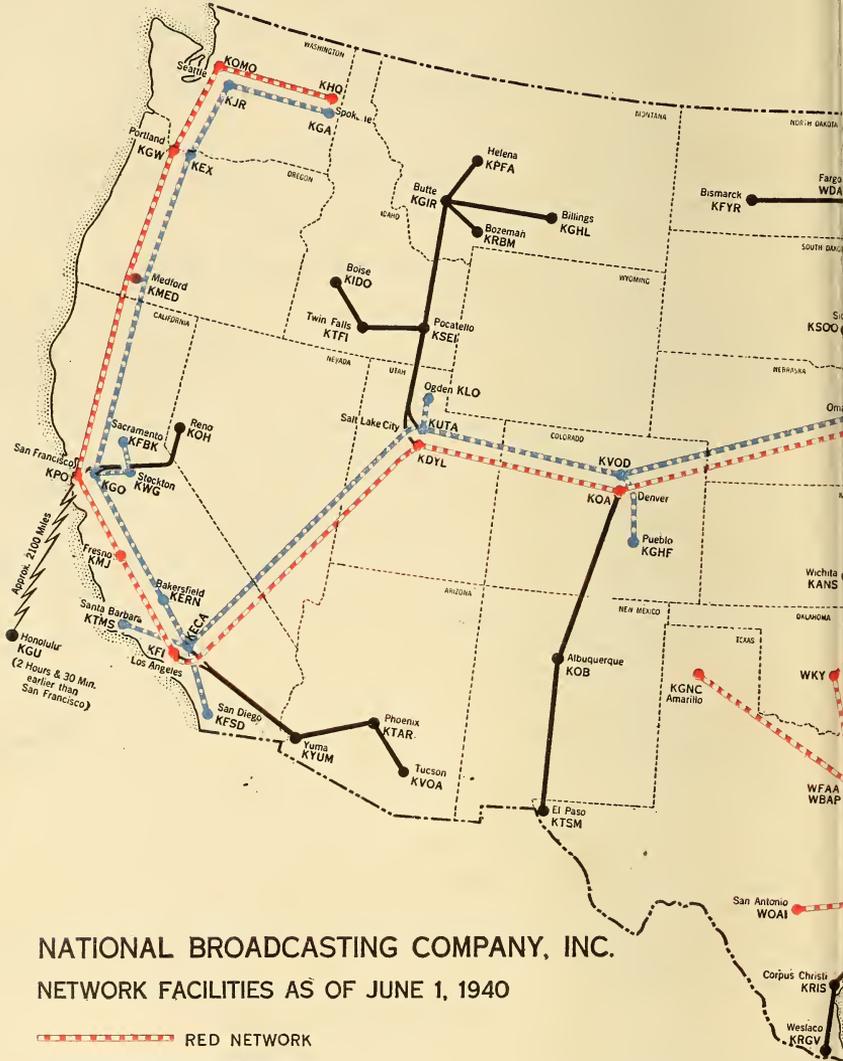
NBC RADIO-RECORDING DIVISION

Egner, C. Lloyd. Manager
Freidheim, Robert W. Eastern Sales Manager
MacDonald, John H. Business Manager
Parsons, Willis B. Assistant Eastern Sales Manager
Thomas, Reginald. Program Director

PROGRAM DEPARTMENT

Royal, John F. Vice-President in Charge of Programs
Belviso, Thomas H. Manager of Music Division
Black, Frank. General Music Director
Brainard, Bertha. Manager of the Commercial Program Division
Carlin, Phillips. Manager of the 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

This is the National



NATIONAL BROADCASTING COMPANY, INC.
NETWORK FACILITIES AS OF JUNE 1, 1940

- - - RED NETWORK
- - - BLUE NETWORK
- SUPPLEMENTARY GROUPS

(Conventionalized Routings)

* Winston-Salem affiliation June 26, 1940

NBC PERSONNEL—Continued

Fitch, C. W. Business Manager
Kelly, Patrick J. Supervisor of Announcing Division
Kelly, N. Ray Manager of Sound Effects—Development and Maintenance
LaPrade, Ernest Director of Music Research
Miller, William Burke Evening Program Manager
Preston, Walter G., Jr. Assistant to the Vice-President; in charge of Education
Roberts, Wilfred S. Manager of Production Division
Schechter, A. A. Director of News and Special Events
Titterton, Lewis H. Manager of the Script Division

SALES

Sales—Blue Network

Kobak, Edgar Vice-President in charge
Kiggins, Keith Sales Manager
Saudek, Robert Assistant to the Sales Manager

Sales—Red Network

Witmer, Roy C. Vice-President in Charge
Showerman, I. E. Eastern Sales Manager
Frey, George H. Service Manager and Assistant to Eastern Sales Manager
Hitz, Edward R. Assistant to the Vice-President in Charge

Sales Promotion

Dyke, Ken R. Director of National Sales Promotion
Beville, H. M., Jr. Research Manager
Greene, John M. Circulation Manager
James, E. P. H. Advertising Manager

Sales Traffic

Greene, F. Melville Sales Traffic Manager

STATIONS DEPARTMENTS

Hedges, William S. Vice-President in Charge of Stations
Norton, John H., Jr. Assistant to the Vice-President in Charge of Stations

Station Relations Department

Hickox, Sheldon B., Jr. Manager of the Red Network Division
Norton, John H., Jr. Manager of the Blue Network Division
Woolley, Easton C. Manager of Service Division

Managed or Programmed Stations Department

Gregory, Sherman D. Manager

National Spot and Local Sales Department

McConnell, J. V. National Spot and Local Sales Manager
Tilenius, William O. Assistant Manager of Spot and Local Sales

Traffic Department

McClancy, B. F. Traffic Manager

Development and Research

Horn, C. W. Assistant Vice-President in Charge of Development and Research
Merryman, Philip I. Assistant Director of Development and Research
Lent, W. C. Asst. Director of Development and Research (Washington Office)

NBC PERSONNEL—Continued

Managed or Programmed Stations Station Managers

Pribble, Vernon H. Manager of Station WTAM, Cleveland
Yoder, Lloyd C. Manager of Station KOA, Denver
Nelson, A. E. Manager of Stations KPO-KGO, San Francisco
Hager, Kolin. Manager of Station WGY, Schenectady
Berkeley, Kenneth H. Manager of Stations WRC-WMAL, Washington

TELEVISION DEPARTMENT

Morton, Alfred H. Vice-President in charge of Television
Farrier, Clarence W. Television Coordinator
Hutchinson, Thomas H. Manager of Television Program Division
Kersta, Noran E. Assistant Television Coordinator

TREASURY DEPARTMENT

Woods, Mark. Vice-President, Treasurer and Assistant Secretary
Bloxham, William D. Purchasing Agent
Kelly, Harold M. Assistant Auditor
McKeon, Harry F. Auditor
Payne, Glenn W. Commercial Engineer
Teichner, R. J. Assistant Treasurer
Wall, C. A. Budget Officer

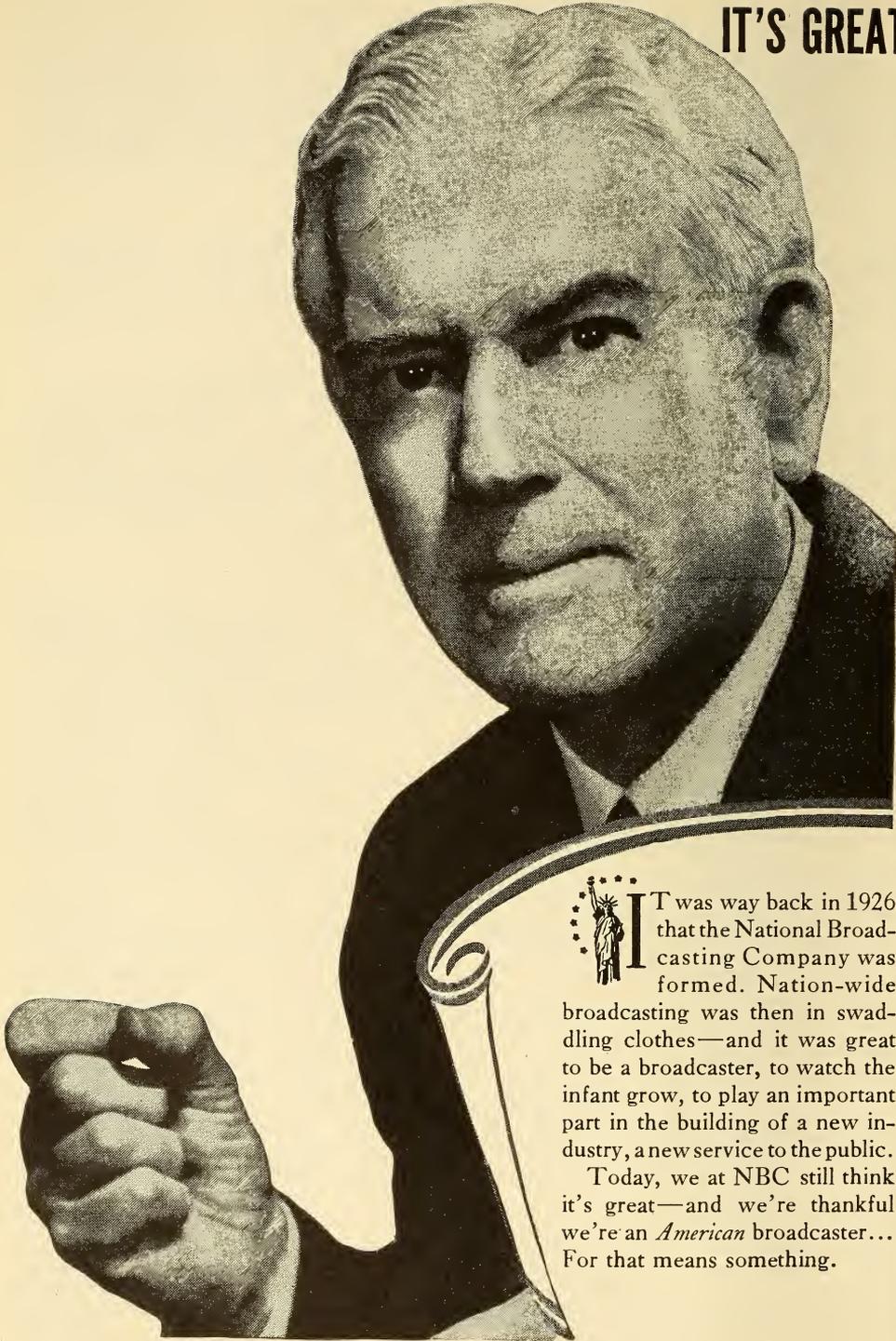
BRANCH OFFICES

Central Division—Chicago

Strotz, Sidney N. Vice-President in Charge
Boyd, Maurice M. Local and Spot Sales Manager
Carlson, Emmons C. Sales Promotion and Advertising Manager
Chizzini, Frank. Manager of Radio Recording
Cunningham, E. C. Evening Manager
Drips, William E. Director of Agriculture
Fry, Kenneth D. Director of Special Events
Golder, Frank. Traffic Supervisor
Herbiveaux, J. Program Manager
Kaney, A. W. Assistant to Manager
Kopf, H. C. Network Sales Manager
Luttgens, Howard C. Central Division Engineer
McDonald, J. A. Attorney
Morton, Oliver. Special Sales Representative—Westinghouse Stations
Ray, William B. Manager of Press Relations
Robinson, Kenneth L. Continuity Editor
Stirton, James L. Manager of Artists Service
Waller, Judith C. Educational Director
Whalley, John F. Office Manager and Auditor
Wright, W. P. Production Manager

Western Division—Hollywood

Gilman, Don E. Vice-President in Charge
Andrews, William. Manager of Guest Relations
Bock, Harold. Manager of Press Relations
Brown, Charles. Sales Promotion Manager
Dellett, F. V. Auditor
Dixon, Sydney L. Sales Manager
Frost, Lewis. Assistant to Vice-President
Gale, Paul. Traffic Supervisor
Graham, R. H. Attorney, Assistant to Mr. Leuschner
Leuschner, Frederick. Attorney



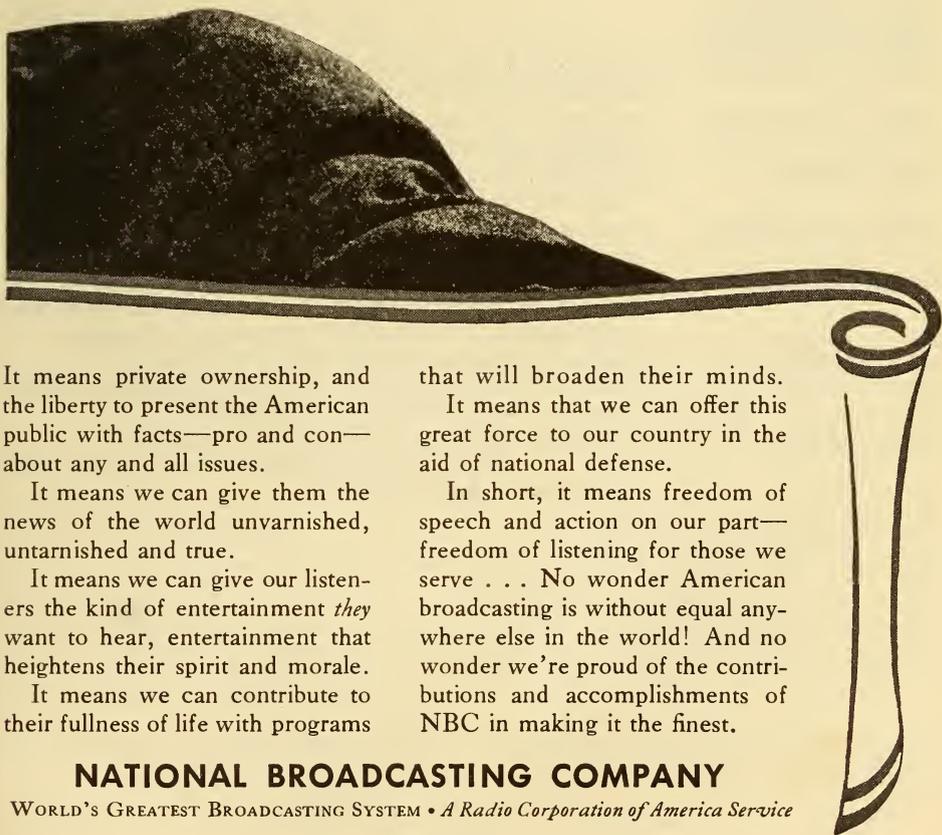
IT'S GREAT

IT was way back in 1926 that the National Broadcasting Company was formed. Nation-wide broadcasting was then in swaddling clothes—and it was great to be a broadcaster, to watch the infant grow, to play an important part in the building of a new industry, a new service to the public.

Today, we at NBC still think it's great—and we're thankful we're an *American* broadcaster... For that means something.

TO BE A BROADCASTER—

AN *American* BROADCASTER!



It means private ownership, and the liberty to present the American public with facts—pro and con—about any and all issues.

It means we can give them the news of the world unvarnished, untarnished and true.

It means we can give our listeners the kind of entertainment *they* want to hear, entertainment that heightens their spirit and morale.

It means we can contribute to their fullness of life with programs

that will broaden their minds.

It means that we can offer this great force to our country in the aid of national defense.

In short, it means freedom of speech and action on our part—freedom of listening for those we serve . . . No wonder American broadcasting is without equal anywhere else in the world! And no wonder we're proud of the contributions and accomplishments of NBC in making it the finest.

NATIONAL BROADCASTING COMPANY

WORLD'S GREATEST BROADCASTING SYSTEM • *A Radio Corporation of America Service*

NBC PERSONNEL—Continued

Robb, Alex S. Manager of Artists Service
 Saxton, A. H. Western Division Engineer
 Schuetz, Robert. . . . Manager of Recording Div.—Mgr. of Transcription Service
 Swallow, John. Program Director
 Williams, Wendell. Continuity Editor

Washington, D. C.

Russell, Frank M. Vice-President in Charge
 Berkeley, Kenneth H. General Manager WRC and WMAL
 Hennessey, P. J., Jr. Counsel
 Hurley, J. Attorney

Foreign Representatives

Bate, Fred. London, England
 Jordan, Max. Basle, Switzerland

**STATIONS OWNED AND/OR MANAGED AND/OR PROGRAMMED BY
 THE NATIONAL BROADCASTING COMPANY**

WEAF, New York. Owned, managed, operated and programmed by NBC
 WJZ, New York. " " " " " "
 WMAQ, Chicago. " " " " " "
 WENR, Chicago. " " " " " "
 WRC, Washington. " " " " " "
 WTAM, Cleveland. " " " " " "
 KPO, San Francisco. " " " " " "
 WMAL, Washington. Owned by Evening Star Publishing Co.;
 Managed, operated and programmed by the NBC
 KGO, San Francisco. Owned by General Electric;
 Managed, operated and programmed by the NBC
 KOA, Denver. Owned by General Electric;
 Managed, operated and programmed by the NBC
 WGY, Schenectady. Owned and operated by General Electric;
 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. Owned by National Broadcasting Company;
 Leased to, license held by, operated, managed and pro-
 grammed by Fisher Blend Station, Inc.
 KGA, Spokane. Owned by National Broadcasting Company;
 Leased to, license held by, operated, managed and pro-
 grammed by Louis Wasmer

NBC SPONSORED LATIN AMERICAN SERVICE

On March 25, 1940, NBC issued rate card No. 1 (reproduced on page 476) to cover commercially sponsored programs directed to Latin America via shortwave. Such broadcasts are simultaneously broadcast by WRCA, 25,000 watts on 9670 and 21630 kilocycles, and by WNBI, 25,000 watts on 6100 and 17780 kilocycles.

Commercially sponsored shortwave international broadcasts were made possible by the Federal Communications Commission as of May 23, 1939, when the following regulations were issued:

SEC. 42.03 SERVICE; COMMERCIAL OR SPONSORED PROGRAMS.

- (b) International broadcast service may include commercial or sponsored programs, provided that,
 1. Commercial program continuities give no more than the name of the sponsor of the program and the name and general character of the commodity, utility or service, or attraction advertised.
 2. In case of advertising a commodity, the commodity is regularly sold or is being promoted for sale on the open market in the foreign country or countries to which the program is directed in accordance with subsection (c) of this section.
 3. In case of advertising an American utility or service to prospective tourists or visitors to the United States, the advertisement continuity is particularly directed to such persons in the foreign country or countries where they reside and to which the program is directed, in accordance with subsection (c) of this section.
 4. In case of advertising an international attraction (such as a World Fair, resort, spa, etc.) to prospective tourists or visitors to the United States, the oral continuity concerning such attraction is consistent with the purpose and intent of this section.
 5. In case of any other type of advertising, such advertising is directed to the foreign country or countries and to which the program is directed in accordance with subsection (c) of this section is consistent with the purpose and intent of this section.
- (c) The areas or zones established by international broadcast stations are the foreign countries of the world, and directive antennas shall be employed to direct the signals to specific countries. The antenna shall be so designed and operated that the signal (field intensity) toward the specific foreign country or countries served shall be at least 3.16 times the average effective signal from the station (power gain of 10).
- (d) An international broadcast station may transmit the program of a standard broadcast station or network system, provided the conditions in subsection (b) of this section in regard to any commercial continuities are observed and when station identifications are made, only the call letter designation of the international station is given on its assigned frequency, and provided further that in the case of chain broadcasting, the program is not carried simultaneously by another international station (except another station owned by the same licensee operated on a frequency in a different group to obtain continuity of signal service), the signals from which are directed to the same foreign country or countries.
- (e) Station identification, program announcements, and oral continuity shall be made with international significance (language particularly) which is designed for the foreign country or countries for which the service is primarily intended.

(For Rate Card, see next page.)

NBC INTERNATIONAL ADVERTISING (GROSS RATES)

(These rates cover the simultaneous use of both stations)

SPANISH

| | Eastern Standard Time | 1 hr. | ½ hr. | ¼ hr. | *10 min. | *5 min. |
|----------|----------------------------|----------|----------|----------|----------|---------|
| CLASS A— | (8:00 P.M. to 10:00 P.M.) | \$300.00 | \$180.00 | \$120.00 | \$100.00 | \$60.00 |
| CLASS B— | (5:00 P.M. to 7:00 P.M.) | 225.00 | 135.00 | 90.00 | 75.00 | 45.00 |
| CLASS C— | (11:00 P.M. to 1:00 A.M.) | 150.00 | 90.00 | 60.00 | 50.00 | 30.00 |

PORTUGUESE

| | | | | | | |
|----------|---------------------------|----------|----------|----------|----------|---------|
| CLASS A— | (7:00 P.M. to 8:00 P.M.) | \$180.00 | \$108.00 | \$ 72.00 | \$ 60.00 | \$36.00 |
| CLASS B— | (4:00 P.M. to 5:00 P.M.) | 135.00 | 81.00 | 54.00 | 45.00 | 27.00 |

ENGLISH

| | | | | | | |
|----------|----------------------------|----------|----------|----------|----------|---------|
| CLASS A— | (10:00 P.M. to 11:00 P.M.) | \$300.00 | \$180.00 | \$120.00 | \$100.00 | \$60.00 |
|----------|----------------------------|----------|----------|----------|----------|---------|

*Available only in restricted periods.

(Rates for periods longer than one hour are in exact proportion to the corresponding one hour rates.)

DISCOUNTS AND REBATES

WEEKLY DOLLAR VOLUME DISCOUNTS

(Applicable only to schedules of 13 or more consecutive weeks of foreign broadcasting at rates listed above.)

| Contracted Value of Time at Gross Rates | Discount |
|---|----------|
| Less than \$120.00 per week..... | None |
| \$120.00 or more but less than \$180.00 per week... | 5% |
| 180.00 or more but less than 240.00 per week... | 10% |
| 240.00 or more but less than 300.00 per week... | 15% |
| 300 or more per week..... | 20% |

REBATES FOR CONSECUTIVE WEEKS

| | |
|---------------------|-----|
| 26 to 38 weeks..... | 10% |
| 39 to 51 weeks..... | 15% |
| 52 weeks..... | 20% |

Rebates on gross billing of each series will be paid for 26, 39 or 52 consecutive weeks of broadcasting. The rebate will be due and payable currently only on firm qualifying contracts or as contracts become firm for 26, 39 or 52 consecutive

weeks. Any facilities used in addition to the advertiser's original schedule constitute a new series and will establish separate rebate years therefor, earning their own rebates based on the number of consecutive weeks used. Interruptions of a series necessitated by the broadcasting of special events of importance will not affect the advertiser's right to the discount or rebate. Gross billing after deduction of percentage discounts, if any, shall be subject to advertising agency commission of 15%. From the rebate, if any, the Company shall deduct the excess agency commission previously allowed. All concurrent foreign broadcasting contracts for the same advertiser at the rates listed on this card may be combined for determining the rate of the Dollar Volume Discount. Discounts effective from beginning of service only on firm contracts or as contracts become firm.

1. CONTRACTS—Must be for a minimum of 13 weeks.

2. CLASSIFICATION—a. All acceptable accounts are subject to the same rates. No periods are sold in bulk for resale. Advertisers cooperating in group broadcasts are required to make individual contracts, subject to card rates and regulations. b. Rates for Portuguese periods are lower than for Spanish periods in recognition of the ratio between Portuguese and Spanish speaking people in Latin America. c. All programs are subject to approval of the National Broadcasting Company.

3. SERVICE FACILITIES—In arranging and presenting programs, the advisory services of staff engineers and the station's program department will be rendered without charge. Additional charges are made for translations and for programs requiring special production or originating outside of station's studios.

4. COMMISSIONS AND CASH DISCOUNTS—a. Gross billing after deduction of percentage discounts, if any, shall be subject to an advertising agency commission of 15%. From the rebate, if any, the Company shall deduct the excess agency commission previously allowed. Commissions allowed only to recognized advertising agencies. b. No commission on program charges. c. No cash discounts—bills due and payable when rendered.

5. REGULATIONS AND RESTRICTIONS—a. Program material must be arranged one week in advance of broadcast date. No changes within two days preceding broadcast. b. The rates quoted herein are subject to change without notice. c. This rate card is for informative purposes, and does not constitute an offer on the part of the stations.

6. SPECIAL SERVICES—Information on time signals and other special services on request.

7. ELECTRICAL TRANSCRIPTIONS—Accepted at card rates.

8. MISCELLANEOUS—WRCA was established in 1929 and WNBI in 1938. Both are owned and operated by the National Broadcasting Company, Inc. Two 25,000 watt transmitters, located at Bound Brook, N. J. Studios, RCA Building, 30 Rockefeller Plaza, New York City.

CANADIAN BROADCASTING CORP.

Victoria Building, Ottawa, Ont.
Telephone Number, 2-2681

BOARD OF GOVERNORS

| | |
|-------------------------------------|-----------------------|
| Morin, Rene (Chairman) | McClung, Mrs. Nellie |
| Nathanson, N. L. (Vice-Chairman) | Plaunt, Allan B. |
| Fuller, Canon Wilfred | Pouliot, Prof. Adrien |
| Godfrey, J. Wilfred | Thomson, Rev. J. S. |

EXECUTIVE PERSONNEL

| | |
|-------------------------|--|
| Murray, W. E. Gladstone | General Manager (Ottawa) |
| Frigon, Dr. Augustin | Assistant General Manager (Montreal) |
| Manson, Donald | Chief Executive Assistant (Ottawa) |
| Baldwin, Harry | Treasurer (Ottawa) |
| Landry, R. P. | Secretary (Ottawa) |
| Bushnell, E. L. | General Program Supervisor (Toronto) |
| Weir, E. A. | Supervisor, Press and Information Department (Toronto) |
| Olive, G. W. | Chief Engineer (Montreal) |
| Stovin, H. N. | Supervisor, Station Relations Department (Toronto) |
| Weir, E. A. | Commercial Manager (Toronto) |
| Dupont, J. A. | Commercial Manager, Quebec Division (Montreal) |
| Young, George | Maritime Regional Director (Halifax) |
| Beaudet, J. M. | Quebec Regional Director (Montreal) |
| Radford, J. R. | Ontario Regional Director (Toronto) |
| Claringbull, D. | Prairie Regional Director (Winnipeg) |
| Dilworth, I. | British Columbia Regional Director (Vancouver) |

REGIONAL NETWORKS

(Networks with sectional—as opposed to national—coverage)

Alabama Network, The. Six stations. Address: c/o WSGN, Birmingham, Ala. Rep: Headley-Reed Co.

Arizona Broadcasting Co., Inc. Six stations. Address: c/o KTAR, Phoenix, Ariz. Rep: Paul H. Raymer Co.

Arizona Network. Three stations. Address: c/o KOY, Phoenix, Ariz. Rep: John Blair & Co.

Arrowhead Network. Three stations. Address: c/o WEBC, Duluth, Minn. Rep: George P. Hollingsbery Co.

Colonial Network. Eighteen stations. Address: 21 Brookline Ave., Boston, Mass. (WAAB). Rep: Edward Petry & Co., Inc.

Cowles Stations, The. Four stations. Address: Des Moines Register & Tribune Bldg., Des Moines, Ia. Rep: The Katz Agency.

Don Lee Broadcasting System. Thirty-one stations. Address: Don Lee Bldg., Los Angeles, Calif. Rep: John Blair & Co.

Georgia Broadcasting System. Three stations. Address: P. O. Box 229, Columbus, Ga. Rep: Sears & Ayer, Inc.

Georgia Major Market Trio. Three stations. Address: c/o WGST, Atlanta, Ga. Rep: The Katz Agency.

Inter-City Broadcasting System. Four stations. Address: c/o WMCA, 1657 Broadway, New York City.

REGIONAL NETWORKS—Continued

Kansas State Network. Five stations. Address c/o WHB, Kansas City, Mo.

Lone Star Chain. Six stations. Address: Thomas Bldg., Dallas, Tex. Rep: Free & Peters, Inc.

Mason-Dixon Radio Group. Seven stations. Address: 8 W. King St., Lancaster, Pa. Rep: Paul H. Raymer Co.

Michigan Radio Network. Eight stations. Address: Stroh Bldg., Detroit, Mich. Rep: Paul H. Raymer Co.

Minnesota Radio Network. Four stations. Address: c/o KSTP, Hotel Radisson (Minneapolis), Hotel St. Paul (St. Paul), Minn. Rep: Edward Petry & Co., Inc.

New York Broadcasting System, Inc. Eight stations. Address: 20 East 57th St., New York City.

North Central Broadcasting System, Inc. Twelve stations. Address: Empire Natl. Bank Bldg., St. Paul, Minn.

Oklahoma Network. Six stations. Address: 1800 W. Main St., Oklahoma City, Okla. Rep: Arthur H. Hagg & Associates.

Pacific Broadcasting Co. Fifteen stations. Address: 914½ Broadway, Tacoma, Wash. Rep: John Blair & Co.

Quaker Network. Address: Widener Bldg., Philadelphia, Pa.

Southern Network, The. Five stations. Address: Radio Bldg., Lexington, Ky.

Texas Quality Network. Four stations. Address: WFAA, Dallas, WBAP, Fort Worth, WOAI, San Antonio, KPRC, Houston. Rep: Edward Petry & Co., Inc.

Texas State Network. Fourteen stations. Address: Box 1507, Fort Worth, Tex.

West Virginia Network. Three stations. Address: West Virginia Network Bldg., Lee St., Charleston, W. Va. Rep: The Branham Co.

Wisconsin Broadcasting System, Inc. Seven stations. Address: Empire Bldg., Milwaukee, Wis. Rep: Furgason & Walker, Inc.

World Transcription System. Address c/o World Broadcasting System, Inc., 711 Fifth Ave., New York City.

Yankee Network, The. Eighteen stations. Address: 21 Brookline Ave., Boston, Mass. (WNAC). Rep: Edward Petry & Co., Inc.

Z Net. Three stations. Address: P. O. Box 1956, Butte, Mont. Rep: Furgason & Walker, Inc.



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 July 1, 1940).

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:

| | 1940 | 1939 |
|---|----------------------|---------------------|
| 50,000 watts..... | 41 stations | 40 stations |
| 25,000 watts..... | 1 station | 1 station |
| 20,000 watts..... | 1 station | 1 station |
| 10,000 watts..... | 7 stations | 7 stations |
| 7,500 watts..... | 1 station | 1 station |
| 5,000 watts..... | 74 stations | 29 stations |
| 5,000 and 1,000 watts..... | 78 stations | 105 stations |
| 5,000 and 500 watts..... | 2 stations | 1 station |
| 2,500 watts..... | 1 station | 1 station |
| 2,500 and 1,000 watts..... | 5 stations | 5 stations |
| 2,500 and 500 watts..... | 2 stations | 3 stations |
| 1,000 watts..... | 106 stations | 97 stations |
| 1,000 and 500 watts..... | 30 stations | 34 stations |
| 1,000 and 250 watts..... | 7 stations | 8 stations |
| 500 watts..... | 34 stations | 44 stations |
| 500 and 250 watts..... | 1 station | 3 stations |
| 250 watts..... | 313 stations | 43 stations |
| 250 and 100 watts..... | 42 stations | 203 stations |
| 200 watts..... | 1 station | 1 station |
| 100 watts..... | 85 stations | 141 stations |
| 50 watts..... | 3 stations | 3 stations |
| Wattage not assigned..... | 0 stations | 3 stations |
| TOTAL | 835 stations* | 774 stations |
| { Commercial stations in operation..... | 743 stations | 693 stations |
| { Non-commercial stations..... | 39 stations | 39 stations |
| { Construction permit only..... | 53 stations | 42 stations |

* Of which 157 are not in full-time operation.

NORTH AMERICAN REGIONAL BROADCASTING AGREEMENT (EXCERPTS)

Concluded Among The Following Governments: Canada, Cuba, Dominican Republic, Haiti, Mexico, United States of America

Editor's Note: The North American Regional Broadcasting Agreement, also known as the "Havana Treaty," is the first formal division of rights in the use of the standard broadcast band between the nations of North America. The treaty was framed to end what amounted to virtual radio bedlam in the years gone by.

While Canada and the United States have, since 1924, tried to divide the use of broadcast channels so that as little interference as possible would result, the situation with respect to Mexico and Cuba has always been less clearly defined. There were no treaties or agreements with these two nations whatsoever. Hence, as their radio facilities grew, interference grew commensurably.

Finally, in 1937, the principal North American nations worked out the Regional Broadcasting Agreement at Havana, Cuba. It was published on Dec. 10 of that year. Cuba ratified almost immediately. The United States ratified on June 15, 1938, and Canada on Nov. 28, 1938. Mexico for a while proved a stumbling block, but eventually ratified on Dec. 28, 1939.

The terms of the treaty will probably go into effect sometime this fall (1940). In anticipation thereof, the Federal Communications Commission has issued an order that all station licenses shall expire Oct. 1, 1940, as a preliminary to the sweeping frequency reallocations which the treaty will occasion.

The undersigned, plenipotentiaries of the Governments listed above, having met in conference at Habana, Cuba, have, in common agreement and subject to ratification, concluded the following agreement:

PURPOSE AND SCOPE OF THIS AGREEMENT

1. **Purpose of Agreement.** The purpose of this Agreement is to regulate and establish principles covering the use of the standard broadcast band in the North American Region so that each country may make the most effective use thereof with the minimum technical interference between broadcast stations.

2. **North American Region.** The North American Region (hereinafter referred to as "Region") for the purpose of this Agreement shall be deemed to include and to consist of the following countries: Canada, Cuba, Dominican Republic, Haiti, Mexico, Newfoundland and United States of America.

3. **Standard broadcast band.** The standard broadcast band shall be deemed to be the band of frequencies extending from 550 to 1600 kc, both inclusive, both 550 kc and 1600 kc being the carrier frequen-

cies of broadcasting channels as herein-after defined. The Governments agree, subject to the provisions of Article 7 of the General Radio Regulations annexed to the International Telecommunications Convention, Madrid, in 1932, that this band of frequencies shall be allocated exclusively to broadcasting in the Region.

4. **Sovereign right to use channels.** The sovereign right of all countries, parties to this Agreement, to the use of every channel in the standard broadcast band is recognized. The Governments recognize, however, that until technical developments reach a state permitting the elimination of radio interference of international character, a regional arrangement between them is necessary in order to promote standardization and to minimize interference.

5. **Regional character of Agreement.** The Governments recognize that this Agreement, and each provision thereof, is a regional arrangement within the meaning of, and authorized by the International Telecommunications Convention and the General Radio Regulations annexed thereto.

(Continued on page 482)

CHANGE OF CHANNEL ASSIGNMENTS UNDER NORTH AMERICAN REGIONAL BROADCASTING AGREEMENT

A broadcast station assigned to a channel in Column 1 will be changed to the channel on the same horizontal line in Column 2 to comply with North American Regional Broadcasting Agreement.

| Column 1 | Column 2 | Column 1 | Column 2 | Column 1 | Column 2 |
|----------|----------------|----------|------------------|----------|----------|
| 550 kc | 550 kc | 910 kc | * | 1260 kc | 1290 kc |
| 560 kc | 560 kc | 920 kc | 950 kc | 1270 kc | 1300 kc |
| 570 kc | 570 kc | 930 kc | 960 kc | 1280 kc | 1310 kc |
| 580 kc | 580 kc | 940 kc | 970 kc | 1290 kc | 1320 kc |
| 590 kc | 590 kc | 950 kc | 980 kc | 1300 kc | 1330 kc |
| 600 kc | 600 kc | 960 kc | * | 1310 kc | 1340 kc |
| 610 kc | 610 kc | 970 kc | 1000 kc | 1320 kc | 1350 kc |
| 620 kc | 620 kc | 980 kc | 1020 kc | 1330 kc | 1360 kc |
| 630 kc | 630 kc | 990 kc | 1030 kc | 1340 kc | 1370 kc |
| 640 kc | 640 kc | 1000 kc | 1040 kc | 1350 kc | 1380 kc |
| 650 kc | 650 kc | 1010 kc | 690, 740, 990 or | 1360 kc | 1390 kc |
| 660 kc | 660 kc | | 1050 kc | 1370 kc | 1400 kc |
| 670 kc | 670 kc | 1020 kc | 1060 kc | 1380 kc | 1410 kc |
| 680 kc | 680 kc | 1030 kc | * | 1390 kc | 1420 kc |
| 690 kc | * | 1040 kc | 1080 kc | 1400 kc | 1430 kc |
| 700 kc | 700 kc | 1050 kc | 1070 kc | 1410 kc | 1440 kc |
| 710 kc | 710 kc | 1060 kc | 1090 kc | 1420 kc | 1450 kc |
| 720 kc | 720 kc | 1070 kc | 1100 kc | 1430 kc | 1460 kc |
| 730 kc | * | 1080 kc | 1110 kc | 1440 kc | 1470 kc |
| 740 kc | 750 kc | 1090 kc | 1120 kc | 1450 kc | 1480 kc |
| 750 kc | 760 kc | 1100 kc | 1130 kc | 1460 kc | 1500 kc |
| 760 kc | 770 kc | 1110 kc | 1140 kc | 1470 kc | 1510 kc |
| 770 kc | 780 or 1110 kc | 1120 kc | 1150 kc | 1480 kc | 1520 kc |
| 780 kc | 790 kc | 1130 kc | 1160 kc | 1490 kc | 1530 kc |
| 790 kc | 810 kc | 1140 kc | 1070 or 1170 kc | 1500 kc | 1490 kc |
| 800 kc | 820 kc | 1150 kc | 1180 kc | 1510 kc | * |
| 810 kc | 830 kc | 1160 kc | 1170 or 1190 kc | 1520 kc | * |
| 820 kc | 840 kc | 1170 kc | 1200 kc | 1530 kc | 1590 kc |
| 830 kc | 850 kc | 1180 kc | 1170 or 1200 kc | 1540 kc | * |
| 840 kc | * | 1190 kc | 1210 kc | 1550 kc | 1600 kc |
| 850 kc | 870 kc | 1200 kc | 1230 kc | 1560 kc | * |
| 860 kc | 880 kc | 1210 kc | 1240 kc | 1570 kc | * |
| 870 kc | 890 kc | 1220 kc | 1250 kc | 1580 kc | * |
| 880 kc | 910 kc | 1230 kc | 1260 kc | 1590 kc | * |
| 890 kc | 920 kc | 1240 kc | 1270 kc | 1600 kc | * |
| 900 kc | 930 kc | 1250 kc | 1280 kc | | |

*Not assigned in U. S.

NORTH AMERICAN AGREEMENT—Continued

II TECHNICAL

A. DEFINITIONS

1. **Broadcast station.** A station the emissions of which are primarily intended to be received by the general public.

2. **Broadcast channels—550 to 1600 kc.** A broadcast channel is a band of frequencies ten (10) kc in width, with the carrier frequency at the center. Channels shall be designated by their assigned carrier frequencies. Carrier frequencies assigned to broadcast stations shall begin at 550 kc and be in successive steps of 10 kc. No intermediate frequency shall be assigned as the carrier frequency of any broadcast station.

3. Service areas.

(a) **Primary service area.** The primary service area of a broadcast station is the area in which the ground wave is not subject to objectionable interference or objectionable fading.

(b) **Secondary service area.** The secondary service area of a broadcast station is the area served by the sky wave and not subject to objectionable interference. The signal is subject to intermittent variations in intensity.

4. **Dominant stations.** A "dominant" station is a Class I station, as hereinafter defined, operating on a clear channel.

5. **Secondary station.** A "secondary" station is any station except a Class I station operating on a clear channel.

6. **Objectionable interference.** Objectionable interference is the degree of interference produced when, at a specified boundary or field intensity contour with respect to the desired station, the field intensity of an undesired station (or the root-mean-square value of field intensities of two or more stations on the same frequency) exceeds for ten (10) percent or more of the time the values hereinafter set forth in this Agreement.

7. **Power.** The power of a radio transmitter is the power supplied to the antenna. The power in the antenna of a modulated-wave transmitter shall be expressed in two numbers, one indicating the power of the carrier frequency supplied to the antenna, and the other the actual maximum percentage of modulation.

8. **Spurious radiation.** A spurious radiation from a transmitter is any radiation

outside the frequency band of emission normal for the type of transmission employed, including any harmonic modulation products, key clicks, parasitic oscillations and other transient effects.

9. **English, French and Spanish equivalents.** It is agreed that, as used in this Agreement, the French and Spanish words below set forth are respectively the equivalent of, and mean the same as, the English terms opposite which they appear:

English

Clear channel
Objectionable interference

French

Frequence libre
Brouillage nuisible

Spanish

Canal despejado
Interferencia objectable

B. CLASSES OF CHANNELS AND ALLOCATION THEREOF

1. **Three classes:** The 106 channels in the standard broadcast band are divided into three principal classes: clear, regional and local.

2. **Clear channel:** A clear channel is one on which the dominant station or stations render service over wide areas and which are cleared of objectionable interference, within their primary service areas and over all or a substantial portion of their secondary service areas.

3. **Regional channel:** A regional channel is one on which several stations may operate with powers not in excess of 5 kw. The primary service area of a station operating on any such channel may be limited, as a consequence of interference, to a given field intensity contour.

4. **Local channel:** A local channel is one on which several stations may operate with powers not in excess of 250 watts. The primary service area of a station operating on any such channel may be limited, as a consequence of interference, to a given field intensity contour.

5. **Number of channels of each class:** The number of channels of each class shall be as follows:

| | |
|-------------------------|----|
| Clear channels | 59 |
| Regional channels | 41 |
| Local channels | 6 |

106

NORTH AMERICAN AGREEMENT—Continued

6. **Allocation of specific channels to each class:** The channels are allocated to the several classes as follows:

Clear channels. The following channels are designated as clear channels: 640, 650, 660, 670, 680, 690, 700, 710, 720, 730, 740, 750, 760, 770, 780, 800, 810, 820, 830, 840, 850, 860, 870, 880, 890, 900, 940, 990, 1000, 1010, 1020, 1030, 1040, 1050, 1060, 1070, 1080, 1090, 1100, 1110, 1120, 1130, 1140, 1160, 1170, 1180, 1190, 1200, 1210, 1220, 1500, 1510, 1520, 1530, 1540, 1550, 1560, 1570 and 1580.

Regional channels. The following channels are designated as regional channels: 550, 560, 570, 580, 590, 600, 610, 620, 630, 790, 910, 920, 930, 950, 960, 970, 980, 1150, 1250, 1260, 1270, 1280, 1290, 1300, 1310, 1320, 1330, 1350, 1360, 1370, 1380, 1390, 1410, 1420, 1430, 1440, 1460, 1470, 1480, 1590, 1600.

Local channels. The following channels are designated as local channels: 1230, 1240, 1340, 1400, 1450, and 1490 kc.

7. **Use of regional and local channels by countries.** All countries may use all regional and all local channels, subject to the power limitations and standards for prevention of objectionable interference set forth in this Agreement.

8. **Priority of use of clear channels by countries.**

(a) The clear channels are assigned for priority of use by Class I and II stations in the several countries in accordance with the table set forth in Appendix I.

(b) Each such channel shall be used in a manner conforming to the best engineering practice with due regard to the service to be rendered by the dominant stations operating thereon, as set forth elsewhere in this Agreement. If, for one year within the term of this Agreement, a country fails to make any use of a clear channel assigned to it, the channel shall be considered open for use by the other countries, parties to this Agreement, pursuant to such arrangements as may be agreed upon by their respective administrations and without any necessity for revision of this Agreement.

(c) No country to which a clear channel has been thus assigned shall permit, or agree to permit, any other country to use such channel in a manner not in conformity with this Agreement without first giving sixty days advance notice of its intention so to do to all other

countries, parties to this Agreement. If during this period of sixty days* any other country shall present objections to such proposed use of the channel, the country to which the clear channel has been assigned shall not permit, or agree to permit, such proposed use until the difference presented by the objection has been amicably resolved.

(d) If within the period of this Agreement the country to which a clear channel has been assigned shall have made use of the channel but not in the manner above prescribed or not to the extent required by the provisions of this Agreement, such country shall be considered as having relinquished that portion of the rights which it has not used and at the expiration of this Agreement the other countries party thereto shall have the right, if they see fit, to withdraw the unused privileges from such country and to reassign them to any or all of the other interested countries.

C. CLASSES OF STATIONS AND USE OF THE SEVERAL CLASSES OF CHANNELS

1. **Classes of stations.** Broadcast stations are divided into four principal classes, to be designated Class I, Class II, Class III, and Class IV, respectively.

2. **Definitions of classes.** The four classes of broadcast stations are defined as follows:

Class I. A dominant station operating on a clear channel and designed to render primary and secondary service over an extended area and at relatively long distances. Class I stations are subdivided into two classes.

Class I-A: A Class I station which operates with power of 50 kw or more and which has its primary service area, within the limits of the country in which the station is located, free from objectionable interference from other stations on the same and adjacent channels, and its secondary service area, within the same limits, free from objectionable interference from stations on the same channel, in accordance with the engineering standards hereinafter set forth.

Class I-B: A Class I station which operates with power of not less than 10 kw or more than 50 kw and which has its primary service area free from ob-

*Calendar days.

NORTH AMERICAN AGREEMENT—Continued

jectionable interference from other stations on the same and adjacent channels and its secondary service area free from objectionable interference from stations on the same channel, in accordance with the engineering standards hereinafter set forth.

(a) When two Class I-B stations on the same channel are separated by a distance of 2,800 miles or more, neither station shall be required to install a directional antenna.

(b) When two Class I-B stations on the same channel are separated by a distance of more than 1,800 miles and less than 2,800 miles, it will, in the absence of proof to the contrary, be assumed that each station is free of objectionable interference caused by the other and neither shall be required to install directional antennas or take other precautions to avoid such interference. In case the existence of objectionable interference is proved, the governments concerned will consult with each other regarding the desirability and practicality of installation of directional antennas or the taking of other precautions to eliminate the interference and will determine by special arrangement the measures, if any, to be taken.

(c) When two Class I-B stations on the same channel are separated by a distance less than 1,800 miles, it will, in the absence of proof to the contrary, be assumed that the installation of directional antennas or the taking of other precautions to avoid interference is necessary, and the governments concerned will consult with each other and will take such measures as may be agreed upon between them to the end that the objectionable interference may be reduced or eliminated.

Class II: A "secondary" station which operates on a clear channel and is designed to render service over a primary service area which, depending on geographical location and power used, may be relatively large, but which is limited by and subject to such interference as may be received from Class I stations. A station of this class shall operate with power of not less than 0.25 kw or more than 50 kw. Whenever necessary a Class II station shall use a directional antenna or other means to avoid interference, in accordance with the engineering standards hereinafter set forth, with Class I stations and with other Class II stations.

Class III: A station which operates on

a regional channel and is designed to render service primarily to a metropolitan district and the rural area contained therein and contiguous thereto. Class III stations are subdivided into two classes:

Class III-A: A class III station which operates with power not less than one kilowatt or more than five kilowatts and the service area of which is subject to interference in accordance with the engineering standards hereinafter set forth.

Class III-B: A class III station which operates with a power not less than 0.5 kw or more than 1 kw night and 5 kw daytime and the service area of which is subject to interference in accord with the engineering standards hereinafter set forth.

Class IV: A station using a local channel and designed to render service primarily to a city or town and the suburban and rural areas contiguous thereto. The power of a station of this class shall not be less than 0.1 kw or more than 0.25 kw and its service area is subject to interference in accord with the engineering standards hereinafter set forth.

3. Change of class. If a station or stations in Class III-B located in any country can, through the use of directional antennas or otherwise, so reduce the interference caused or received by such station or stations to the field contour to which interference to stations in Class III-A is allowed, such station or stations shall automatically be classified and included in Class III-A and shall thereafter be so recognized and treated by the Administrations of all countries within the Region.

4. Use of clear channels.

(a) In principle and subject only to the exception hereinafter set forth, Class I stations shall be assigned only to clear channels.

(b) Class II stations may be assigned to clear channels only on condition that objectionable interference will not be caused to any Class I stations. Where any country has priority of use of a clear channel for any Class I-A station, no other country shall assign any Class II station to that channel for nighttime operation (from sunset to sunrise at the location of the Class II station) unless such Class II station is located not less than 650 miles from the nearest border of the country in which the Class I-A station is located; provided, however, that where an assignment for a Class II

NORTH AMERICAN AGREEMENT—Continued

station is specifically stated in Appendix I, such assignment shall be deemed as authorized under the limitations therein set forth.

5. Use of regional channels.

(a) In general only Class III-A and Class III-B stations shall be assigned to regional channels.

(b) On condition that interference be not caused to any Class III-A or Class III-B station, and subject to such interference as may be received from Class III-A or Class III-B stations, Class IV stations may be assigned to regional channels.

(c) Because of their geographical location with respect to the North American continent, special considerations will be given to the use by Cuba, the Dominican Republic, Haiti and Newfoundland of stations of Classes I and II assigned to certain regional channels under certain conditions, with respect to power and precautions to avoid objectionable interference as set forth in Appendix VII.

6. Use of local channels. Only Class IV stations shall be assigned to local channels.

IV

ARBITRATION

In case of disagreement between two or more contracting Governments concerning the execution of this Agreement the dispute, if it is not settled through diplomatic channels, shall be submitted to arbitration at the request of one of the Governments in disagreement. Unless the parties in disagreement agree to adopt a procedure already established by treaties concluded between them for the settlement of international disputes, the procedure shall be that provided for in Article 15 of the International Telecommunications Convention of Madrid, 1932.

VI

EFFECTIVE DATE AND TERM OF THE AGREEMENT

1. Except for the provisions of Section 1 of Part III, Section 1 of Part V, and paragraph 3 of Table VI of Appendix I annexed hereto (which provisions shall go into effect immediately upon this Agreement becoming valid), this Agreement shall become effective one year after the date it shall have been ratified by the fourth of those Governments whose ratification is requisite to the validity of this Agreement. The Governments will cooperate to the end that, wherever possible, the provisions of this Agreement shall be

carried out in advance of said effective date.

2. This Agreement shall remain in effect for a period of five years after said effective date.

TABLE VI

Special Conditions Affecting the United States

The 24 Class I and II stations in the United States which use clear channels with other countries party to this agreement are given in Tables III and IV.

The remaining 39 Class I and II stations of the United States will be assigned the following clear channels:

640, 650, 660, 670, 680, 700, 710, 720, 750, 760, 770, 780, 820, 830, 840, 850, 870, 880, 890, 1020, 1030, 1040, 1100, 1120, 1160, 1180, 1200, 1210, 1500, 1510, 1520, 1530.

It is recognized that the United States must make extensive adjustments in the assignments of its existing stations in order to make possible the carrying out of this Agreement, that these adjustments will require approximately a year, and that it is not possible for the United States at this time to specify on which of the said 32 channels it will have priority of use for Class I-A stations, Class I-B stations and Class II stations respectively, nor the locations of such stations, power and other information with respect thereto. The United States may assign Class I-A stations to at least 25 of said channels. The United States agrees that ninety days before the effective date of this Agreement it will communicate this information to each of the other countries parties to this Agreement, and such information, when communicated, shall be considered part of this Agreement as if fully set forth herein.

Nothing stated in this Agreement shall be construed to preclude the United States of America from asserting, and enjoying recognition of, priority of use with reference to certain other Class II stations (not included in the 63 stations mentioned in Table I) which are now in actual operation in the band 640-1190 kcs and which are known under the Regulations of the Federal Communications Commission as "limited time stations" and "daytime stations" (having hours of operation limited to sunset taken either at their respective locations or at the locations of the respective dominant stations on clear channels and in some cases including hours not actually used by said dominant stations) which stations may, so far as permitted by the terms of this Agreement and the engineering standards herein set forth, be given assignments substantially equivalent to those they now enjoy.

LOCATION OF U. S. STATIONS

(As of July 1, 1940)

CKLW, Detroit, Mich.
KABC, San Antonio, Tex.
KABR, Aberdeen, S. Dak.
KADA, Ada, Okla.
KALB, Alexandria, La.
KALE, Portland, Ore.
KAND, Corsicana, Tex.
KANS, Wichita, Kans.
KARK, Little Rock, Ark.
KARM, Fresno, Calif.
KASA, Elk City, Okla.
KAST, Astoria, Ore.
KATE, Albert Lea, Minn.
KAWM, Gallup, N. Mex.
KBIX, Muskogee, Okla.
KBKR, Baker, Ore.
KBND, Bend, Ore.
KBPS, Portland, Ore.
KBST, Big Spring, Tex.
KBTM, Jonesboro, Ark.
KCKN, Kansas City, Kans.
KCMC, Texarkana, Tex.
KCMO, Kansas City, Mo.
KCRC, Enid, Okla.
KCRJ, Jerome, Ariz.
KDAL, Duluth, Minn.
KDB, Santa Barbara, Calif.
KDFN, Casper, Wyo.
KDKA, Pittsburgh, Pa.
KDLR, Devils Lake, N. Dak.
KDNT, Denton, Tex.
KDON, Monterey, Calif.
KDRO, Sedalia, Mo.
KDTH, Dubuque, Ia.
KDYL, Salt Lake City, Utah
KECA, Los Angeles, Calif.
KELA, Centralia-Chehalis,
Wash.
KELD, Eldorado, Ark.
KELO, Sioux Falls, S. Dak.
KERN, Bakersfield, Calif.
KEUB, Price, Utah
KEVR, Seattle, Wash.
KEX, Portland, Ore.
KFAB, Lincoln, Nebr.
KFAC, Los Angeles, Calif.
KFAM, St. Cloud, Minn.
KFAR, Fairbanks, Alaska
KFBB, Great Falls, Mont.
KFBI, Wichita, Kans.
KFBK, Sacramento, Calif.
KFDA, Amarillo, Tex.
KFDM, Beaumont, Tex.
KFDY, Brookings, S. Dak.
KFEL, Denver, Colo.
KENO, Las Vegas, Nev.
KFEQ, St. Joseph, Mo.
KFGQ, Boone, Ia.
KFH, Wichita, Kans.
KFI, Los Angeles, Calif.
KFIO, Spokane, Wash.
KFIZ, Fond du Lac, Wis.
KFJB, Marshalltown, Ia.
KFJI, Klamath Falls, Ore.
KFJM, Grand Forks, N. Dak.
KFJZ, Fort Worth, Tex.
KFKA, Greeley, Colo.
KFKU, Lawrence, Kans.
KFNF, Shenandoah, Ia.
KFOR, Lincoln, Nebr.
KFOX, Long Beach, Calif.
KFPL, Dublin, Tex.
KFPW, Ft. Smith, Ark.
KFPY, Spokane, Wash.
KFQD, Anchorage, Alaska
KFRC, San Francisco, Calif.
KFRO, Longview, Tex.
KFRU, Columbia, Mo.
KFSD, San Diego, Calif.
KFSG, Los Angeles, Calif.
KFUN, Las Vegas, Nev.
KFCU, Clayton, Mo.
KFVD, Los Angeles, Calif.
KFVS, Cape Girardeau, Mo.
KFWB, Los Angeles, Calif.
KFXD, Nampa, Idaho
KFXJ, Grand Junction,
Colo.
KFXM, San Bernardino,
Calif.
KFYO, Lubbock, Tex.
KFYR, Bismarck, N. Dak.
KGA, Spokane, Wash.
KGB, San Diego, Calif.
KGBU, Ketchikan, Alaska
KGBX, Springfield, Mo.
KGCA, Decorah, Ia.
KGCU, Mandan, N. Dak.
KGCX, Wolf Point, Mont.
KGDE, Fergus Falls, Minn.
KGDH, Stockton, Calif.
KGEK, Sterling, Colo.
KGER, Long Beach, Calif.
KGEZ, Kalispell, Mont.
KGFF, Shawnee, Okla.
KGFI, Brownsville, Tex.
KGFI, Los Angeles, Calif.
KGLF, Roswell, N. Mex.
KGFW, Kearney, Nebr.
KGFX, Pierre, S. Dak.
KGGF, Coffeyville, Kans.
KGGM, Albuquerque,
N. Mex.
KGHF, Pueblo, Colo.
KGHL, Little Rock, Ark.
KGHL, Billings, Mont.
KGIR, Butte, Mont.
KGIW, Alamosa, Colo.
KGBK, Tyler, Tex.
KGKL, San Angelo, Tex.
KGKO, Fort Worth, Tex.
KGKY, Scottsbluff, Nebr.
KGLO, Mason City, Ia.
KGLU, Safford, Ariz.
KGM, Honolulu, Hawaii
KGNC, Amarillo, Tex.
KGNF, North Platte, Nebr.
KGNO, Dodge City, Kans.
KGO, San Francisco, Calif.
KGU, Honolulu, Hawaii
KGOV, Missoula, Mont.
KGW, Portland, Ore.
KGY, Olympia, Wash.
KHAS, Hastings, Nebr.
KHBC, Hilo, Hawaii
KHBG, Okmulgee, Okla.
KHJ, Los Angeles, Calif.
KHQ, Spokane, Wash.
KHSL, Chico, Calif.
KHUB, Watsonville, Calif.
KICA, Clovis, N. Mex.
KID, Idaho Falls, Idaho
KIDO, Boise, Idaho
KIDW, Lamar, Colo.
KIEM, Eureka, Calif.
KIEV, Glendale, Calif.
KINY, Juneau, Alaska
KIRO, Seattle, Wash.
KIT, Yakima, Wash.
KITE, Kansas City, Mo.
KIUL, Garden City, Kans.
KIUN, Pecos, Tex.
KIUP, Durango, Colo.
KJBS, San Francisco, Calif.
KJR, Seattle, Wash.
KLAH, Carlsbad, N. Mex.
KLBM, La Grande, Ore.
KLCN, Blytheville, Ark.
KLO, Ogden, Utah
KLPM, Minot, N. Dak.
KLRA, Little Rock, Ark.
KLS, Oakland, Calif.
KLUF, Galveston, Tex.
KLX, Oakland, Calif.
KLZ, Denver, Colo.
KMA, Shenandoah, Ia.
KMAC, San Antonio, Tex.
KMBC, Kansas City, Mo.
KMED, Medford, Ore.
KMJ, Fresno, Calif.
KMLB, Monroe, La.
KMMJ, Grand Island, Nebr.
KMO, Tacoma, Wash.
KMOX, St. Louis, Mo.
KMPC, Beverly Hills, Calif.
KMTR, Los Angeles, Calif.
KMYC, Marysville, Calif.
KMYR, Denver, Colo.
KNEL, Brady, Tex.
KNET, Palestine, Tex.
KNOW, Austin, Tex.
KNX, Los Angeles, Calif.
KOA, Denver, Colo.
KOAC, Corvallis, Ore.
KOAM, Pittsburg, Kans.
KOB, Albuquerque, N. Mex.
KOBH, Rapid City, S. Dak.
KOCA, Kilgore, Tex.
KOCY, Oklahoma City,
Okla.
KODL, The Dalles, Ore.
KOH, Reno, Nev.

LOCATION OF STATIONS—Continued

KOIL, Omaha, Nebr.
 KOIN, Portland, Ore.
 KOKO, La Junta, Colo.
 KOL, Seattle, Wash.
 KOMA, Oklahoma City, Okla.
 KOME, Tulsa, Okla.
 KOMO, Seattle, Wash.
 KONB, Omaha, Nebr.
 KONO, San Antonio, Tex.
 KOOS, Marshfield, Ore.
 KORE, Eugene, Ore.
 KORN, Fremont, Nebr.
 KOTN, Pine Bluff, Ark.
 KOVC, Valley City, N. Dak.
 KOVO, Provo, Utah
 KOWH, Omaha, Nebr.
 KOY, Phoenix, Ariz.
 KPAB, Laredo, Tex.
 KPAC, Port Arthur, Tex.
 KPDN, Pampa, Tex.
 KPFA, Helena, Mont.
 KPHO, Phoenix, Ariz.
 KPLC, Lake Charles, La.
 KPLT, Paris, Tex.
 KPMC, Bakersfield, Calif.
 KPO, San Francisco, Calif.
 KPOF, Denver, Colo.
 KPPC, Pasadena, Calif.
 KPQ, Wenatchee, Wash.
 KPRC, Houston, Tex.
 KQV, Pittsburgh, Pa.
 KQW, San Jose, Calif.
 KRBA, Lufkin, Tex.
 KRBC, Abilene, Tex.
 KRBM, Bozeman, Mont.
 KRE, Berkeley, Calif.
 KRGV, Weslaco, Tex.
 KRIC, Beaumont, Tex.
 KRIS, Corpus Christi, Tex.
 KRKD, Los Angeles, Calif.
 KRKO, Everett, Wash.
 KRRL, Lewiston, Idaho
 KRLD, Dallas, Tex.
 KRLH, Midland, Tex.
 KRMC, Jamestown, N. Dak.
 KRMD, Shreveport, La.
 KRNR, Roseburg, Ore.
 KRNT, Des Moines, Ia.
 KRCC, Rochester, Minn.
 KRDD, El Paso, Tex.
 KROW, Oakland, Calif.
 KROY, Sacramento, Calif.
 KRRV, Sherman, Tex.
 KRSC, Seattle, Wash.
 KSAC, Manhattan, Kans.
 KSAL, Salina, Kans.
 KSAM, Huntsville, Tex.
 KSAN, San Francisco, Calif.
 KSCJ, Sioux City, Ia.
 KSD, St. Louis, Mo.
 KSEI, Pocatello, Idaho
 KSFO, San Francisco, Calif.
 KSL, Salt Lake City, Utah
 KSLM, Salem, Ore.
 KSO, Des Moines, Ia.
 KSOO, Sioux Falls, S. Dak.
 KSRO, Santa Rosa, Calif.
 KSTP, Minneapolis-St. Paul, Minn.
 KSUB, Cedar City, Utah
 KSUN, Lowell, Ariz.
 KTAR, Phoenix, Ariz.

KTBC, Austin, Tex.
 KTBS, Shreveport, La.
 KTEM, Temple, Tex.
 KTFI, Twin Falls, Idaho
 KTHS, Hot Springs, Ark.
 KTKC, Visalia, Calif.
 KTM5, Santa Barbara, Calif.
 KTOH, Lihue, Hawaii
 KTOK, Oklahoma City, Okla.
 KTRB, Modesto, Calif.
 KTRH, Houston, Tex.
 KTRI, Sioux City, Ia.
 KTSA, San Antonio, Tex.
 KTSM, El Paso, Tex.
 KTSW, Emporia, Kans.
 KTUC, Tucson, Ariz.
 KTUL, Tulsa, Okla.
 KTW, Seattle, Wash.
 KUIN, Graithe Pass, Ore.
 KUJ, Walla Walla, Wash.
 KUOA, Siloam Springs, Ark.
 KUSD, Vermillion, S. Dak.
 KUTA, Salt Lake City, Utah
 KVAK, Atchison, Kans.
 KVAN, Vancouver, Wash.
 KVCV, Redding, Calif.
 KVEC, San Luis Obispo, Calif.
 KVFD, Ft. Dodge, Ia.
 KVGB, Great Bend, Kans.
 KVI, Tacoma, Wash.
 KVIC, Victoria, Tex.
 KVNU, Logan, Utah
 KVOA, Tucson, Ariz.
 KVOB, Denver, Colo.
 KVOE, Santa Ana, Calif.
 KVOL, Lafayette, La.
 KVOO, Tulsa, Okla.
 KVOR, Colorado Springs, Colo.
 KVOS, Bellingham, Wash.
 KVXX, Moorhead, Minn.
 KVRS, Rock Springs, Wyo.
 KVSF, Santa Fe, N. Mex.
 KVSO, Ardmore, Okla.
 KVWC, Vernon, Tex.
 KWAL, Wallace-Kellogg, Idaho
 KWAT, Watertown, S. Dak.
 KWBG, Hutchinson, Kans.
 KWEW, Hobbs, N. Mex.
 KWFC, Hot Springs, Ark.
 KWFT, Wichita Falls, Tex.
 KWG, Stockton, Calif.
 KWJB, Globe, Ariz.
 KWJJ, Portland, Ore.
 KWK, St. Louis, Mo.
 KWKH, Shreveport, La.
 KWLC, Decorah, Ia.
 KWLK, Longview, Wash.
 KWLM, Willmar, Minn.
 KWNO, Winona, Minn.
 KWOC, Poplar Bluff, Mo.
 KWOS, Jefferson City, Mo.
 KWSC, Pullman, Wash.
 KWTO, Springfield, Mo.
 KWYO, Sheridan, Wyo.
 KXA, Seattle, Wash.
 KXL, Portland, Ore.
 KXO, El Centro, Calif.
 KXOK, St. Louis, Mo.
 KXOX, Sweetwater, Tex.

KXRO, Aberdeen, Wash.
 KXYZ, Houston, Tex.
 KYA, San Francisco, Calif.
 KYAN, Cheyenne, Wyo.
 KYCA, Prescott, Ariz.
 KYOS, Merced, Calif.
 KYSM, Mankato, Minn.
 KYUM, Yuma, Ariz.
 KYW, Philadelphia, Pa.
 WAAB, Boston, Mass.
 WAAF, Chicago, Ill.
 WAAT, Jersey City, N. J.
 WABC, New York City
 WABL, Bangor, Me.
 WABY, Albany, N. Y.
 WACO, Waco, Tex.
 WADC, Akron, Ohio
 WAGA, Atlanta, Ga.
 WAGF, Dothan, Ala.
 WAGM, Presque Isle, Me.
 WAIM, Anderson, S. C.
 WAIR, Winston-Salem, N. C.
 WAJR, Morgantown, W. Va.
 WAKR, Akron, Ohio
 WALA, Mobile, Ala.
 WAML, Laurel, Miss.
 WAOV, Vincennes, Ind.
 WAPI, Birmingham, Ala.
 WAPO, Chattanooga, Tenn.
 WARD, New York City
 WARM, Scranton, Pa.
 WASH, Grand Rapids, Mich.
 WATL, Atlanta, Ga.
 WATR, Waterbury, Conn.
 WATW, Ashland, Wis.
 WAVE, Louisville, Ky.
 WAWZ, Zarephath, N. J.
 WAYX, Waycross, Ga.
 WAZL, Hazelton, Pa.
 WBAA, West Lafayette, Ind.
 WBAB, Atlantic City, N. J.
 WBAL, Baltimore, Md.
 WBAP, Fort Worth, Tex.
 WBAX, Wilkes-Barre, Pa.
 WBBC, New York City
 WBBL, Richmond, Va.
 WBBM, Chicago, Ill.
 WBBR, New York City
 WBBZ, Ponca City, Okla.
 WBCN, Bay City, Mich.
 WBNB, Buffalo, N. Y.
 WBHP, Huntsville, Ala.
 WBIG, Greensboro, N. C.
 WBLK, Clarksburg, W. Va.
 WBML, Macon, Ga.
 WBNS, Columbus, Ohio
 WBNX, New York City
 WBNY, Buffalo, N. Y.
 WBOC, Salisbury, Md.
 WBOW, Terre Haute, Ind.
 WBRB, Red Bank, N. J.
 WBRC, Birmingham, Ala.
 WBRE, Wilkes-Barre, Pa.
 WBRK, Pittsfield, Mass.
 WBRW, Welch, W. Va.
 WBRY, Waterbury, Conn.
 WBT, Charlotte, N. C.
 WBTH, Williamson, W. Va.
 WBTM, Danville, Va.
 WBZ, Boston, Mass.
 WBZA, Boston, Mass.
 WCAD, Canton, N. Y.
 WCAE, Pittsburgh, Pa.

LOCATION OF STATIONS—Continued

- WCAL, Northfield, Minn.
 WCAM, Camden, N. J.
 WCAO, Baltimore, Md.
 WCAP, Asbury Park, N. J.
 WCAR, Pontiac, Mich.
 WCAT, Rapid City, S. Dak.
 WCAU, Philadelphia, Pa.
 WCAX, Burlington, Vt.
 WCAZ, Carthage, Ill.
 WCBA, Allentown, Pa.
 WCBD, Chicago, Ill.
 WCBI, Columbus, Miss.
 WCBM, Baltimore, Md.
 WCBS, Springfield, Ill.
 WCBT, Roanoke Rapids,
 N. C.
 WCCO, Minneapolis-St.
 Paul, Minn.
 WCED, Du Bois, Pa.
 WCFL, Chicago, Ill.
 WCHS, Charleston, W. Va.
 WCHV, Charlottesville, Va.
 WCKY, Cincinnati, Ohio
 WCLE, Cleveland, Ohio
 WCLO, Janesville, Wis.
 WCLS, Joliet, Ill.
 WCMI, Ashland, Ky.
 WCNC, Elizabeth City,
 N. C.
 WCNW, New York City
 WCOA, Pensacola, Fla.
 WCOC, Meridian, Miss.
 WCOL, Columbus, Ohio
 WCOF, Boston, Mass.
 WCOS, Columbia, S. C.
 WCOU, Lewiston, Me.
 WCOV, Montgomery, Ala.
 WCPD, Cincinnati, Ohio
 WCRW, Chicago, Ill.
 WCSC, Charleston, S. C.
 WCSH, Portland, Me.
 WDAE, Tampa, Fla.
 WDAF, Kansas City, Mo.
 WDAH, El Paso, Tex.
 WDAK, West Point, Ga.
 WDAN, Danville, Ill.
 WDAS, Philadelphia, Pa.
 WDAY, Fargo, N. Dak.
 WDBJ, Roanoke, Va.
 WDBO, Orlando, Fla.
 WDEL, Wilmington, Del.
 WDEV, Waterbury, Vt.
 WDGY, Minneapolis-St.
 Paul, Minn.
 WDLF, Panama City, Fla.
 WDMJ, Marquette, Mich.
 WDNC, Durham, N. C.
 WDOD, Chattanooga, Tenn.
 WDRC, Hartford, Conn.
 WDSM, Superior, Wis.
 WDSU, New Orleans, La.
 WDWS, Champaign, Ill.
 WDZ, Tuscola, Ill.
 WEOF, New York City
 WEAN, Providence, R. I.
 WEAU, Eau Claire, Wis.
 WIBC, Duluth, Minn.
 WEBQ, Harrisburg, Ill.
 WEBR, Buffalo, N. Y.
 WEDC, Chicago, Ill.
 WEED, Rocky Mount, N. C.
 WEEL, Boston, Mass.
- WEEU, Reading, Pa.
 WELL, New Haven, Conn.
 WELL, Battle Creek, Mich.
 WEMP, Milwaukee, Wis.
 WENR, Chicago, Ill.
 WENY, Elmira, N. Y.
 WEOA, Evansville, Ind.
 WERC, Erie, Pa.
 WESG, Elmira, N. Y.
 WEST, Easton, Pa.
 WESX, Salem, Mass.
 WEVD, New York City
 WEW, St. Louis, Mo.
 WEXL, Royal Oak, Mich.
 WFAA, Dallas, Tex.
 WFAM, South Bend, Ind.
 WFAS, White Plains, N. Y.
 WFBC, Greenville, S. C.
 WFBG, Altoona, Pa.
 WFBL, Syracuse, N. Y.
 WFBM, Indianapolis, Ind.
 WFBR, Baltimore, Md.
 WFDF, Flint, Mich.
 WFEA, Manchester, N. H.
 WFHR, Wisconsin Rapids,
 Wis.
 WFIG, Sumter, S. C.
 WFIL, Philadelphia, Pa.
 WFLA, Tampa, Fla.
 WFMD, Frederick, Md.
 WFMJ, Youngstown, Ohio
 WFNC, Fayetteville, N. C.
 WFOR, Hattiesburg, Miss.
 WFOY, St. Augustine, Fla.
 WFPG, Atlantic City, N. J.
 WFTC, Kinston, N. C.
 WFTL, Ft. Lauderdale,
 Fla.
 WFTM, Ft. Myers, Fla.
 WFVA, Fredericksburg, Va.
 WGAL, Lancaster, Pa.
 WGAN, Portland, Me.
 WGAR, Cleveland, Ohio
 WGAU, Athens, Ga.
 WGBB, Freeport, N. Y.
 WGBF, Evansville, Ind.
 WGBI, Scranton, Pa.
 WGBR, Goldsboro, N. C.
 WGCM, Gulfport, Miss.
 WGES, Chicago, Ill.
 WGGG, Gainesville, Ga.
 WGH, Newport News, Va.
 WGIL, Galesburg, Ill.
 WGKV, Charleston, W. Va.
 WGL, Ft. Wayne, Ind.
 WGN, Chicago, Ill.
 WGNB, Gastonia, N. C.
 WGNV, Newburgh, N. Y.
 WGOV, Valdosta, Ga.
 WGPC, Albany, Ga.
 WGR, Buffalo, N. Y.
 WGBR, Grand Rapids, Mich.
 WGRG, New Albany, Ind.;
 Louisville, Ky.
 WGRM, Greenwood, Miss.
 WGST, Atlanta, Ga.
 WGTC, Greenville, N. C.
 WGTM, Wilson, N. C.
 WGY, Schenectady, N. Y.
 WHA, Madison, Wis.
 WHAL, Greenfield, Mass.
 WHAL, Saginaw, Mich.
 WHAM, Rochester, N. Y.
- WHAS, Louisville, Ky.
 WHAT, Philadelphia, Pa.
 WHAZ, Troy, N. Y.
 WHB, Kansas City, Mo.
 WHBB, Selma, Ala.
 WHBC, Canton, Ohio
 WHBF, Rock Island, Ill.
 WHBI, Newark, N. J.
 WHBL, Sheboygan, Wis.
 WHBQ, Memphis, Tenn.
 WHBU, Anderson, Ind.
 WHBY, Appleton, Wis.
 WHDF, Calumet, Mich.
 WHDH, Boston, Mass.
 WHDL, Olean, N. Y.
 WHEB, Portsmouth, N. H.
 WHEC, Rochester, N. Y.
 WHFC, Cicero, Ill.
 WHIO, Dayton, Ohio
 WHIP, Hammond, Ind.
 WHIS, Bluefield, W. Va.
 WHIZ, Zanesville, Ohio
 WHJB, Greensburg, Pa.
 WHK, Cleveland, Ohio
 WHKY, Hickory, N. C.
 WHKC, Columbus, Ohio
 WHLB, Virginia, Minn.
 WHLD, Niagara Falls,
 N. Y.
 WHLS, Port Huron, Mich.
 WHMA, Anniston, Ala.
 WHN, New York City
 WHO, Des Moines, Ia.
 WHOM, Jersey City, N. J.
 WHOP, Hopkinsville, Ky.
 WHPF, Harrisburg, Pa.
 WHPC, Albany, Ga.
 WHUB, Cookeville, Tenn.
 WIBA, Madison, Wis.
 WIBC, Indianapolis, Ind.
 WIBG, Glenside, Pa.
 WIBM, Jackson, Mich.
 WIBU, Poynette, Wis.
 WIBW, Topeka, Kans.
 WIBX, Utica, N. Y.
 WICA, Ashtabula, Ohio
 WICC, Bridgeport, Conn.
 WIL, St. Louis, Mo.
 WILL, Urbana, Ill.
 WILM, Wilmington, Del.
 WIND, Gary, Ind.; Chicago,
 Ill.
 WING, Dayton, Ohio
 WINN, Louisville, Ky.
 WINS, New York City
 WINX, Washington, D. C.
 WIOD, Miami, Fla.
 WIP, Philadelphia, Pa.
 WIRE, Indianapolis, Ind.
 WIS, Columbia, S. C.
 WISE, Asheville, N. C.
 WISN, Milwaukee, Wis.
 WIZE, Springfield, Ohio
 WJAC, Johnstown, Pa.
 WJAG, Norfolk, Nebr.
 WJAR, Providence, R. I.
 WJAS, Pittsburgh, Pa.
 WJAX, Jacksonville, Fla.
 WJBC, Bloomington, Ill.
 WJBK, Detroit, Mich.
 WJBO, Baton Rouge, La.
 WJBW, New Orleans, La.
 WJBY, Gadsden, Ala.

LOCATION OF STATIONS—Continued

WJDX, Jackson, Miss.
WJEL, Hagerstown, Md.
WJHL, Johnson City, Tenn.
WJHO, Opelika, Ala.
WJHP, Jacksonville, Fla.
WJIM, Lansing, Mich.
WJJD, Chicago, Ill.
WJLS, Beckley, W. Va.
WJMC, Rice Lake, Wis.
WJMS, Ironwood, Mich.
WJNO, West Palm Beach, Fla.
WJPF, Herrin, Ill.
WJPR, Greenville, Miss.
WJR, Detroit, Mich.
WJRD, Tuscaloosa, Ala.
WJSV, Washington, D. C.
WJTN, Jamestown, N. Y.
WJW, Akron, Ohio
WJZ, New York City
WKAR, East Lansing, Mich.
WKAT, Miami Beach, Fla.
WKBB, Dubuque, Ia.
WKBH, La Crosse, Wis.
WKBN, Youngstown, Ohio
WKBO, Harrisburg, Pa.
WKBV, Richmond, Ind.
WKBW, Buffalo, N. Y.
WKBZ, Muskegon, Mich.
WKEU, Griffin, Ga.
WKIP, Poughkeepsie, N. Y.
WKNE, Keene, N. H.
WKNY, Kingston, N. Y.
WKOK, Sunbury, Pa.
WKPA, New Kensington, Pa.
WKPT, Kingsport, Tenn.
WKRC, Cincinnati, Ohio
WKST, New Castle, Pa.
WKY, Oklahoma City, Okla.
WKZO, Kalamazoo, Mich.
WLAC, Nashville, Tenn.
WLAK, Lakeland, Fla.
WLAP, Lexington, Ky.
WLAV, Grand Rapids, Mich.
WLAW, Lawrence, Mass.
WLB, Minneapolis-St. Paul, Minn.
WLBC, Muncie, Ind.
WLBJ, Bowling Green, Ky.
WLBL, Stevens Point, Wis.
WLBZ, Bangor, Me.
WLEU, Erie, Pa.
WLLH, Lowell, Mass.
WLNH, Laconia, N. H.
WLOF, Orlando, Fla.
WLOG, Logan, W. Va.
WLOK, Lima, Ohio
WLOL, St. Paul, Minneapolis, Minn.
WLPM, Suffolk, Va.
WLS, Chicago, Ill.
WLTH, New York City
WLVA, Lynchburg, Va.
WLW, Cincinnati, Ohio
WMAL, Washington, D. C.
WMAM, Marinette, Wis.
WMAN, Mansfield, Ohio
WMAQ, Chicago, Ill.
WMAS, Springfield, Mass.
WMAZ, Macon, Ga.
WMBC, Detroit, Mich.
WMBD, Peoria, Ill.
WMBG, Richmond, Va.
WMBH, Joplin, Mo.
WMBI, Chicago, Ill.
WMBO, Auburn, N. Y.
WMBR, Jacksonville, Fla.
WMBS, Uniontown, Pa.
WMC, Memphis, Tenn.
WMCA, New York City
WMEX, Boston, Mass.
WMFD, Wilmington, N. C.
WMFF, Plattsburg, N. Y.
WMFG, Hibbing, Minn.
WMFJ, Daytona Beach, Fla.
WMFR, High Point, N. C.
WMGA, Moultrie, Ga.
WMIN, Minneapolis-St. Paul, Minn.
WMJM, Cordele, Ga.
WMMN, Fairmont, W. Va.
WMOB, Mobile, Ala.
WMOG, Brunswick, Ga.
WMPC, Lapeer, Mich.
WMPS, Memphis, Tenn.
WMRC, Greenville, S. C.
WMRO, Aurora, Ill.
WMSD, Sheffield, Ala.
WMSL, Decatur, Ala.
WMT, Cedar Rapids, Ia.
WMVA, Martinsville, Va.
WMVD, Salisbury, Md.
WNAC, Boston, Mass.
WNAD, Norman, Okla.
WNAX, Yankton, S. Dak.
WNBC, New Britain, Conn.
WNBF, Binghamton, N. Y.
WNBH, New Bedford, Mass.
WNBZ, Saranac Lake, N. Y.
WNEW, New York City
WNLC, New London, Conn.
WNOE, New Orleans, La.
WNOX, Knoxville, Tenn.
WNYC, New York City
WOAI, San Antonio, Tex.
WOC, Davenport, Ia.
WOCB, Hyannis, Mass.
WOI, Ames, Ia.
WOKO, Albany, N. Y.
WOL, Washington, D. C.
WOLF, Syracuse, N. Y.
WOLS, Florence, S. C.
WOMI, Owensboro, Ky.
WOMT, Manitowoc, Wis.
WOOD, Grand Rapids, Mich.
WOPI, Bristol, Tenn.
WOR, New York City
WORC, Worcester, Mass.
WORD, Spartanburg, S. C.
WORK, York, Pa.
WORLD, Boston, Mass.
WOSU, Columbus, Ohio
WOV, New York City
WOW, Omaha, Nebr.
WOWO, Ft. Wayne, Ind.
WPAD, Paducah, Ky.
WPAB, Parkersburg, W. Va.
WPAX, Thomasville, Ga.
WPAY, Portsmouth, Ohio
WPEN, Philadelphia, Pa.
WPIC, Sharon, Pa.
WPID, Petersburg, Va.
WPRO, Providence, R. I.
WPTF, Raleigh, N. C.
WQAM, Miami, Fla.
WQAN, Scranton, Pa.
WQBC, Vicksburg, Miss.
WQDM, St. Albans, Vt.
WQXR, New York City
WRAC, Williamsport, Pa.
WRAL, Raleigh, N. C.
WRAW, Reading, Pa.
WRBL, Columbus, Ga.
WRC, Washington, D. C.
WRDO, Augusta, Me.
WRDW, Augusta, Ga.
WREC, Memphis, Tenn.
WREN, Lawrence-Kansas City, Kans.
WRGA, Rome, Ga.
WRJN, Racine, Wis.
WRNL, Richmond, Va.
WROK, Rockford, Ill.
WROL, Knoxville, Tenn.
WRR, Dallas, Tex.
WRTD, Richmond, Va.
WRUF, Gainesville, Fla.
WRVA, Richmond, Va.
WSAI, Cincinnati, Ohio
WSAJ, Grove City, Pa.
WSAM, Saginaw, Mich.
WSAN, Allentown, Pa.
WSAR, Fall River, Mass.
WSAU, Wausau, Wis.
WSAV, Savannah, Ga.
WSAY, Rochester, N. Y.
WSAZ, Huntington, W. Va.
WSB, Atlanta, Ga.
WSBC, Chicago, Ill.
WSBT, South Bend, Ind.
WSFA, Montgomery, Ala.
WSGN, Birmingham, Ala.
WSIX, Nashville, Tenn.
WSJS, Winston-Salem, N. C.
WSKB, McComb, Miss.
WSLB, Ogdensburgh, N. Y.
WSLI, Jackson, Miss.
WSM, Nashville, Tenn.
WSMB, New Orleans, La.
WSNJ, Bridgeton, N. J.
WSOC, Charlotte, N. C.
WSOO, Sault Ste. Marie, Mich.
WSOY, Decatur, Ill.
WSPA, Spartanburg, S. C.
WSPB, Sarasota, Fla.
WSPD, Toledo, Ohio
WSPR, Springfield, Mass.
WSTP, Salisbury, N. C.
WSTV, Steubenville, Ohio
WSUI, Iowa City, Ia.
WSUN, St. Petersburg, Fla.
WSVA, Harrisonburg, Va.
WSVS, Buffalo, N. Y.
WSXB, Rutland, Vt.
WSXR, Syracuse, N. Y.
WTAD, Quincy, Ill.
WTAG, Worcester, Mass.
WTAL, Tallahassee, Fla.
WTAM, Cleveland, Ohio
WTAR, Norfolk, Va.
WTAW, College Station, Tex.
WTAX, Springfield, Ill.
WTBO, Cumberland, Md.
WTCN, Minneapolis-St. Paul, Minn.

LOCATION OF STATIONS—Continued

| | | |
|---|--|---|
| <p>WTEL, Philadelphia, Pa. WTHT, Hartford, Conn. WTIC, Hartford, Conn. WTJS, Jackson, Tenn. WTMA, Charleston, S. C. WTMG, Ocala, Fla. WTMJ, Milwaukee, Wis. WTMV, E. St. Louis, Ill.</p> | <p>WTNJ, Trenton, N. J. WTOG, Savannah, Ga. WTOL, Toledo, Ohio WTRC, Elkhart, Ind. WTRY, Troy, N. Y. WTSP, St. Petersburg, Fla. WVFW, New York City WWAE, Hammond, Ind.</p> | <p>WWJ, Detroit, Mich. WWL, New Orleans, La. WWNC, Asheville, N. C. WWRL, New York City WWSW, Pittsburgh, Pa. WWSVA, Wheeling, W. Va. WXYZ, Detroit, Mich. WTAQ, Green Bay, Wis.</p> |
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LOCATION OF CANADIAN STATIONS

| | | |
|--|--|---|
| <p>CBA, Sackville, N. B. CBF, Montreal, P. Q. CBJ, Chicoutimi, P. Q. CBK, Watrous, Sask. CBL, Toronto, Ont. CBM, Montreal, P. Q. CBO, Ottawa, Ont. CBR, Vancouver, B. C. CBV, Quebec, P. Q. CBY, Toronto, Ont. CFAC, Calgary, Alta. CFAR, Flin Flon, Man. CFCE, Montreal, P. Q. CFCH, North Bay, Ont. CFCN, Calgary, Alta. CFCO, Chatham, Ont. CFCT, Victoria, B. C. CFCY, Charlottetown, P. E. I. CFGP, Grande Prairie, Alta. CFJC, Kamloops, B. C. CFLC, Prescott, Ont. CFOS, Owen Sound, Ont. CFPL, London, Ont. CFPR, Prince Rupert, Ont. CFQC, Saskatoon, Sask. CFRB, Toronto, Ont. CFRK, Kingston, Ont. CFRN, Edmonton, Alta. CHAB, Moose Jaw, Sask.</p> | <p>CHGB, St. Anne de la Pociatiere, P. Q. CHGS, Summerside, P. E. I. CHLN, Three Rivers, P. Q. CHLP, Montreal, P. Q. CHLT, Sherbrooke, P. Q. CHML, Hamilton, Ont. CHNC, New Carlisle, P. Q. CHNS, Halifax, N. S. CHRC, Quebec, P. Q. CHSJ, Saint John, N. B. CHWK, Chilliwack, B. C. CJAT, Trail, B. C. CJBR, Rimouski, P. Q. CJCA, Edmonton, Alta. CJCB, Sydney, N. S. CJCJ, Calgary, Alta. CJCS, Stratford, Ont. CJGX, Winnipeg, Man. CJHC, Halifax, N. S. CJIC, Sault Ste. Marie, Ont. CJKL, Kirkland Lake, Ont. CJLS, Yarmouth, N. S. CJOC, Lethbridge, Alta. CJOR, Vancouver, B. C. CJRC, Winnipeg, Man. CJRM, Regina, Sask. CKAC, Montreal, P. Q. CKBI, Prince Albert, Sask.</p> | <p>CKCA, Kenora, Ont. CKCH, Hull, P. Q. CKCK, Regina, Sask. CKCL, Toronto, Ont. CKCO, Ottawa, Ont. CKCR, Kitchener, Ont. CKCV, Quebec, P. Q. CKCW, Moncton, N. B. CKFC, Vancouver, B. C. CKGB, Timmins, Ont. CKIC, Wolfville, N. S. CKLN, Nelson, B. C. CKLW, Windsor, Ont.; Detroit, Mich. CKMC, Cobalt, Ont. CKMO, Vancouver, B. C. CKNB, Campbellton, N. B. CKNX, Wingham, Ont. CKOC, Hamilton, Ont. CKOV, Kelowna, B. C. CKPC, Brantford, Ont. CKPR, Fort William & Port Arthur, Ont. CKRN, Rouyn, P. Q. CKSO, Sudbury, Ont. CKTB, St. Catharines, Ont. CKUA, Edmonton, Alta. CKVD, Val d'Or, P. Q. CKWX, Vancouver, B. C. CKX, Brandon, Man. CKY, Winnipeg, Man.</p> |
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ALABAMA

(375,200 radio homes, or 56% ownership among the State's total of 670,000 families. Urban ownership is 154,600, or 75% of urban families; rural ownership is 220,600, or 48% of rural families.)

Radio Homes by Counties*

| | | | | | |
|-----------------|-------|------------------|--------|------------------|--------|
| Autauga | 2,380 | Dallas | 8,450 | Marion | 2,770 |
| Baldwin | 3,830 | DeKalb | 4,350 | Marshall | 4,580 |
| Barbour | 4,080 | Elmore | 3,850 | Mobile | 21,880 |
| Bibb | 2,680 | Escambia | 3,480 | Monroe | 3,370 |
| Blount | 3,070 | Etowah | 9,700 | Montgomery | 18,520 |
| Bullock | 2,570 | Fayette | 2,050 | Morgan | 6,790 |
| Butler | 3,730 | Franklin | 2,920 | Perry | 3,130 |
| Calhoun | 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 | 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:** 250 watts on 1420 kc. **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:** A. Lynne Brannen. **Program and musical director:** Harold Russey. **Chief engineer:** Vernon Story. **Promotion and merchandising manager:** S. Allen Brown.

Rep: None. **Seating facilities:** Auditorium in WHMA Building can accommodate 600 persons. **Merchandising:** Publicity stories and mats in Anniston Star, plus three weeklies in northeast Alabama; distribute window cards; display photos of artists in station lobby; all services gratis, in proportion to amount of contract. **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; NBC The-saurus. **News:** UP. **Commentators:** A.

Lynne Brannen (newscaster); Harold Russey (newscaster; sports); Laura Boswell and Annis Snoddy (women's features); W. G. Hood and C. C. Owens (farm news).

WAPI, BIRMINGHAM

Operator: Board of Control of Radio Station WAPI (Alabama Polytechnic Institute, University of Alabama, and Alabama College), Protective Life Bldg. **Phone:** 3-8116. **Power:** 5,000 watts on 1140 kc. **Affiliation:** CBS. **Opened:** 1922.

General manager: Thad Holt. **National sales representative:** H. H. Holtshouser. **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:** None listed. **News:** UP.

Commentators: Lionel Baxter and Fred

* Joint Committee on Radio Research estimate for Jan. 1, 1938.

ALABAMA STATIONS—Continued

Daiger (newscasters); Maury Farrell (sports); Leroy Monsky (football predictions); Margaret Cotten (women in the news); Delmar Bradley (fashions); Mildred Martin Weldon (club activities); Henry Vance (local men in the news); Harwood Hull (stocks; grains); Clint Blakely (philosophy).

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 Co. **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:** Standard; Davis & Schwegler. **News:** INS. **Commentators:** Bill McCain (newscaster); John Connolly (sports commentator); George Lewis Bailes (religion).

WSGN, BIRMINGHAM

Operator: Birmingham News Company, Tutwiler Hotel. **Phone:** 4-3434. **Power:** 250 watts on 1310 kc. **Affiliation:** NBC Blue Southern Group; Alabama Network; Mutual. **Opened:** 1926. (Note: This station is newspaper operated by the Birmingham News and Age-Herald.)

Vice-president, general manager: Henry P. Johnston. **Promotion manager:** Carl Cannon. **Program director:** Robert McRaney. **Chief engineer:** Paul B. Cram.

Rep: Headley-Reed 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:**

Not accepted. **Artists bureau:** None, as such, but maintain clearing house for talent through program department. **Base rate:** \$125.

Copy restrictions: Beer and wine accepted; only recognized patent medicines accepted. **E. T. library:** Lang-Worth; NBC Thesaurus. **News:** AP. **Commentators:** Bill Terry, Bill Snow, Jud Collins, Bob McRaney and Tom Severin (news commentators); Louise Feagin (women's features).

WMSL, DECATUR

Operator: Tennessee Valley Broadcasting Co., Inc., 511 Bank St. **Phones:** 802-803. **Power:** 250 watts on 1370 kc. **Affiliation:** Alabama Network. **Opened:** June 26, 1935 (as WMFO; changed to WMSL on Sept. 10, 1939).

President, general manager: Marion K. Vickrey. **Commercial manager:** Kyle G. Frazier. **Program director:** John Boggess. **Chief engineer:** Ted Jeffries.

Rep: Headley-Reed Co. **Seating facilities:** Auditorium seats 150 persons. **Merchandising:** No information given. **Foreign language programs:** None. **Artists bureau:** Station can supply local orchestras, singers, bands, etc. **Base rate:** \$35.

Copy restrictions: Hard liquor copy not accepted; copy must comply with regulations of the Federal Trade Commission. **E. T. library:** World. **News:** Transradio. **Commentators:** Francis Allen (news commentator); Jack Schuller (newscaster; sports); John Boggess (newscaster); Caroline Jones (fashions; home economics; news).

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:** Carl Snellgrove.

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 and wine accepted; all copy subject to station approval. **E. T. library:** Standard. **News:** Transradio. **Commentators:** John Hubbard, Julian Smith, and Carl Snellgrove (newscasters); Samuel Hall (sports); Louise Calhoun (fashions; cooking).

ALABAMA STATIONS—Continued

WJBY, GADSDEN

Operator: Gadsden Broadcasting Co., Inc., 108 Broad St. **Phone:** 88. **Power:** 250 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:** William Pigg. **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. **E. T. library:** NBC Thesaurus. **News:** Transradio. **Commentators:** Sam Benton and Fox Lightfoot (newscasters); Malcolm Street (sports); Nancy Nash (women's features).

WBHP, HUNTSVILLE

Operator: Wilton 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 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:** \$70 (½ hr.).

Copy restrictions: Alcoholic beverages accepted; objectionable wording must be omitted in patent medicine advertising. **E. T. library:** NBC Thesaurus. **News:** INS. **Commentators:** Jack Bridges (newscaster; sports).

WMOB, MOBILE

Operator: S. B. Quigley, 600 St. Louis St. **Phone:** Bel. 2581. **Power:** 100 watts on 1200 kc. **Affiliation:** None. **Opened:** Nov. 25, 1939.

Station owner and manager: S. B. Quigley. **Commercial manager:** S. B. Quigley. **Program director:** L. Byron Jenkins. **Chief engineer:** Thomas L. Greenwood. **Musical director:** Mrs. Elizabeth Jenkins.

Rep: None. **Seating facilities:** None. **Merchandising:** None. **Foreign language programs:** Not accepted. **Artists bureau:** None. **Base rate:** \$27.50 (½ hr.).

Copy restrictions: Advertising of alcoholic beverages, other than beer, not accepted; all programs and copy subject to station approval; contracts subject to cancellation one week in advance by written notice, accompanied by certified check at short rate to date of last program. **E. T. library:** World. **News:** Transradio. **Commentators:** Byron Jenkins and James Hendrix (newscasters); Ross Smitherman (newscaster; sports); Betty Jane (shopping parade).

WCOV, MONTGOMERY

Operator: Capital Broadcasting Co., Inc., 2 Montgomery St. **Phone:** Cedar 3301. **Power:** 100 watts on 1210 kc. **Affiliation:** None. **Opened:** Jan. 16, 1939.

President, station manager: G. W. Covington, Jr. **Commercial manager:** C. W. Covington, Jr. **Program director:** Weston E. Britt. **Chief engineer:** Russell V. Robinson.

Rep: Sears & Ayer, Inc. **Seating facilities:** American Guitar Studios accommodate 200 persons (10c admission to barn dance program); Dixie Graves Armory accommodates about 1,500 (10c and 25c admission to Saturday Night Square Dance Jamboree). **Merchandising:** None listed. **Foreign language programs:** None current; no policy listed. **Artists bureau:** None. **Base rate:** \$45.

Copy restrictions: Beer advertising accepted; no other alcoholic beverages; patent medicines accepted. **E. T. library:** Standard. **News:** Transradio. **Commentators:** Bob Garrett and Allen King (newscasters); Evelyn Robinson (women's features); Roger Condon (stock market quotations); Crawford Rocquemore (live stock

ALABAMA STATIONS—Continued

reports); Harwood Hull (farm extension service).

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: Headley-Reed Co. **Seating facilities:** Can use local auditorium, capacity 3,000. **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:** \$75.

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. **Commentators:** Sam Hocking (news commentator); Robert Hope (newscaster); Stuart X. Stephenson and Irv Rapp (sports); Camille Brown (society; fashions; travel); Pete Brock (stocks); Fred Duran ("town topics"); Thos. Hackett (rural philosophy).

WJHO, OPELIKA

Operator: Yetta G. Samford, C. S. Shealy, Thomas D. Samford, Jr., and J. H. Orr doing business as the Opelika-Auburn Broadcasting Co. **Power:** 250 and 100 watts on 1370 kc.

At press time this station had only recently been put into operation.

WHBB, SELMA

Operator: Selma Broadcasting Co., Inc., 209 Washington St. **Phone:** 1233. **Power:** 100 watts on 1500 kc. **Affiliation:** None. **Opened:** Nov. 11 1935.

Station manager: Julien Smith, Jr. **Program director:** Sidney Spencer. **Chief engineer:** John Yarns.

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:** \$30 (½ hr.).

Copy restrictions: Station reserves right to cancel any programs of objectionable character. **E. T. library:** Associated. **News:** Transradio. **Commentators:** S. W. Spencer and Don Campbell (newscasters and sports commentators).

WMSD, SHEFFIELD

Operator: Muscle Shoals Broadcasting Corp., Muscle Shoals, Ala. **Phone:** 181. **Power:** 250 watts on 1420 kc. **Affiliation:** None. **Opened:** November, 1933.

Station manager: Joe Van Sandt. **Program director:** James Connolly. **Chief engineer:** Maurice McKinney.

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 accepted; patent medicines accepted, providing they meet Government inspection. **News:** UP. **Commentators:** James Connolly and George Martin (newscasters).

WJRD, TUSCALOOSA

Operator: James R. Doss, Jr., First National Bank Bldg. **Phones:** 1401; 1022. **Power:** 250 watts on 1200 kc. **Affiliation:** Alabama Network. **Opened:** Oct. 6, 1936.

Director: James R. Doss, Jr. **Manager:** J. Leslie Doss. **Commercial manager:** J. "Ed" Reynolds. **Chief engineer:** Ellis H. Eudy. **Program director:** Wilhelmina Quarles. **Production manager:** Alfred Owens.

Rep: None. **Seating facilities:** Can accommodate about 100 persons. **Merchandising:** Complete service for national-regional accounts. **Foreign language programs:** Jewish only accepted. **Artists bureau:** Setup nominal. **Base rate:** \$18 (½ hr.).

Copy restrictions: No beer, wines or alcoholic beverages accepted; no patent medicines; copy must be submitted previous to broadcast, and station reserves right to cut objectionable matter. **E. T. library:** World. **News:** INS.

ARIZONA

(79,600 radio homes, or 77% ownership among the State's total of 104,000 families. Urban ownership is 33,100, or 89% of urban families; rural ownership is 46,500, or 69% of rural families.)

Radio Homes by Counties

| | | | | | |
|----------------|-------|----------------|--------|-----------------|-------|
| 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 | | |

KSUN, BISBEE-LOWELL

Operator: Copper Electric Co., Inc., Copper Electric Bldg., Lowell Station, Bisbee, Ariz. **Phone:** 9. **Power:** 250 watts on 1200 kc. **Affiliation:** Arizona Network. **Opened:** Oct. 10, 1933.

Station and commercial manager: Carleton W. Morris. **Program director:** Harmon A. Bergman. **Chief engineer:** D. C. Karbach.

Rep: John Blair & Co. **Seating facilities:** None listed. **Merchandising:** Services rendered without charge. **Foreign language programs:** Spanish accepted. **Artists bureau:** None. **Base rate:** \$40.

Copy restrictions: Hard liquor advertising not accepted. **News:** Transradio. **Commentator:** Mary Ellen Bergman (society).

KWJB, GLOBE

Operator: Sims Broadcasting Co., P. O. Box 905. **Phone:** 41. **Power:** 250 watts on 1210 kc. **Affiliation:** Arizona Broadcasting Co., Inc. **Opened:** July 19, 1938.

Owner, station manager, program director: Bartley T. Sims. **Commercial manager:** E. W. Henderson. **Chief engineer:** Howard Seitz. **Musical director:** Elgin McCarthy. **Woman's program director:** Luceba Van Dyke.

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. **Commentators:** Chester Storey (news commentator); Howard Seitz (newscaster); Jimmy Benjamin (sports); Luceba Van Dyke (women's features).

KCRJ, JEROME

Operator: Central Arizona Broadcasting Co., 711 Main St. **Phone:** 88. **Power:** 250 watts on 1310 kc. **Affiliation:** Arizona Broadcasting Co., Inc. **Opened:** 1932.

Chairman, board of directors: W. P. Stuart. **Station manager:** Howard Kuhn. **Chief engineer:** D. E. Towne.

Rep: None. **Seating facilities:** None. **Merchandising:** Program and other types of publicity handled on a cost basis. **Foreign language programs:** Spanish accepted. **Artists bureau:** None. **Base rate:** \$25.

Copy restrictions: Hard liquor advertising not accepted; all copy subject to station approval. **E. T. library:** Davis & Schwegler. **News:** Transradio. **Commentators:** Carl Busart (newscaster); Marian Kuhn (women's features); Grace Cox (Hollywood news).

KOY, PHOENIX

Operator: Salt River Valley Broadcasting Co., 836 North Central Ave. **Phone:** 4-4144. **Power:** 1,000 watts on 550 kc. **Affiliation:** CBS; Arizona Network. **Opened:** 1922. (Note: This station is affiliated with the Prairie Farmer, which controls and operates WLS, Chicago, and with the Arizona Farmer.)

President: Wm. A. Baldwin. **Vice-president, general manager:** Fred A. Palmer. **Program director:** Jack Williams. **Artists bureau head:** Roberta Bragdon. **Musical director:** Alfred Becker. **Chief engineer:** Robert B. Thompson. **Publicity director:** Les Mawhinney.

Rep: John Blair & Co. **Seating facilities:** Audience room, 60; studio, 90; organ studio, 50; auditorium, 500. **Merchandising:** Complete service, including window displays, cards, pre-announcements, etc.; furnish market statistics; testimonial letters; mail reports. **Foreign language programs:** Accepted; copy must be submitted 24 hours

ARIZONA STATIONS—Continued

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. **Commentators:** Jack Copeland (news commentator; newscaster; sports); Joe Dana and Jack Williams (newscasters); Lou Kroeck (sports); Ernie Douglas (agriculture).

KPHO, PHOENIX

Operator: M. C. Reese. **Power:** 250 and 100 watts on 1200 kc.

At press time this station had a construction permit only.

KTAR, PHOENIX

Operator: KTAR Broadcasting Company, Heard Bldg. **Phone:** 4-4161. **Power:** 5,000 watts on 620 kc. **Affiliation:** NBC Arizona Group; 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:** Francis Connally.

Rep: Paul H. Raymer Company. **Seating facilities:** Two studios seating 90 persons; outside auditorium seating 2,500. **Merchandising:** Announcements several days prior to start of program; mention of clients and programs on the air in daily program resume several times before program is presented; paid newspaper listings, covering sponsor's name and program title in black face type, in Arizona Republic (morning) and Phoenix Gazette (evening) newspapers; weekly advance listing of all programs in Arizona Weekly Gazette; personal contact, telephone call or letter informing distributors and larger dealers of advertising campaign, suggesting their cooperation in window displays, etc.; mailings of advance program schedules to select group of advertising agencies, representatives, clients, local distributors, dealers and business organizations; issue direct mail material to listeners and others where it will prove effective in the interests of client; mailing material to be furnished by client; station is prepared to take care of any other merchandising service advertiser desires on a cost basis. **Foreign language programs:** Spanish accepted. **Artists bureau:** Yes. **Base rate:** \$140.

Copy restrictions: Accept beer; no wine or hard liquor; no misleading or fraudulent advertising; no "cure-alls," fortune tellers, lotteries, etc.; no mail order advertising competitive to local merchants; all copy is subject to station approval and government regulations. **E. T. library:** NBC Thesaurus; Standard. **News:** UP. **Commentators:** J. Howard Pyle (newscaster; social, style and film news); James Creasman (newscaster); Myron Drake (newscaster; sports); Lon Hughes (financial).

KYCA, PRESCOTT

Operator: Southwest Broadcasting Co. **Power:** 250 watts on 1500 kc.

At press time this station had a construction permit only.

KGLU, SAFFORD

Operator: Gila Broadcasting Co., Inc., 6th Ave. & Relation St. **Phone:** Safford 15. **Power:** 250 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:** August Brieske.

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. **Commentators:** John Merino and Paul Merrill (newscasters); Lester McBride (sports commentator); Beatrice Merino (women's news; cooking; society; home economics).

KTUC, TUCSON

Operator: Tucson Broadcasting Co., 146 S. 6th Avenue. **Phone:** 5800. **Power:** 250 watts on 1370 kc. **Affiliation:** CBS; Arizona Network with KOY, Phoenix, KSUN, Lowell. **Opened:** March 29, 1929.

Station manager: John Merino. **Chief engineer:** Clifford Livingston.

Rep: Joseph Hershey McGillvra. **Seating facilities:** 35 persons. **Merchandising:** Yes;

ARIZONA STATIONS—Continued

details of service not listed. **Foreign language programs:** Accept Spanish programs. **Artists bureau:** None. **Base rate:** \$30.

Copy restrictions: Accept beer, wine and patent medicines, provided products are legitimate. **E. T. library:** World. News: Transradio.

KVOA, TUCSON

Operator: Arizona Broadcasting Co., Inc., Box 2888. **Phones:** 3703-3704. **Power:** 1,000 watts on 1260 kc. **Affiliation:** NBC Arizona Group; 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 ex-

ception of beer. **E. T. library:** NBC Thesaurus. **News:** UP.

KYUM, YUMA

Operator: Yuma Broadcasting Co., First St. and Nineteenth Ave. **Phone:** Yuma 88. **Power:** 250 watts on 1210 kc. **Affiliation:** NBC Arizona Group; Arizona Broadcasting Co., Inc. **Opened:** March 3, 1940. (Note: 45% of the stock in this station is owned by KTAR, Phoenix, Arizona).

General manager: Jerry Akers. **Chief engineer:** James V. Sims.

Rep: Paul H. Raymer Co. **Seating facilities:** Can accommodate about 50 persons. **Merchandising:** Complete service available to sponsor's specifications. **Foreign language programs:** Spanish accepted. **Artists bureau:** None. **Base rate:** \$40.

Copy restrictions: No alcoholic beverage advertising, other than beer, accepted; all copy subject to station approval. **E. T. library:** Standard. **News:** UP. **Commentators:** Jerry Akers (newscaster); Crystal Thomas (society).

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 | Garland | 6,930 | Newton | 1,020 |
| Ashley | 3,060 | Grant | 1,050 | Ouachita | 4,240 |
| Baxter | 1,110 | Greene | 3,310 | Perry | 820 |
| Benton | 5,000 | Hempstead | 3,940 | Phillips | 6,740 |
| Boone | 2,110 | Hot Spring | 2,480 | Pike | 1,420 |
| Bradley | 2,240 | Howard | 2,050 | Poinsett | 3,600 |
| Calhoun | 1,010 | Independence | 3,030 | Polk | 2,020 |
| Carroll | 1,990 | Izard | 1,390 | Pope | 3,440 |
| Chicot | 3,260 | Jackson | 3,320 | Prairie | 1,790 |
| Clark | 3,110 | Jefferson | 10,280 | Pulaski | 28,430 |
| Clay | 3,150 | Johnson | 2,430 | Randolph | 1,850 |
| Cleburne | 1,280 | Lafayette | 2,220 | St. Francis | 4,310 |
| Cleveland | 1,310 | Lawrence | 2,470 | Saline | 2,110 |
| Columbia | 3,220 | Lee | 3,610 | Scott | 1,340 |
| Conway | 2,580 | Lincoln | 2,420 | Searcy | 1,160 |
| Craighead | 5,780 | Little River | 1,860 | Sebastian | 10,250 |
| Crawford | 3,050 | Logan | 2,860 | Sevier | 2,100 |
| Crittenden | 5,080 | Lonoke | 3,790 | Sharp | 1,200 |
| Cross | 3,270 | Madison | 1,410 | Stone | 800 |
| Dallas | 1,850 | Marion | 950 | Union | 8,910 |
| Desha | 3,160 | Miller | 4,740 | Van Buren | 1,220 |
| Drew | 2,520 | Mississippi | 9,050 | Washington | 5,820 |
| Faulkner | 3,450 | Monroe | 2,790 | White | 4,600 |
| Franklin | 1,780 | Montgomery | 1,210 | Woodruff | 2,550 |
| Fulton | 1,150 | Nevada | 2,430 | Yell | 2,340 |

ARKANSAS STATIONS—Continued

KLCN, BLYTHEVILLE

Operator: Fred O. Grimwood, 3rd and Walnut Sts. **Phone:** 1000. **Power:** 100 watts on 1290 kc (operates daytime). **Affiliation:** None. **Opened:** 1923.

Station manager: Fred O. Grimwood. **Commercial manager:** Algie Bishop. **Program director:** Cleo Garner. **Chief engineer:** Joe Harrington. **Musical director:** Patricia Ames. **Artists bureau head, publicity director:** Harold Sudbury.

Rep: None. **Seating facilities:** Studio reception room can accommodate about 250 persons. **Merchandising:** None listed. **Foreign language programs:** No rules listed. **Artists bureau:** Station can supply announcers and orchestra leaders. **Base rate:** \$30.

Copy restrictions: Advertising of wines and hard liquor not accepted. **E. T. library:** NBC Thesaurus. **News:** Transradio. **Commentators:** Denton Neal (news commentator); Cleo Garner (women's news); J. P. Friend and Harold Sudbury (sports); Patricia Ames (women's features); Della Pottle (farm and home hour); Rev. Alfred Carpenter (religious comment and news); Joe Applebaum (market reports); Melvin Unger (gossip; entertainment news).

KELD, EL DORADO

Operator: Radio Enterprises, Inc., Box 610. **Phones:** Studio, 1313; office, 1314. **Power:** 250 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 and commercial manager:** F. E. Bolls. **Production:** Baxter Gamble. **Traffic manager:** Ewing Canaday. **Program director:** Rodney Smith. **Chief engineer:** Carl Wilson.

Rep: Joseph Hershey McGillvra. **Seating facilities:** Reception room, 50 persons. **Merchandising:** Various services rendered by staff; special window displays and bulletins. **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:** INS. **Commentator:** Ewing Canaday (newscaster; sports).

KFPW, FORT SMITH

Operator: Southwestern Hotel Co., 1213 Garrison Ave. **Phones:** 4106 (station); 7069 (advertising department). **Power:** 250 watts on 1370 kc. **Affiliation:** None. **Opened:** July 27, 1930.

President: John A. England. **Station manager, program and musical director:** Dorothy Gibson. **General and commercial manager, publicity director:** Jimmie Barry. **Chief engineer:** Duane Hoisington.

Rep: None. **Seating facilities:** Hotel ballroom, 300 persons; main dining room, 250; station reception room, 30. **Merchandising:** Complete service available; make contacts with wholesale distributors free; contacts with retail trade made at actual cost. **Foreign language programs:** No policy; no foreign population. **Artists bureau:** None. **Stock:** Closed corporation, stockholders in which are John A. England, R. J. Ross, J. E. Reynolds, W. J. Echols, Jr., and the estate of W. R. Martin. **Base rate:** \$20 (½ hr.).

Copy restrictions: Beer accepted, but no wines or hard liquors; recognized patent medicines accepted, but no others. **E. T. library:** NBC Thesaurus; Standard. **News:** UP. **Commentators:** J. E. (Pat) Garner (news commentator; newscaster); Bill Slates (sports).

KTHS, HOT SPRINGS

Operator: Hot Springs Chamber of Commerce, KTHS Bldg. **Phone:** 1160. **Power:** 10,000 watts on 1060 kc (operates to sunset, and from 8 P.M. to midnight). **Affiliation:** NBC Blue Southern Group. **Opened:** Dec. 20, 1924.

General and commercial manager: John I. Prosser. **Continuity, program and publicity director:** Ewald Kockritz. **Chief engineer:** J. Clinton Norman.

Rep: John Blair & Co. **Seating facilities:** Studios, 25 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 liquor; patent medicines must pass local Medical Committee; very few proprietary

ARKANSAS STATIONS—Continued

medicines accepted. **E. T. library:** Davis & Schwegler. **News:** AP. **Commentators:** Kent Rush (news commentator); Bill Ware (news and sports commentator); John Prosser (newscaster); Walter Ebel (sports commentator); Hazel Koenig (fashions; homemaking; cooking).

KWFC, HOT SPRINGS

Operator: Clyde E. Wilson and Howard A. Shuman doing business as the Hot Springs Broadcasting Co. **Power:** 250 and 100 watts on 1310 kc.

At press time this station had a construction permit only.

KBTM, JONESBORO

Operator: Regional Broadcasting Co., 104½ W. Washington Ave. **Phone:** 433. **Power:** 250 and 100 watts on 1200 kc. **Affiliation:** None. **Opened:** March, 1930.

Manager, commercial manager: Jay P. Beard. **Program director:** Ottis Roush. **Chief engineer:** J. C. Warren. **Merchandising director:** Paul Sedon. **Continuity and publicity director:** Jay P. Beard.

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; lists orchestras, ensembles, actors, announcers, etc. **Base rate:** \$37.50.

Copy restrictions: Announcements must be limited to 100 words; beer accepted; no other alcoholic beverages. **E. T. library:** Standard. **News:** Transradio; also local. **Commentators:** Foster Clark (news commentator); Ottis Roush (newscaster and sports commentator); Veda Beard (women's features).

KARK, LITTLE ROCK

Operator: Arkansas Radio and Equipment Co., 212 Center Street. **Phones:** LD-224; 2-1841. **Power:** 5,000 and 1,000 watts on 890 kc. **Affiliation:** NBC Red or Blue Southwestern Group. **Opened:** 1931.

Vice-President, general manager: G. E. Zimmerman. **Production manager:** Paul Godt. **Commercial manager:** C. K. Beaver. **Program director:** Jack Lewis. **Chief engineer:** D. L. Winn. **Publicity director:** Gene Weil.

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. **Commentators:** Jack Lewis, Charles Saunders and Bob Buice (newscasters and news commentators), Benny Craig (sports commentator); Miss Lee Meyer (women's features).

KGHI, LITTLE ROCK

Operator: Arkansas Broadcasting Co., Gazette Bldg. **Phone:** 9166. **Power:** 250 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 publicity director:** Dorothy Weise. **Chief engineer:** Bill Van Dusen.

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; MacGregor. **News:** Local news. **Commentators:** Rolfe Corbet (newscaster); Tommie Plaster (newscaster; radio gossip); Jimmie Woodard (sports; orchestra news); Dorothy Weise (women's features).

KLRA, LITTLE ROCK

Operator: Arkansas Broadcasting Co., Gazette Bldg. **Power:** 5,000 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 Lang. **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 Thesaurus. **News:** UP. **Commentators:** Ray Lang (newscaster); David Banks (sports); Theda Drennan (women's magazine of the air).

KOTN, PINE BLUFF

Operator: Universal Broadcasting Corp., 505½ Main St. **Phone:** 464. **Power:** 250

ARKANSAS STATIONS—Continued

watts on 1500 kc. **Affiliation:** None. **Opened:** March 12, 1934.

Station and commercial manager: E. 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:** UP. **Commentators:** Tommy Thompson, Ranny Whitworth, and Jack Parrish (newscasters); George Curlin (sports).

KAOA, SILOAM SPRINGS

Operator: KAOA, Inc., Siloam Springs.

Phone: 77. **Power:** 5,000 watts on 1260 kc (daytime). **Affiliation:** None. **Opened:** 1922.

Manager: Storm Whaley. **Chief engineer:** Jesse L. Miller.

Rep: Furgason & Walker, Inc. **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. **Commentators:** Dr. S. B. Thompson (general news comment); Storm Whaley, Bill Fairley, Luke Tanner, Virgil Craig, Galen Gilbert, Ross Gibson, and Fred Unger (newscasters); Elizabeth Stephenson (cooking; homemaking); Bob Dryden (stock market).

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:** 1,000 watts on 1380 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,**

CALIFORNIA STATIONS—Continued

publicity director; Walter Lynn. 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. **Commentators:** George Otte and Walter Lynn (newscasters); Bob Stoddard (newscaster; sports commentator); Lucille Fransworth (fashions).

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.

Rep: Frank Schamblin. **Station and commercial manager:** Leo A. Schamblin. **Program director:** Curtis Sturm. **Chief engineer:** Leo Jarvis. **Publicity director, news editor:** Harold Carlock.

Rep: John Blair & Co. **Seating facilities:** Can accommodate about 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:** NBC Thesaurus; World. **News:** UP. **Commentators:** Phil McHugh, James Perry Cook and Harold Carlock (newscasters; sports; entertainment news); Bill Crabbe and Ray Bailey (newscasters).

KRE, BERKELEY

Operator: Central California Broadcasters, Inc., 601 Ashby Ave. **Phone:** Ashberry 7715. **Power:** 250 watts on 1370 kc. **Affiliation:** None. **Opened:** 1922.

Director, station and commercial manager: Arthur Westlund. **Program director:** M. Donald Hambly. **Musical director:** Harold S. Hawley.

Rep: None. **Seating facilities:** None. **Merchandising:** Dealer contacts, window displays, and shopping news publicity gratis; photographs, newspaper ads, and special services billed at cost. **Foreign language programs:** Italian, Portuguese and Spanish-English programs current. **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:** None. **News:** INS. **Commentators:** Gordon Roth, Don Hambly, Nereo Francesconi, and Paulo Albuquerque (newscasters); John W. Melson (sports).

KMPC, BEVERLY HILLS

Operator: KMPC, The Station of the Stars, Inc., 9631 Wilshire Blvd. **Phone:** Oxford 6211. **Power:** 5,000 watts on 710 kc. **Affiliation:** CBS. **Opened:** December, 1928.

President: G. A. Richards.* **Vice-president, general manager:** Leo B. Tyson. **Sales manager,** Robert O. Reynolds. **Program director:** Arthur Faust. **Chief engineer:** Roger Love. **Promotion and publicity director:** Bill Anderson.

Rep: Roger E. Vernon, 101 Park Ave., New York; A. K. Bucholz, 360 N. Michigan Ave., Chicago. **Seating facilities:** Studio A, 150 persons. **Merchandising:** Regular features include monthly pictorial matter, theatre trailers, and letters to dealers; additional services rendered at cost. **Foreign language programs:** Not accepted. **Artists bureau:** None. **Base rate:** \$100.

Copy restrictions: Commercial announcements limited to 100 words; time signals limited to 50 words; not over 15% of any program period may be occupied by advertising; accept beer and wines; no hard liquors. **E. T. library:** NBC Thesaurus. **News:** UP. **Commentators:** Fred Henry (news commentator); Clete Roberts (news commentator and newscaster); Hal Berger (sports); Frances Woolcott (social secretary, clubs); Helen Sawyer (women in the news).

* Also president of WJR, Detroit, and WGAR, Cleveland.

KHSL, CHICO

Operator: Golden Empire Broadcasting Co., Inc., Moorehead Bldg. **Phones:** Chico 237 and 238. **Power:** 1,000 and 500 watts on 1260 kc. **Affiliation:** Mutual; Don Lee Broadcasting System. **Opened:** April 17, 1935. (Note: Same operators also control KVCV, Redding, Calif.)

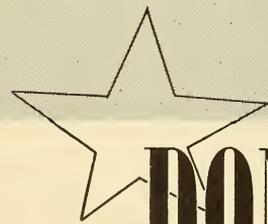
President: Horace E. Thomas. **General manager:** M. F. Woodling. **Commercial manager:** Earl Wright. **Program and publicity director:** Ross Howard Snyder. **Chief engineer:** Emery P. Milburn.

Rep: John Blair & Co. **Seating facilities:** Studio accommodates about 100 persons. **Merchandising:** Dealer contacts; window

DON LEE'S SUMMER BUSINESS NOT ONLY TOPS LAST SUMMER... BUT WINTER, TOO



In the good old summer time when business is generally off and sales are down, along comes Don Lee with an increase in business over the previous winter. More and more advertisers are discovering that Don Lee gives the only *complete all-year* coverage on the Pacific Coast ... the kind of coverage that pays. No wonder Pacific Coast dealers prefer the Don Lee Network. They like to hear the sweet music on their cash registers.



MUTUAL DON LEE

1076 W. 7th St., Los Angeles, Calif.
 THOMAS S. LEE, Pres.
 LEWIS ALLEN WEISS, Vice-Pres. and Gen. Mgr.
 Affiliated with Mutual... Represented by Blair
BROADCASTING SYSTEM

THE NATION'S GREATEST REGIONAL NETWORK

CALIFORNIA STATIONS—Continued

streamers; theatre trailers; tune-in announcements; special stunts. **Foreign language programs:** Accepted. **Artists bureau:** None. **Base rate:** \$40.

Copy restrictions: Beer and wine copy accepted; no hard liquors; all copy subject to station approval and Federal regulations. **E. T. library:** Standard. **News:** INS. **Commentators:** Orel Phillips (news commentator); newscaster; stock, weather, and grain reports); Bob Sundby and Ross Snyder (newscasters); Frank Coffin, Earl Wright, Ed Burt, Bill Martin, M. F. Woodling, and Emery Milburn (sports); Mrs. Walter Conway (home problems; cooking; fashions; child problems); Walter Conway (women's features; Hollywood news).

KXO, EL CENTRO

Operator: E. R. Ireby and F. M. Bowles, 793 Main St. **Phone:** 1100. **Power:** 100 watts on 1500 kc. **Affiliation:** Mutual; Don Lee. **Opened:** January, 1927.

Manager: E. R. Ireby. **Program director:** F. M. Bowles.

Rep: John Blair & Co. **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:** \$30.

Copy restrictions: Do not accept beer, wine or liquor advertising; no contract allowed calling for payment of station time on a percentage of sales. **E. T. library:** Davis & Schwegler.

KIEM, EUREKA

Operator: Redwood Broadcasting Co., Inc., Box 43. **Phone:** 93. **Power:** 1,000 and 500 watts on 1450 kc. **Affiliation:** Mutual; Don Lee Broadcasting System. **Opened:** May, 1933.

General manager: Wm. B. Smullin. **Commercial manager:** Don Telford. **Engineers:** Charles Baker, Alvor Olson. **Production manager:** Charles Paul Corbin. **Office manager:** George Thomson. **Educational director:** Earl Roberts. **Religious director:** Charles Hudson.

Rep: John Blair & Co. **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; MacGregor; Lang-Worth. **News:** UP; Christian Science Monitor. **Commentators:** Charles Paul Corbin (newscaster; sports; stock and farm news); Sherman Washburn (newscaster; sports; entertainment news); Don Telford (newscaster; farm program); Helen Cunnison (women's features).

KARM, FRESNO

Operator: George Harm Estate, 1333 Van Ness Ave. **Phone:** 4-2966. **Power:** 250 watts on 1310 kc. **Affiliation:** CBS. **Opened:** Jan. 15, 1938.

Station manager: T. H. Kilgore. **Commercial manager:** Don C. Robbins. **Program director:** Dick Wegener. **Chief engineer:** John Scales. **Publicity director:** Milton Cook.

Rep: Joseph Hershey McGillvra. **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:** Standard. **News:** INS. **Commentators:** Dean Metcalf, Gene DeYoung (newscasters); Dick Wegener (sports); Jack Clawson (women's editor).

KMJ, FRESNO

Operator: McClatchy Broadcasting Co., Fresno Bee Bldg. **Phone:** 2-8817. **Power:** 5,000 watts on 580 kc. **Affiliation:** NBC Pacific Coast Red. **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 director:** Frank Wilbur. **Chief engineer:** Irvin E. Dickinson. **Musical director:** Coyle Chambers.

Rep: Paul H. Raymer Co. **Seating facilities:** Auditorium seats 300. **Merchandising:** Distribution of window displays, surveys and cooperation in newspaper publicity rendered. **Foreign language programs:** Not accepted. **Artists bureau:** None. **Base rate:** \$160.

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. **Commentators:** Stanley Livingston and Robert McGinnis (newscasters);

**Southern California's
MOST POPULAR
Double Feature**

KFI

NBC RED NETWORK
50,000 WATTS • CLEAR CHANNEL
REPRESENTED by EDWARD PETRY & CO.

KECA

NBC BLUE NETWORK
5,000 WATTS DAYS • 1,000 WATTS NIGHTS
REPRESENTED by FREE & PETERS, INC.

To the "Who's Who" of American business using NBC facilities over these stations, add the "Who's Who" of Southern California business, for in the "third major market" KFI and KECA are first with the finest.

KFI *Paul C. Anthony, Inc.* KECA

141 North Vermont Avenue, Los Angeles

**Two Major Outlets
FOR THE
Third Major Market**

CALIFORNIA STATIONS—Continued

Harold Brown and Franklin Wilbur (sports; college news); Erma Giffen Gregory (cooking); June Maher (fashions); Robert McGinnis (grain-stock market reports); Gene Chenault (radio news).

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. **Publicity director:** "Pat" Patrick.

Rep: None. **Seating facilities:** Limited facilities; station says its programs are mostly transcriptions. **Merchandising:** None. **Foreign language programs:** Not accepted. **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:** Associated; station also has about 8,500 recordings. **News:** UP. **Commentators:** Bob Greene and Wally MacLain (newscasters); Mildred Van (food).

KFOX, LONG BEACH

Operator: Nichols & Warinner, Inc., 220 E. Anaheim St. **Phone:** 672-81. **Power:** 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: None. **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. **Commentators:** Walter Arnold, Walter Case, and Lou Huston (newscasters).

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: None. **Seating facilities:** Long Beach Studio, 150 persons; Los Angeles Studio, 60. **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. **Commentators:** Maurice Hazan, Gordon Mills, Finis Bell, and Paul Masterson (newscasters).

KECA, LOS ANGELES

Operator: Earle C. Anthony, Inc., 141 No. Vermont Ave. **Phone:** Fairfax 2121. **Power:** 5,000 and 1,000 watts on 780 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 I. 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: Free & Peters, 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. **Commentators:** Pat Bishop (newscaster; sports); Tom Frandsen, Herb Allen, and Jimmy Vandiveer (newscasters); Fleetwood Lawton (newscaster); Opal Scarborough (gardening); Faith Holmes Hyers (books); Barbara Jean (children's

In Los Angeles - its
Warner Bros.
K.F.W.B

3^d in power
exceeded only by
K.N.T. and K.F.S.
of all the 26 Stations in
Southern California,
5000 Watts - Full time

P.S. Let Paul Raymer
tell you more
about
K.F.W.B -
250
on the dial

CALIFORNIA STATIONS—Continued

tales); Naomi Reynolds (cultural comment); Homer Griffin (psychology).

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. **Traffic manager:** Lucile Blake.

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:** None listed. **News:** UP. **Commentators:** Van Des Autels (newscaster); Mike Frankovich (sports); Lucile Jones (fashions; cooking; women's features).

KFI, LOS ANGELES

Operator: Earle C. Anthony, Inc., 141 No. Vermont Ave. **Phone:** Fairfax 2121. **Power:** 50,000 watts on 640 kc. **Affiliation:** NBC Pacific Coast Red. **Opened:** April 16, 1922. (Note: Same operator also owns KECA, 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 I. 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. **Commentators:** Johnny Murray and Fleetwood Lawton (news com-

mentators); Tom Frandsen, Jimmy Vandiveer, Pat Bishop, and Herb Allen (newscasters); Agnes White (cooking); Mirandy (gardening); Art Baker (general topics of interest to women); Dr. William Casselberry (psychology); Al Williams (physical culture); Robert Lee Johnson (bridge).

KFSG, LOS ANGELES

Operator: Echo Park Evangelistic Association. **Power:** 2,500 and 1,000 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 6 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:** Toni Reeder.

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. **Commentators:** Howard Gray (news commentator); Bill Kelso (newscaster; sports); Byron Dunham (newscaster); Violet Schram (fashions; cooking); J. Frank Burke (news).

KFWB, LOS ANGELES

Operator: Warner Brothers Broadcasting Corp., 5833 Fernwood Ave. **Phone:** Hempstead 5151. **Power:** 5,000 watts on 950 kc. **Affiliation:** None. **Opened:** March 4, 1925.

General and station manager: Harry Maizlish. **Commercial manager:** Jack O. Gross. **Program director:** Manning Ostroff. **Chief engineer:** Harry Myers. **Musical director:** Leon Leonardi. **Sales promotion and merchandising:** William Ray; David Davidson.

Rep: Paul H. Raymer Co. **Seating facilities:** Two theatres, seating 530 persons each; one large studio seating 4,500. **Merchandising:** Completely organized facilities to further sales promotion of products advertised. **Foreign language programs:** Not accepted. **Artists bureau:** None. **Base rate:** \$225.

CALIFORNIA STATIONS—Continued

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. **Commentators:** John J. Colbert (news commentator; newscaster); Manning Ostroff (news commentator); Frank Goss (newscaster; sports commentator); Sid Ziff, Neal Reagan, and Joe Hernandez (sports commentators); Rita Murray (films); Al Jarvis (comments on recordings); Chef Milani (cooking).

KGFI, 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 Warner. **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, Jewish and Italian programs current. **Artists bureau:** None. **Base rate:** On request from station.

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. **Commentators:** Allan McKee, George Dvorak, Albert Warner, and Alfred Hunter (newscasters); Richard W. Dabney (stock market).

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; Don Lee Broadcasting System. **Opened:** April 13, 1922.

President: Thomas S. Lee. **Vice-president, general manager:** Lewis Allen Weiss. **Vice-president, assistant manager:** Willet H. Brown. **Sales manager of the Don Lee network:** Wilbur Eickelberg. **Commercial manager KHJ:** Sydney Gaynor. **Chief engineer:** Frank Kennedy. **Musical directors:** Guest conductors. **Publicity and public relations director:** Mark Finley.

Rep: John Blair & Co. **Seating facilities:** Studio auditorium seats 300 persons; Filmmarte Theatre seats 600; Ambassador Theatre seats 650. **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; City News of Los Angeles. **Commentators:** James Doyle (news commentator; newscaster); Robert Young, Norman Nesbitt, Roly Thomas, Glennon Hardy, and Hugh Brundage (newscasters); Sam Balter (sports); Norma Young (cooking); George Fisher (Hollywood news).

KMPC

See under Beverly Hills, Calif.

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, program and publicity director:** Kenneth O. Tinkham. **Chief engineer:** Carrol Hauser. **Musical director:** Salvatore Santella. **Traffic manager:** Jean Wool.

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:** Radio News Reel. **News:** Transradio; Radio News Reel; Christian Science Monitor. **Commentators:** Art Balinger (news commentator; newscaster); Bob Short (news commentator); Hank Weaver and Ken Barton (news commentators; newscasters; sports); Mel Angle and Howard Culver (newscasters); B. Atkinson (fashions; cooking; beauty hints); Rheba Crawford (political news); Erwin Allen (entertainment and film news and gossip).

CALIFORNIA STATIONS—Continued

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. **Sales manager:** Harry W. Witt. **Comptroller:** Charles D. Ryder, Jr. **Chief engineer:** Lester H. Bowman. **Program director:** Russ Johnston. **Musical director:** Wilbur Hatch. **Production manager:** Edith Todesca. **Sales promotion manager:** George L. Moskovics. **Publicity director:** Hal B. Rorke. **Public affairs and special events director:** Fox Case. **Traffic manager:** Alan N. Cormack. **Educational director:** Frances Wilder.

Rep: Radio Sales. **Seating facilities:** Columbia Square Playhouse, seating 918 persons; Vine St. Playhouse, seating 960; Music Box Theatre, seating 1,070; Earl Carroll Theatre Restaurant, 1,035; 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:** \$575.

Copy restrictions: CBS Program Policies. **E. T. library:** Associated. **News:** UP. **Commentators:** Bob Garred and Knox Manning (news commentators); Chet Huntley and Richard Joy (newscasters); Tom Hanlon, Braven Dyer, and Tom Breneman (sports); Rita La Roy (fashions); Fletcher Wiley and Phil Stewart (general comment).

KRDK, LOS ANGELES

Operator: Radio Broadcasters, Inc., 312 Spring Arcade Bldg. **Phone:** Tucker 7111. **Power:** 2,500 and 1,000 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:** Ruth Pritchard. **Assistant publicity director:** Patsy Sheedy.

Rep: None. **Seating facilities:** Studio A can accommodate about 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.** \$55.

Copy restrictions: Not more than 3 min-

utes 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; INS. **Commentators:** Doug Douglas, Howard Bell, and Archie Hall (newscasters); Joe Micciche (sports).

KMYC, MARYSVILLE

Operator: Marysville Yuba City Broadcasters, Inc. **Power:** 100 watts on 1420 kc.

At press time this station had a construction permit only.

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).

General manager: Hugh McClung*. **Station and commercial manager:** David S. Ballou. **Production manager:** Ralph Bryan. **Chief engineer:** Larue Curd.

Rep: John Blair & 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:** MacGregor. **News:** UP. **Commentators:** Larue Curd (newscaster); Ralph Bryan (sports).

* Also general manager of KHSL, Chico, Calif., KVCV, Redding, Calif., KMYC, Marysville, Calif., and KWLK, Longview, Wash.

KTRB, MODESTO

Operator: KTRB Broadcasting Co., P. O. Box 405. **Phone:** 774. **Power:** 250 watts on 740 kc (operates daytime). **Affiliation:** None. **Opened:** June 11, 1934.

General and commercial manager: William H. Bates, Jr. **Program director:** Cecil Lynch.

Rep: None. **Seating facilities:** Can accommodate about 150 persons. **Merchandising:** No service listed. **Foreign language programs:** Not accepted. **Artists bureau:** None. **Base rate:** \$36.

CALIFORNIA STATIONS—Continued

Copy restrictions: Beer and wine accepted; no hard liquors; patent medicines subject to approval of Medical Assn. of California; all copy subject to approval of management.

E. T. library: None listed. **News:** UP; local. **Commentators:** Doug McCreary (news commentator); Cecil Lynch, Wayne Berthold, and Seldon Palmer (newscasters); Leonard Bartlett and Charley Griffith (sports).

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:** Omer Wright. **Musical director:** Robert Pinkerton.

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. **News:** UP. **Commentators:** Reed Pollock, William O'Donnell, Robert Pinkerton, and Leonard Shreve (newscasters); Mrs. Ruth Fisher (home economics); Muriel Hess (women's features).

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. **Production 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, Spanish, and Italian programs current. **Artists bureau:** None. **Base rate:** \$43.20.

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. **Commentators:** Hugh Turner and Russ Shephard (newscasters); Byron (Speed) Reilly (sports); Jan Kenyon and Mary Dorr (women's features).

KLX, OAKLAND

Operator: Tribune Building Co., Tribune Tower. **Phone:** Templebar 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. **Commentators:** Charles Lloyd, Herb Kennedy, Jack Desch, Don Staley, and Bill Nelson (newscasters); Art Cohn, Bill Tobitt, and Alan Ward (sports); Rose Patterson (cooking); Elaine Fibush (fashions).

KROW, OAKLAND

Operator: Educational Broadcasting Corp., Radio Center Bldg. **Phone:** Glencourt 6774. **Power:** 1,000 watts on 930 kc. **Affiliation:** None. **Opened:** 1925. (Note: KROW also maintains complete studios in the Hotel Bellevue, San Francisco.)

Vice-president, general manager: Philip G. Lasky. **Program director:** Keith Kerby. **Production manager:** M. Scott Weakley. **Chief engineer:** C. E. Downey. **Publicity director:** Don Logan.

Rep: Free & Peters, Inc. **Seating facilities:** Can accommodate up to 125 persons in Oakland or San Francisco. **Merchandising:** Publicity sent to local shopping news, and 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:** \$75.

Copy restrictions: Announcements may not exceed 100 words; commercials limited to N.A.B. standards. **E. T. library:**

CALIFORNIA STATIONS—Continued

Standard. News: INS. Commentators: John Potter (newscaster); George Tolin (sports); Elma Latta Hackett (homemaking); Melba Reed (club and society news); Don Logan (films and entertainment).

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., Inc., P. O. Box 447. Phone: 900. Power: 250 watts on 1200 kc. Affiliation: Mutual; Don Lee Broadcasting System. Opened: Nov. 25, 1936. (Note: Same owners also control KHSL, Chico, Calif.)

Vice-president: Hugh McClung. Station manager: Frank H. Coffin. Commercial manager, publicity director: Carl A. Winther. Program director: Orville F. Burda. Chief engineer: Leon Stauffer.

Rep: John Blair & Co. Seating facilities: Studio can accommodate about 75 persons. Merchandising: Will put up window cards, etc., and call attention to the program via radio announcements and mentions; all services rendered gratis. Foreign language programs: Programs and announcements accepted, provided an exact English translation is rendered, and a file copy is submitted 24 hours in advance. Artists bureau: None. Base rate: \$40.

Copy restrictions: Beer and wine advertising accepted; no hard liquor; patent medicines accepted only after careful investigation; advertising copy must be submitted to station 24 hours in advance of broadcast; copies of all addresses must be submitted for filing purposes. E. T. library: MacGregor. News: No service listed. Commentators: John Boren (newscaster); Frank H. Coffin (sports).

KFBK, SACRAMENTO

Operator: The McClatchy Broadcasting Co., 708 Eye St. Phone: Main 5000. Power: 10,000 watts on 1490 kc. Affiliation: NBC Pacific Coast Blue; California Radio System. Opened: 1921. (Note: This station is newspaper-owned by the Sacramento Bee, a McClatchy newspaper.)

General manager: G. C. Hamilton. Station and commercial manager: Howard Lane. Program and musical director: George Breece. Chief engineer: Norman D. Webster. Publicity director: Henry Jacobsen.

Rep: Paul H. Raymer Co. Seating facilities: Auditorium studio, seating 300 persons. Merchandising: Complete service available; includes retail and wholesale dealer contacts, window displays and special publicity. Foreign language programs: Not accepted. Artists bureau: None. Base rate: \$168.

Copy restrictions: Accept beer and wine; no hard liquor; patent medicine advertising subject to copy acceptance. E. T. library: NBC Thesaurus. News: UP. Commentators: Gene Desimone (news commentator); Tony Koester (newscaster; sports); Verne Partlow and Larry Robertson (newscasters); Katherine Kitchen (women's features); Elizabeth Hoyt (gossip).

KROY, SACRAMENTO

Operator: Royal Miller, Sacramento Hotel. Phone: Main 666. Power: 100 watts on 1210 kc. 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: \$67.

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. Commentators: Bert Barry (news commentator; newscaster); Robert Tutt (newscaster); Elton Rule (sports); Evangeline Baker (fashions; society); Martha Morton (home economics); Garland Schuler (agriculture).

KFXM, SAN BERNARDINO

Operator: Lee Bros. Broadcasting Co., 512 Fifth St. Phone: 4761. Power: 250 watts on 1210 kc (shares certain hours with KPPC). Affiliation: Mutual; Don Lee Broadcasting System. Opened: Oct. 29, 1929.

Station manager: J. Clifford Lee. Commercial manager: Gene W. Lee. Program director: Howard Baichly. Chief engineer: Richard Sampson. Musical director: Maury Vroman. Publicity director: E. W. Lee.

Rep: John Blair & Co. Seating facilities: Main studio accommodates 200; audience

Pull



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

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. **Commentators:** Ellis Spackman (European affairs commentator); J. C. Lee and H. B. Baichly (newscasters); Hugh Mosher (newscaster; stock market reports; entertainment news; local gossip); Sid Justice (sports); Gene Lee (entertainment news; local gossip).

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. **Commercial manager:** John Babcock. **Program and publicity director:** Leah McMahon.

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. **E. T. library:** NBC Thesaurus. **News:** UP. **Commentators:** Paul Jones, Morrison Parker, Dick Cutting, and Dick Miller (newscasters); Major Tom Akers, and Howard Craghead (sports); Oscar Otis (sports; racing); Ann Gibson and Leah McMahon (women's features); Thomas Brooks (books); George Troutt (bridge).

KGB, SAN DIEGO

Operator: Don Lee Broadcasting System, 1012 First Ave. **Phone:** Franklin 6151. **Power:** 5,000 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:** James Dillon. **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:** \$120.

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. **Commentators:** Frank M. Lowe, Jr. (news commentator); Dan Bowers (sports); Marian Randall (home economics); Katherine Crabtree (news; women's affairs); Wallace Bruce Ramsay (books); Joseph Henry Blake (magazines; literature).

KFRC, SAN FRANCISCO

Operator: The Don Lee Broadcasting System, 1000 Van Ness Ave. **Phone:** Prospect 0100. **Power:** 5,000 watts on 610 kc. **Affiliation:** Mutual; Don Lee Broadcasting System. **Opened:** 1924.

Station manager: William D. Pabst. **Commercial manager:** Ward Ingram. **Program director:** Ben Harkins. **Studio supervisor:** Bob Bence. **Musical director:** Cy Trobpe. **Publicity director:** Pat Kelly.

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. **Commentators:** John B. Hughes (news commentator); Mel Venter (news commentator; sports); Tobe Reed (news commentator); Phil Stearns, Mark Goodson and Jack Murphy (newscasters); Emily Barton (home economics; cooking); Bess Bye (market and shopping information); Trudy Packer (home economics); Jim Lynch (stock quotations).

CALIFORNIA STATIONS—Continued

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.)

General manager: Al E. Nelson. **Sales manager:** W. B. Ryan. **Promotion manager:** Bob McAndrews. **Program manager:** Glenn Dolberg. **Chief engineer:** Curtis Peck. **Publicity director:** Milton Samuel. **Director of education and agriculture:** Jennings Pierce. **Production manager:** Bob Seal. **Office manager:** Sydney Dorais. **Traffic manager:** George Fuerst.

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 1,200 pictures of KGO-KPO artists distributed in San Francisco, Oakland, and Northern California, in 300 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; semi-annual letters to grocers and druggists; 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; can supply talent, however. **Base rate:** \$280.

Copy restrictions: Lectures and educational talks not accepted between 6 P.M. and midnight, except by special arrangement; time of broadcast subject to change to other periods on 28 days' notice to accommodate network broadcasts, excepting in the case of independent announcements which may be moved to other periods if available, and as arranged by station manager on 24 hours' notice; closing date is two weeks in advance of initial program, and program material must be arranged one week in advance of broadcast date—no change within two days preceding broadcast; all programs subject to station approval; beer is accepted for minimum of 15-minute program; no other alcoholic beverages; all copy subject to NBC program policies. **E. T. library:** NBC Thesaurus. **News:** UP; INS; AP. **Commentators:** Robert Ackerley (newscaster; sports); Bill Wood (newscaster); Ira Blue (sports);

Ann Holden (women's features); Lon Hughes (financial).

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.

Rep: Joseph Hershey McGillvra (New York, Chicago, Boston); Homer Owen Griffith (Los Angeles). **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; INS. **Commentators:** Jim O'Neil (news commentator and newscaster).

* Also president of KQW, San Jose.

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:** \$420.

Copy restrictions: See KGO, San Francisco. **E. T. library:** NBC Thesaurus. **News:** INS; UP. **Commentators:** Robert Ackerley (newscaster; sports); Bill Wood (newscaster); Ira Blue (sports); Gladys Cronk-hite (food); Herb Caen (gossip).

KSAN, SAN FRANCISCO

Operator: Golden Gate Broadcasting Co., 1355 Market St. **Phone:** Market 8171. **Power:** 250 watts on 1420 kc. **Affiliation:** California Radio System. **Opened:** 1923.

CALIFORNIA STATIONS—Continued

Station manager: S. H. Patterson. **Commercial manager:** William C. Grove. **Program director:** Bernice Sullivan. **Chief engineer:** William C. Grove. **Promotion manager:** C. E. Hopkins. **Publicity director:** Les Malloy.

Rep: Forjoe & 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: Hard liquor advertising not accepted; all programs and announcements subject to station approval and Federal Communications Commission rulings; station reserves the right to discontinue any advertising for reasons sufficient to itself. **E. T. library:** MacGregor. **News:** INS. **Commentators:** Dudley Manlove and Lee Goldsmith (newscasters); Al Magazin (sports); Jack Irving (automotive news and chatter).

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. **General manager:** Lincoln Dellar. **Program director:** Clifton Howell. **Chief engineer:** R. V. Howard. **Musical director:** Richard Aurdant. **Publicity director:** Marie Houlahan.

Rep: Edward Petry & Co., 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:** \$316.

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 manner; no ambiguous statements that may mislead the listeners; no appeals for funds; no testimonials which cannot be authenticated; no continuity which repellently describes internal bodily functions or symptomatic results of internal disturbances, and no reference to matters which are not considered acceptable topics in social groups; no use of broadcasting time for purposes other than advertising of the advertiser's goods; no advertising matter which may, in the opinion of the station, be injurious or prejudicial to the interests of the public, the station, and/or its affili-

ated 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. **Commentators:** Tro Harper, Joe Walters and Bob Andersen (newscasters); Jack Gregson (sports); Galen Drake (women's features).

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.

Station and commercial manager: Reiland Quinn. **Program director:** Richard Ellers. **Chief engineer:** Paul Schulz. **Musical director:** Edward Fitzpatrick, Sr. **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. **Commentators:** Darrell Donnell (newscaster); Ernie Smith (sports); Jean Fay (women's features other than domestic science); Charles Friedrichs (animal stories for children).

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:** H. O. Fiebig. **Program and publicity director:** Ray Lewis. **Chief engineer:** C. V. Davey.

Rep: Reynolds-Fitzgerald, Inc. **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

* Also general manager of KJBS, San Francisco.

CALIFORNIA STATIONS—Continued

Ralph R., Sherwood B., and Mott Q. Brunton. **Base rate:** \$80.

Copy restrictions: No whiskey or hard liquor copy accepted; beer 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; Davis & Schwegler. **News:** UP; also from San Jose Mercury Herald. **Commentators:** Jim O'Neil (news commentator; newscaster; agricultural information).

KVEC, SAN LUIS OBISPO

Owner: Valley Electric Co., Mt. View and Hill Sts. **Phone:** 1100. **Power:** 250 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:** Not accepted. **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. **News:** INS. **Commentators:** John C. Clifton (news commentator); Aram Rejebian (sports); Doris Duffield (shopping); Betty Binns (fashions).

KVOE, SANTA ANA

Operator: The Voice of the Orange Empire, Inc., Ltd., 307 N. Broadway. **Phone:** 4900; 4901-R. **Power:** 100 watts on 1500 kc. **Affiliation:** Mutual; Don Lee Broadcasting System. **Opened:** November, 1926.

President, station, commercial manager: Ernest L. Spencer. **Program director, chief engineer:** Wallace S. Wiggins. **Merchandising and promotion manager:** Vic Rowland.

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 10 publications; direct mail, broadsides, etc., billed at actual cost. **Foreign language programs:** Not accepted. **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. **Commentators:** Jim Lyons (news commentator).

KDB, SANTA BARBARA

Operator: Santa Barbara Broadcasters, Ltd., 17 E. Haley St. **Phone:** 21427. **Power:** 250 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:** Arthur W. Manuel, Jr. **Program director:** Ken Aitken. **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; all copy subject to station director's approval and government regulations. **E. T. library:** World. **News:** Transradio. **Commentators:** Jack Newman (sports); Stella Hollowell (home economics).

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: Frank V. Webb.

Rep: None. **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, other than beer and wine, not accepted; copy for medicinal advertising must be submitted for approval with con-

CALIFORNIA STATIONS—Continued

tract; all copy must conform to station policy, and may be cancelled by the station for reasons sufficient to itself. **E. T. library:** NBC Thesaurus. **News:** INS. **Commentators:** Kenneth Peters (newscaster; sports; stock market reports); Charles Jones (newscaster); Mrs. Georgiana Brown (school programs); Bernie Marcus ("home makers' digest of the air").

KSRO, SANTA ROSA

Operator: E. L. Finley, Press Democrat Bldg. **Phone:** 110. **Power:** 250 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:** Howard McCauley. **Publicity director:** Mike Pardee.

Rep: None. **Seating facilities:** Audience room seats 75. **Merchandising:** Publicity placed in newspaper affiliates; surveys, business analyses, etc. **Foreign language programs:** Accept Italian programs. **Artists bureau:** None. **Base rate:** \$45.

Copy restrictions: No hard liquor; commercials limited to 100 words in time signals and weather reports. **E. T. library:** World. **News:** UP; INS; AP. **Commentators:** Gordon Brown and Larry Hays (newscasters; stock market reports); Gil Laing (newscaster); Ralph Stone (sports).

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. **Program director:** Don Ralph.

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.

Copy restrictions: Accept beer, wine, liquor and patent medicine advertising, with copy subject to station approval. **E. T. library:** World. **News:** INS. **Commentators:** Don Ralph (news commentator; live-stock and grain reports); Bill Wickman (newscaster); Mabel Rubin (fashions).

KWG, STOCKTON

Operator: The McClatchy Broadcasting Co., Hotel Wolf. **Phone:** 2-2727. **Power:**

100 watts on 1200 kc. **Affiliation:** NBC Pacific Coast Blue. **Opened:** October, 1921. (Note: This station is newspaper-owned: McClatchy papers).

Business manager: Howard Lane. **Station manager, commercial manager:** George Ross. **Program director:** Nelda Ormiston. **Chief engineer:** Russell Bennett. **Publicity director:** Dixie Lee.

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. **Commentators:** Dr. Tully C. Knoles and Prof. Malcolm J. Eisen (news commentators); Lester Jacobson and Don Davis (newscasters); George Ross (sports); Nelda Ormiston (women's features).

KTKC, VISALIA

Operator: Tulare-Kings Counties Radio Associates, Box 511. **Phone:** 575. **Power:** 1,000 watts on 890 kc. **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-Register and Times, and the Hanford Sentinel and Journal.)

General manager: Charles A. Whitmore. **Station manager:** Charles P. Scott. **Commercial manager:** Millard Kibbe. **Program director:** Charles Foll. **Chief engineer:** Bert Williamson.

Rep: John Blair & Co. **Seating facilities:** Can accommodate 75 persons. **Merchandising:** Yes; no details listed. **Foreign language programs:** Accepted. **Artists bureau:** None. **Base rate:** \$50.

Copy restrictions: Beer and wine advertising accepted; no hard liquors; patent medicines must be "reputable" to be accepted. **E. T. library:** NBC Thesaurus; Lang-Worth. **News:** UP. **Commentators:** Art Primm (newscaster; stock market and grain reports); Stan Simpson (sports).

KHUB, WATSONVILLE

Operator: John P. Scripps, Santa Cruz Highway. **Phone:** 1700. **Power:** 250 watts on 1310 kc. **Affiliation:** None. **Opened:** March 19, 1937. (Note: John P. Scripps,

CALIFORNIA STATIONS—Continued

owner of KHUB, is also chief stockholder in the Watsonville Register and Pajaronian, Ventura Star and Free Press and Santa Paula Chronicle and Redding Record.)

Owner: John P. Scripps. **Station manager:** Marion S. Walker. **Production manager:** Jack R. Wagner. **Chief engineer:** Ed. C. Duty. **Musical director:** Helen Farrell.

Rep: Homer Owen Griffith (San Francisco). **Seating facilities:** Yes; capacity not listed. **Merchandising:** Send letters to the

trade. **Foreign language programs:** Accepted; translation must be submitted 24 hours in advance of broadcast. **Artists bureau:** None. **Base rate:** \$40.

Copy restrictions: Hard liquor, 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:** World. **News:** UP. **Commentators:** Jack Wagner and Ed Duty (newscasters).

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 7:30 P.M.). **Affiliation:** None. **Opened:** 1926; moved to Alamosa in 1933.

Manager: Lloyd Allen. **Chief engineer:** W. M. Thomas.

Rep: None. **Seating facilities:** None. **Merchandising:** Facilities—not described—are offered to national advertisers. **Foreign language programs:** Spanish accepted. **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.)



WKY
Oklahoma City
 NBC AFFILIATE

KVOR
Colorado Springs
 CBS AFFILIATE

KLZ
Denver
 CBS AFFILIATE

SOMETHING DOING EVERY MINUTE!

• There's no smell of sawdust, no sound of galloping horses, under the big top of The Oklahoma Publishing Company . . . yet day after day it presents a three-ring show that plays to SRO audiences, wins thundrous applause. All of the circus showmanship, drama, thrills and excitement are there, but in addition there's something doing every minute for advertisers. Sales records are being hung up that can come only when every seat in the house is filled at every performance . . . when the audience is bubbling over with enthusiasm.

THE
 OKLAHOMA PUBLISHING
 COMPANY

OWNS AND OPERATES
 STATIONS WKY AND KVOR
 OPERATES STATION KLZ
 UNDER AFFILIATED MANAGEMENT
 PUBLISHES THE DAILY OKLAHOMAN
 OKLAHOMA CITY TIMES
 AND THE FARMER-STOCKMAN
 REPRESENTED BY THE KATZ AGENCY, INC.

COLORADO STATIONS—Continued

President: E. K. Gaylord. **Station and commercial manager:** Dudley Tichenor. **Program director, publicity director:** Lucille Santarelli. **Chief engineer:** H. C. Strang. **Musical director:** Duane Osborn.

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:** \$60.

Copy restrictions: Beer and light wines okay; no hard liquors; patent medicines accepted depending on copy. **E. T. library:** NBC Thesaurus; MacGregor; Lang-Worth; Standard. **News:** AP; also local. **Commentators:** Henry B. Parsons (news commentator); Michael Dillon (newscaster); Henry P. Joslyn (newscaster; sports); Jane Gordon (cooking; homemaking); Carolyn (fashions); Dick Albright (grain; livestock).

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 Trackman. **Chief engineer:** J. P. Veatch. **Traffic manager:** Don McCaig. **News manager:** Bill Welsh.

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. **Commentators:** Bill Welsh (newscaster; sports); Henry Orbach, Stuart Heinemann, and Mark Hansen (newscasters); Joe Myers (sports); Dorothy Crandall (women's features); Joe Emerson (films).

KLZ, DENVER

Operator: KLZ Broadcasting Co., Shirley-Savoy Hotel. **Phone:** Main 4271.

Power: 5,000 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:** Hugh B. Terry. **Program director:** Arthur Wuth. **Chief engineer:** T. A. McClelland. **Production manager:** Derby Sproul.

Rep: The Katz Agency. **Seating facilities:** Largest studio accommodates 150; auditorium with capacity of 1,400 available; Orpheum and Denham theatres 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; KLZ maintains full time merchandising and promotion man with comprehensive merchandising cooperation. **Foreign language programs:** Not accepted. **Artists bureau:** None; but production department can arrange for artists. **Base rate:** \$210.

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; 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. **Commentators:** Bud Thorpe (newscaster); Jack Fitzpatrick (newscaster; sports); Robert Harris, W. M. Harrison, Jr., and Austin Williams (newscasters); Roger Rambeau (sports); Wauhilla LaHay (Margaret Moore) (home economics); Mrs. Elliott Todhunter Dewey (books); Richard Albright (live-stock markets).

KMYR, DENVER

Operator: F. W. Meyer (also manager of KLZ, Denver). **Power:** 250 and 100 watts on 1310 kc.

At press time this station had a construction permit only.

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.

General manager: Lloyd E. Yoder. **Assistant manager, chief engineer:** Robert H.

COLORADO STATIONS—Continued

Owen. **Manager spot sales and promotion:** James R. MacPherson. **Manager local sales:** A. W. Crapsey. **Program director:** C. C. Moore. **Production manager:** Jack B. Lyman, Jr. **Artists bureau head:** Duncan McColl.

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); KOA screen trailers in 12 Fox Intermountain theatres in Denver, with subsequent showings in 97 Fox Intermountain theatres in five states; banners on Yellow Cabs. **Foreign language programs:** None listed; 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:** UP; INS; also from the Denver Post. **Commentators:** Tor Torland, Starr Yelland (newscasters; sports); Gilbert Verba and Bob Young (newscasters); Joe Myers (sports news and reviews); Louise Wadsworth (interviews; women's features); Alberta Pike (fashions; society; cooking; travel); Jim Campbell (farm specialties); Clarence C. Moore (civic and educational affairs); John Stanton (fashions; Hollywood).

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., Midland Savings Bldg. **Phone:** Tabor 2291. **Power:** 1,000 watts on 630 kc. **Affiliation:** NBC Blue Mountain Group. **Opened:** 1925.

President: William D. Pyle. **Station and commercial manager:** Thomas C. Ekrem. **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. **Merchandising:** 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. **Commentators:** Joe Finch, Fred Graham, Ed Brady, Tom Page, and Ralph Paul (newscasters).

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:** Davis & Schwegler. **News:** Transradio. **Commentators:** Ray Beckner (newscaster); Wm. J. Coddington and Paul Stevenson (sports).

KFXJ, GRAND JUNCTION

Operator: Western Slope Broadcasting Co., La Court Hotel. **Phone:** 126. **Power:** 250 watts on 1200 kc. **Affiliation:** Mutual Broadcasting System. **Opened:** May 1, 1925.

General and station manager: Rex Howell. **Commercial manager:** Charles Howell. **Sales manager:** Marv. Mulvihill. **Chief engineer:** Fred Mendenhall. **Pro-**

COLORADO STATIONS—Continued

duction 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: Stipulations of NAB code of ethics observed. **E. T. library:** MacGregor; World. **News:** Transradio. **Commentators:** Rex Howell (news commentator); Marv. Mulvihill (newscaster; sports); David Wolper (newscaster); Alice Barber and Reba Wakefield (women's features).

KFKA, GREELEY

Operator: The Mid-Western Radio Corp., 820 Eighth Ave. **Phone:** 450. **Power:** 1,000 and 500 watts on 880 kc. (shares time with KPOF). **Affiliation:** Mutual Broadcasting System. **Opened:** May 21, 1921.

Managing director: H. E. Green. **Station manager:** Francis Price. **Commercial manager:** Rush Johnston.

Rep: Furgason & Walker, Inc. **Seating facilities:** None. **Merchandising:** Newspaper, magazine and film publicity, plus window cards, etc., rendered without charge. **Foreign language programs:** Acceptance depends on type of program desired. **Artists bureau:** None. **Base rate:** \$70.

Copy restrictions: Beer and wine copy accepted; patent medicines subject to station approval and the rules of "common decency." **E. T. library:** Lang-Worth. **News:** UP. **Commentators:** H. E. Green (news commentator); Willard E. Simms, Gordon Clark, and Mahlon B. Johnson (newscasters); Maude Sheridan (fashions; cooking); Carl Jordan, and Dick Albright (live-stock markets).

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.

KIDW, LAMAR

Operator: The Lamar Broadcasting Corp., 129 W. Elm St. **Phone:** 16. **Power:** 100 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.

KGHF, PUEBLO

Operator: Curtis P. Ritchie, 113 Broadway. **Phone:** 3877. **Power:** 500 watts on 1320 kc. **Affiliation:** NBC Blue Mountain Group. **Opened:** January, 1928.

Owner: Curtis P. Ritchie. **Station manager, commercial manager:** J. H. McGill. **Program director, musical director, publicity:** F. L. Amos.

Rep: Howard H. Wilson Co. **Seating facilities:** Reception room seats 100. **Merchandising:** No specific service listed; "try to be of service to clients in promoting the sale of their products." **Foreign language programs:** Accepted—only occasional announcements with no long term contracts; very little foreign language advertising in this area. **Artists bureau:** None. **Base rate:** \$90.

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.

KGKJ, 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:** 1926.

President: John Shepard III. **Station manager:** Joseph Lopez. **Commercial manager:** Fred L. Rowe. **Program and publicity director:** Florence Ballou. **Chief engineer:** Garo W. Ray. **New Haven supervisor:** Judson La Haye.

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 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. **Commentators:** Bill Elliot, Lou La Haye, and Ken RapiEFF (newscasters); Virginia Miller (fashions; food news); Jeanne Poli and Bill Farley (coming radio features and guest artists).

WDRC, HARTFORD

Operator: WDRC, Inc., 750 Main St. **Phone:** 7-1188. **Power:** 5,000 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. **Educational director:** S. V. Couch.

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:** \$190.

Copy restrictions: No liquor advertising is accepted; all other copy subject to station approval. **E. T. library:** None. **News:** UP. **Commentators:** Ray Barrett, Bob Provan, Harvey Olson and Gil Bayek (newscasters).

WTHT, HARTFORD

Operator: The Hartford Times, Inc., 983 Main Street. **Phone:** 7-6481. **Power:** 250 watts on 1200 kc. **Affiliation:** Mutual; Yankee and Colonial Networks. **Opened:** August 12, 1936. (Note: This station is newspaper-owned by the Hartford Times).

Station head: Francis S. Murphy, head and general manager of the Hartford Times. **Station manager:** Cedric W. Foster. **Commercial manager:** C. Glover Delaney. **Chief engineer:** Richard K. Blackburn. **Program director:** Laureat H. Martineau. **Assistant program director:** John S. Lloyd.

Rep: J. P. McKinney & Son. **Seating facilities:** About 300 persons. **Merchandising:** Publicity and listings in Hartford Times. **Foreign language programs:** Accepted. **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. **News:** AP; Yankee Network News Service. **Com-**

EXTRA BUSINESS FOR YOU . .

**IN THE
WTIC
MARKET!**



Take a second look at the WTIC Market. You'll find a market that has come through these last distressful years with per capita retail purchases consistently—and substantially—above the national average.

You'll find a market today with the money to spend and what's more important the willingness to spend it. For instance, Connecticut ranks second only to the District of Columbia in increase of effective buying income for 1939. Second only to Michigan in increase of retail sales for 1939 over 1938.*

In short, this is a market where payrolls are a matter of good, hard spending dollars that circulate freely. A market where freedom from sales and income taxes leaves more money to buy things people WANT. The inside track for your share of the extra business this market offers is Station WTIC. Use it—beginning now!

* Sales Management figures.

**WTIC 50,000
WATTS**

A "MUST" FOR A BIG JOB IN THE BIG SOUTHERN NEW ENGLAND MARKET

The Travelers Broadcasting Service Corporation, Member NBC Red Network and Yankee Network
Representatives: Weed & Company, New York, Chicago, Detroit, San Francisco

CONNECTICUT STATIONS—Continued

mentators: Cedric W. Foster (news commentator); Frederick Bieber (newscaster); Harold Ogden and John Lloyd (sports); Una King (fashions; cooking).

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.

General manager: Paul W. Morency. **Sales manager:** Walter Johnson. **Program manager:** Thomas C. McCray. **Sales promotion, publicity:** James F. Clancy. **Musical director:** Moshe Paranov. **Chief engineer:** J. Clayton Randall.

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:** \$400.

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; Lang-Worth; Davis & Schwegler. **News:** Transradio. **Commentators:** Andre Schenker (news commentator); Gordon Wilcox, Robert Rissling, Philip Becker, George Bowe, Bruce Kern, and Bernard Mullins (newscasters); Robert Steele (newscaster; sports); Mary Larkin (cooking; home economics; women's features).

WNBC, NEW BRITAIN-HARTFORD

Operator: State Broadcasting Corp., 272 Main St., New Britain; 54 Pratt St., Hartford. **Phone:** Hartford, 7-9131. **Power:** 1,000 watts on 1380 kc. **Affiliation:** NBC Basic Blue Supplementary Group. **Opened:** July 15, 1935.

General manager: Richard W. Davis. **Program director:** L. C. Edwardson. **Chief engineer:** Rogers B. Holt. **Publicity director:** Milton Berkowitz.

Rep: Headley-Reed 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. **Commentators:** Milton Berkowitz.

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: William G. Rambeau 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:** UP; also local. **Commentators:** Bill Dukeshire (news commentator; news editor); Michael J. Goode (political commentator); Carey Cronan (newscaster); Philip Buxbaum, Jr. (sports); Janet Slayton (fashions; news); Marion Reynolds (gardening; cooking); Elida B. Sterling (books).

WNLC, NEW LONDON

Operator: Thames Broadcasting Corp., Mohican Hotel. **Phone:** 4900. **Power:** 250 watts on 1500 kc. **Affiliation:** Mutual; Yankee and Colonial Networks. **Opened:** Sept. 13, 1936.

President: Roderick L. Morey. **Station manager:** Gerald J. Morey. **Commercial manager:** Ivon B. Newman. **Program director:** Leonard Stevens. **Chief engineer:** Francis Garufy. **Musical director:** Richard Benvenuti. **Publicity director:** Edwin J. Morey.

Rep: None. **Seating facilities:** Two studios, seating 20 persons each. **Merchandising:** Limited mailing to merchants and distribution of window cards and sales data; listings in printed programs distributed weekly. **Foreign language programs:** Accept programs, but not straight announcements. **Artists bureau:** Setup nominal only. **Base rate:** \$100.

Copy restrictions: None, other than that copy be in good taste and not of an "ob-

CONNECTICUT STATIONS—Continued

jectionable nature." **E. T. library:** None listed. **News:** Yankee Network News Service; local. **Commentators:** Len Stevens, and Ted Hodge (newscasters); Mort Lubow (sports).

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: Furgason & Walker, Inc. **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:** Yankee Network News Service. **Commentators:** Chase Kimbell (news commentator); William Derwin and John Cluney (sports); Fay Clark (fashions; cooking).

*Also operator of WBRK, Pittsfield, Mass.

WBRY, WATERBURY-NEW HAVEN

Operator: American-Republican, Inc., 136 Grand St., Waterbury (New Haven, Conn., address: 152 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:** Frank Hales. **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, and Polish 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:** AP; local. **Commentators:** E. Christy Erk (news commentator); Charles Batters (newscaster; sports).

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; Mason-Dixon Radio Group. **Opened:** 1922.

Station executive: Clair R. McCollough.* **Station and commercial manager:** J. Gorman Walsh. **Program and musical director:** Edward Browning. **Chief engineer:** J. E. Mathiot. **Artists bureau head:** Mary

McCauley. **Publicity director:** Robert Roberts.

Rep: Paul H. Raymer Co. **Seating facilities:** None. **Merchandising:** Usual services offered, including publicity and listings in newspaper logs. **Foreign language programs:** Not accepted. **Artists bureau:** Set-up nominal only. **Base rate:** \$125.

Copy restrictions: All copy must conform to station standards. **E. T. library:** Lang-Worth; Transco. **News:** Transradio. **Commentators:** Herm Reitzes (sports); Mary McCauley (fashions; cooking; etc.).

* See footnote to WGAL, Lancaster, Pa.

DELAWARE STATIONS—Continued

WILM, WILMINGTON

Operator: Delaware Broadcasting Co., Inc., 920 King St. **Phone:** 7268. **Power:** 250 watts on 1420 kc. **Affiliation:** Mutual Broadcasting System; Mason-Dixon Radio Group. **Opened:** 1922.

Station executive: Clair R. McCollough.*
Station and commercial manager: J. Gor-

* See footnote to WGAL, Lancaster, Pa.

man Walsh. **Program director:** Harvey Smith. **Chief engineer:** J. E. Mathiot.

Rep: Paul H. Raymer Co. **Seating facilities:** None. **Merchandising:** Offer usual services, including publicity and listings in newspaper logs. **Foreign language programs:** Accepted. **Artists bureau:** Setup nominal only. **Base rate:** \$100.

Copy restrictions: All copy must conform to station standards. **E. T. library:** NBC Thesaurus. **News:** Transradio. **Commentator:** Bob Kelly (sports).

DISTRICT OF COLUMBIA

(152,900 radio homes, or 91% ownership among the District's total of 168,000 families.)

WINX, WASHINGTON

Operator: Lawrence J. Heller. **Power:** 250 watts (with 50 watt amplifier) on 1310 kc.

At press time this station had a construction permit only.

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 and educational director:** Lloyd Dennis, Jr. **Sales manager:** William D. Murdock. **Chief engineer:** Clyde Hunt. **Special events director:** Ann Gillis. **Musical director:** Paul Kain. **Production manager:** Barry Blake. **Promotion manager:** John Heiney. **Publicity director:** Paul Glynn.

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:** \$375.

Copy restrictions: CBS program policies. **E.T. library:** World. **News:** UP. **Com-**

mentators: Albert Warner (news commentator); Hugh Conover (newscaster); Arch McDonald (sports); Elinor Lee (women's features); Lucille Cohan (shopping news—as Nancy Dixon); Vesta Eales (book reviews); Albert N. Dennis (labor news).

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:** 5,000 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

DISTRICT OF COLUMBIA STATIONS—Continued

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. Commentators:** Earl Godwin and Hilmar R. Baukhage (news commentators); William Crago and Raymond Michael (newscasters; sports commentators); Don Gardiner, George Gunn, Bryson Rash, Edwin Rogers, Jack Roney, Dorian St. George and Roger von Roth (newscasters); Bill Coyle (sports); Mary Mason (women's features).

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.

Vice-president, general manager: William B. Dolph. **Commercial manager:** James Fishback. **Program director:** Madeline Ensign. **Chief engineer:** Henry H. Lyon. **Musical director:** Arthur W. Brown. **Publicity director:** Walter Knobloch.

Rep: International Radio Sales. **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.

Copy restrictions: Beer and wine advertising accepted weekdays only; 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 25 words; commercial continuity must comply with NAB code as to length and content. **E. T. library:** Associated, Davis & Schwegler; Lang-Worth; **NAB. News:** Transradio. **Commentators:** Fulton Lewis, Jr. (news commentator); Walter Compton and Frank Blair (newscasters); Tony Wakeman (sports); Frances Northcross (homemaking).

WRC, WASHINGTON

Operator: National Broadcasting Co., Inc. (owner and operator), 724-14th St., N. W. **Phone:** Republic 4000. **Power:** 5,000 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: \$240. **E.T. library:** NBC Thesaurus. **News:** UP; **INS. Commentators:** See WMAL, Washington, D. C.

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 | Escambia | 10,110 | Jefferson | 1,960 |
| Baker | 870 | Flagler | 430 | Lafayette | 620 |
| Bay | 2,120 | Franklin | 1,190 | Lake | 4,560 |
| Bradford | 1,260 | Gadsden | 3,870 | Lee | 3,190 |
| Brevard | 2,670 | Gilchrist | 520 | Leon | 3,960 |
| Broward | 4,530 | Glades | 430 | Levy | 1,880 |
| Calhoun | 970 | Gulf | 520 | Liberty | 610 |
| Charlotte | 780 | Hamilton | 1,270 | Madison | 2,050 |
| Citrus | 930 | Hardee | 1,640 | Manatee | 4,490 |
| Clay | 1,150 | Hendry | 600 | Marion | 4,920 |
| Collier | 430 | Hernando | 800 | Martin | 980 |
| Columbia | 2,250 | Highlands | 2,010 | Monroe | 2,810 |
| Dade | 38,000 | Hillsborough | 32,990 | Nassau | 1,520 |
| De Soto | 1,480 | Holmes | 1,480 | Okaloosa | 1,350 |
| Dixie | 1,100 | Indian River | 1,210 | Okeechobee | 670 |
| Duval | 36,730 | Jackson | 4,050 | Orange | 11,730 |

FLORIDA STATIONS—Continued

| | | | | | |
|------------------|--------|------------------|-------|------------------|--------|
| Osceola | 2,220 | St. Lucie | 1,470 | Union | 790 |
| Palm Beach | 12,250 | Santa Rosa | 1,900 | Volusia | 10,340 |
| Pasco | 1,910 | Sarasota | 2,720 | Wakulla | 800 |
| Pinellas | 17,420 | Seminole | 3,760 | Walton | 1,990 |
| Polk | 14,230 | Sumter | 1,570 | Washington | 1,590 |
| Putnam | 3,420 | Suwannee | 2,140 | | |
| St. Johns | 3,910 | Taylor | 2,120 | | |

WMFJ, DAYTONA BEACH

Operator: W. Wright Esch, 126½ Magnolia Ave. **Phone:** 91. **Power:** 250 watts on 1420 kc. **Affiliation:** NBC Blue. **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:** Not accepted. **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 good taste." **E. T. library:** Associated. **News:** Transradio; also local. **Commentators:** Ray Clancy (news commentator; newscaster); Ed Sims (sports); Kathleen Addison (fashions).

WFTL, FORT LAUDERDALE

Operator: Tom M. Bryan, 2700 S. Andrews Ave. **Phone:** 1300. **Power:** 250 watts on 1370 kc. **Affiliation:** None. **Opened:** Dec. 3, 1939.

President: Tom M. Bryan. **Station manager:** Robert M. Tigert, **Program director:** William M. Johns. **Chief engineer:** Francis G. Carroll.

Rep: Sears & Ayer, Inc. **Seating facilities:** Can accommodate about 80 persons. **Merchandising:** Dealer contracts, window cards, and direct mail furnished at cost. **Foreign language programs:** Not considered feasible in this area. **Artists bureau:** None. **Base rate:** \$60.

Copy restrictions: Beer and light wine copy accepted; no hard liquors; patent medicines subject to Federal Trade Commission approval. **E. T. library:** Associated; Standard. **News:** UP. **Commentators:** Robert M. Tigert (news commentator); Gordon Eaton, Marion Moore, and Jim Knox (newscasters); Jack Robbins, and Bob Elmer (sports); Vilma Blair

(fashions; women in the news); Bill Johns (gossip).

WFTM, FORT MYERS

Operator: Fort Myers Broadcasting Co., 51 E. First St. **Phone:** 818. **Power:** 250 watts on 1210 kc. **Affiliation:** Florida Broadcasting System. **Opened:** March 1, 1940.

President, station manager: W. E. Bennis, Jr. **Commercial manager, publicity director:** Mrs. W. E. Bennis, Sr. **Program director:** Margaret Williams. **Chief engineer:** Bill Pickering. **Artists bureau head, musical director:** Buster Willis.

Rep: None. **Seating facilities:** None listed. **Merchandising:** None. **Foreign language programs:** No policy listed. **Artists bureau:** Setup nominal only. **Base rate:** \$37.50.

Copy restrictions: Beer and wine advertising accepted; no hard liquors; all advertising subject to approval of the station. **E. T. library:** Standard. **News:** Transradio. **Commentators:** Bill Pickering (news commentator; newscaster; sports); Franklin Evans (newscaster; sports).

WRUF, GAINESVILLE

Operator: 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. **Office manager:** John L. Berry. **Commercial department:** Francis Kearney. **Technical department:** Dean Joseph Weil. **Engineer:** F. Banks Duncan.

Rep: Burn-Smith Co. **Seating facilities:** University auditorium 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 advertising 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.**

FLORIDA STATIONS—Continued

Library: World; Lang-Worth. **News:** AP. **Commentators:** David Russell (newscaster; sports); Raymond Kennedy and John Tansy (newscasters); Jayne Crane (women's features); Jefferson Thomas (farm news and comment).

News: UP. **Commentators:** Charlie Stone (news commentator; newscaster; sports; entertainment news); Larry Scarborough (newscaster; sports); Carroll Gardner (sports).

WJAX, JACKSONVILLE

Operator: City of Jacksonville, 1 Broadcast Place. **Phone:** 5-5821. **Power:** 5,000 and 1,000 watts on 900 kc. **Affiliation:** NBC Florida Group. **Opened:** Nov. 25, 1925.

Station and commercial manager, chief engineer: John T. Hopkins III.

Rep: John Blair & Co. **Seating facilities:** 100 persons. **Merchandising:** Rendered at 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: All copy subject to station approval. **E. T. library:** NBC Thesaurus. **News:** INS. **Commentators:** George Weeks, Jack Rathbun and Frank Ingels (newscasters).

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 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:** \$130.

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; Standard.

WLAK, LAKE LAND

Operator: Lake Region Broadcasting Co., New Florida Hotel. **Phone:** 2127. **Power:** 250 watts on 1310 kc. **Affiliation:** NBC Florida Group. **Opened:** May 15, 1936.

Station manager: Bert Arnold. **Commercial manager:** D. M. Brown. **Program director:** Gordon Fletcher. **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:** \$75.

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:** UP. **Commentators:** Prof. I. G. MacKay (news commentator); Thomas Matthews (newscaster); Gordon Fletcher (sports); Mrs. Lillian Whipple (cooking; fashions).

WIOD, MIAMI

Operator: Isle of Dreams Broadcasting Corp., News Tower, 600 Biscayne Blvd. **Phone:** 36444. **Power:** 5,000 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 Leysion. **Station manager, program director:** Martin S. Wales. **Commercial manager:** S. A. Vetter. **Chief engineer:** Milton C. Scott, Jr. **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:** \$160.

FLORIDA STATIONS—Continued

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. **Commentators:** Frank Malone, Francis P. Locke, and Blanca Estrella (news commentators); Sam Parker, Noah Tyler, and Blanca Estrella (newscasters); Bill Hightower (newscaster; sports); Jack Bell, Luther Voltz, and Hornton Fisher (sports); Jane Butler (women's features).

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. **Base rate:** \$150.

Copy restrictions: Commercials must comply with the N. A. B. code; no hard liquors; all patent medicine copy first submitted to governmental agencies for examination before broadcast. **E. T. library:** World and Lang-Worth. **News:** UP. **Commentators:** Fred Handrich (newscaster); Dinty Dennis and Bob Elmer (sports); Louise Malcomson ("Miss Betty"—fashions); Lynn Fox ("Sunshine Sally"—cooking).

WKAT, MIAMI BEACH

Operator: A. Frank Katzentine, 1759 N. Bay Road. **Phone:** 57471. **Power:** 1,000 watts on 1330 kc. **Affiliation:** NBC Blue. **Opened:** Nov. 1, 1937.

Owner: A. Frank Katzentine. **General manager:** John C. McCloy. **Program and musical director:** Bettye Lee Taylor. **Chief engineer:** Walter Kinney.

Rep: International Radio Sales. **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:** \$140.

Copy restrictions: No written rules; conservative policy maintained. **E. T. library:** Associated; Standard. **News:** UP.

WTMC, OCALA

Operator: Ocala Broadcasting Co., Inc., Ocala, Fla. **Phone:** 128. **Power:** 100 watts on 1500 kc. **Affiliation:** NBC Blue. **Opened:** July 1, 1939.

Station managers: Hal Davis. **Program director:** Lester Weil. **Chief engineer:** Livingston Wever.

Rep: John H. Perry Associates. **Seating facilities:** Studio can accommodate about 35 persons. **Merchandising:** Distribute window and counter cards; follow-ups used wherever possible; all services gratis except for printing. **Foreign language programs:** Accepted; must be accompanied by full English translations. **Artists bureau:** None. **Base rate:** \$40.

Copy restrictions: Beer and wine copy accepted; station reserves the right to censor all copy. **E. T. library:** Standard. **News:** AP. **Commentators:** Lester Weil (newscaster); Katherine Riddle (women's features); Charles Beresford (sports).

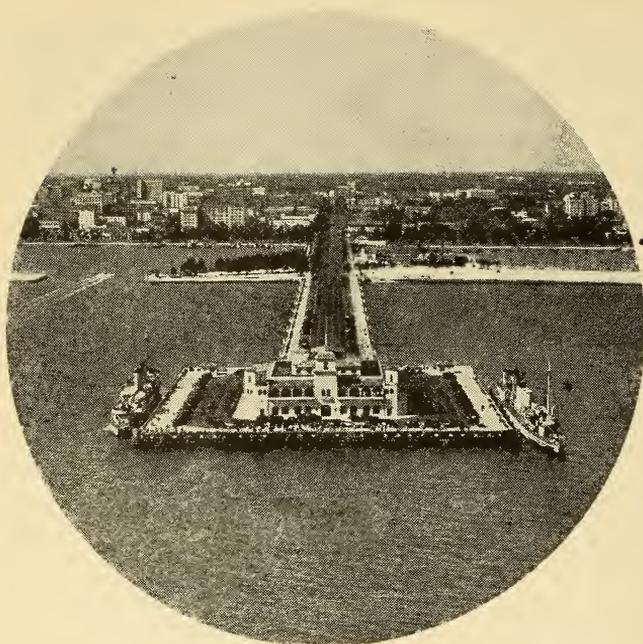
WDBO, ORLANDO

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:** Ralph Rogers. **Chief engineer:** J. E. Yarbrough. **Studio director:** W. G. McBride. **Musical director:** Robert Willard. **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.

Copy restrictions: Beer and wine accepted; no liquor advertising; all copy subject to station approval. **E. T. library:** World. **News:** UP. **Commentators:** Col. William Glenn (news commentator); C. F. Batchelder (newscaster; sports); H. C. Scofield and W. G. McBride (newscasters); Virginia O'Rourke and "Marne" (fashions); Mrs. Charles Geissler (contract bridge); K. C. Moore and R. N. Norris (agriculture).



"The Bright Spot in Business - near the Sun"

WSUN serves the largest concentration of resident and tourist population in the SUNSHINE STATE. Industry, agriculture and tourists . . . these together with tremendous investments in this area by Federal Military and Civil agencies . . . make this "Spot in the (W)SUN" a market you cannot afford to ignore. The WSUN area is GOOD business . . . definitely!

Represented
by



WSUN

Business Offices - Recreation Pier - St. Petersburg, Florida

ST. PETERSBURG ~ ~ TAMPA

FLORIDA STATIONS—Continued

WLOF, ORLANDO

Operator: Hazlewood, Inc. **Power:** 250 watts on 1200 kc.

At press time this station had a construction permit only.

WDLP, PANAMA CITY

Operator: Panama City Broadcasting Co., First and Mercer Sts. **Phone:** 777. **Power:** 250 and 100 watts on 1200 kc. **Affiliation:** None. **Opened:** March 21, 1940.

General manager: Braden Ball. **Commercial manager:** Le Roy Gibson. **Program and musical director:** Fred Philips. **Chief engineer:** Edwin L. Pierce. **Continuity and publicity director:** Toni Veverka.

Rep: John H. Perry Associates. **Seating facilities:** Studio reception hall seats 25. **Merchandising:** Tie-ins with local newspaper afford program listings, etc. **Foreign language programs:** Accepted if complete translation is provided in advance, and copy complies with station and Federal rules. **Artists bureau:** None. **Base rate:** \$27.

Copy restrictions: Wine and beer copy accepted; no hard liquors; patent medicines must comply with Federal regulations and the rules of "good taste." **E. T. library:** World. **News:** AP. **Commentators:** Fredric Rabell (news commentator); Eddie Pierce (newscaster; sports); Fred Bradshaw (newscaster); Dick Veverka (sports); Toni Veverka (films; fashions; gardening; entertainment; homemaking); Rev. C. A. Cornell (religion).

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: Irving F. Welch. **Commercial manager:** Bill Helie. **Production manager:** Jim Larkin. **Program director:** Virgil Evans. **Chief engineer:** Beecher Hayford. **Musical director:** Ray Rogers. **Publicity director:** Charles Sullivan.

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:** \$40 (½hr.).

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:** AP; NBC. **Commentators:** Virgil G. Evans (newscaster; sports); Frank Pericola (sports); Dorothy Eastman (fashions; clubs; society).

WFOY, ST. AUGUSTINE

Operator: Fountain of Youth Broadcasting Co., Fountain of Youth Park. **Phone:** 1400. **Power:** 250 watts on 1210 kc. **Affiliation:** CBS. **Opened:** Feb. 11, 1937.

President, station manager: Glenn Marshall, Jr. **Commercial manager:** John H. Cummins. **Program director:** Ruth Loring Tanksley. **Chief engineer:** Ernest Raistrick.

Rep: Paul H. Raymer Co. **Seating facilities:** Can accommodate about 50 persons. **Merchandising:** Complete service available at actual cost. **Foreign language programs:** Not accepted. **Artists bureau:** None. **Base rate:** \$50.

Copy restrictions: Beer and wine accepted; no hard liquor. **E. T. library:** Standard. **News:** UP.

WSUN, ST. PETERSBURG

Operator: City of St. Petersburg, Municipal Pier. **Phone:** 4747. **Power:** 5,000 watt 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: Louis J. Link. **Program director:** Bob Wilbur. **Chief engineer:** Louis J. Link. **Publicity director:** Ruth Clark.

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. **Commentators:** Bob Wilbur (newscaster; agriculture news); Jeff Moshier and

FLORIDA STATIONS—Continued

Jerry Wigley (sports); Ruth Elson Clark (fashions; beauty; women in the news; radio program comment); Elizabeth Coates James (books).

WTSP, ST. PETERSBURG

Operator: Pinellas Broadcasting Co., 3500 Fourth St., North. **Phone:** 8108. **Power:** 250 watts on 1370 kc. **Affiliation:** None. **Opened:** Nov. 30, 1939. (Note: This station is affiliated with the St. Petersburg Times).

General, station and commercial manager: Fred Bugg. **Program director, traffic manager:** Genevieve Burke. **Chief engineer:** Garvin Combs.

Rep: None. **Seating facilities:** Audience room seats 20; main studio, 40. **Merchandising:** Every "reasonable cooperation" rendered gratis. **Foreign language programs:** None; station does not believe they are necessary in this area. **Artists bureau:** Can supply artists, but do not have them under contract. **Base rate:** \$60.

Copy restrictions: Beer and wine copy accepted if in good taste; no other alcoholic beverages. **E. T. library:** World. **News:** INS. **Commentators:** Don Bell (newscaster); Dan Hall (sports); Sally U. Nelson (fashions); Lillian Lewis (society); Jack Swift (grain reports, entertainment news).

WSPB, SARASOTA

Operator: WSPB, Inc., City Island. **Phones:** 2541; 2542. **Power:** 250 watts on 1420 kc. **Affiliation:** None. **Opened:** Dec. 7, 1939.

President, general and commercial manager: Frank S. Lane. **Vice-president:** Ken Flenniken. **Program director, artists bureau head:** Jack Daub. **Chief engineer:** John Buning. **Musical director:** Bill Wilson. **Publicity director:** Bill Berry.

Rep: None. **Seating facilities:** Studios seat about 75 persons; remote facilities available from two municipal auditoriums, seating around 4,000 each, and three smaller auditoriums, seating over 1,500 each. **Merchandising:** Newspaper publicity, announcements, direct mail and personal calls rendered without charge. **Foreign language programs:** Spanish and Cuban programs or announcements accepted. **Artists bureau:** Setup nominal only. **Base rate:** \$27.50.

Copy restrictions: Light wine and beer advertising accepted; no hard liquors; accept patent medicines; all copy subject to approval by the station. **E. T. library:** World; Standard. **News:** UP. **Commentators:** Jack Daub and Bill Berry (newscasters; sports); Fred Reiter and Bill Wilson (newscasters); Jackie Vickers (fashions); Betty Newman (cooking; film news); Virginia Mathews (sports; fashions).

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:** William C. Wyatt. **Program director:** Mildred E. Williams. **Chief engineer:** William Snowden, Jr.

Rep: None. **Seating facilities:** Small reception room, seating about 40 persons. **Merchandising:** Highway signs and complete remote facilities available. **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:** Lang-Worth. **News:** Transradio. **Commentators:** William Snowden, Jr. (newscaster; entertainment news; local comment); Mildred E. Williams (newscaster; food and cooking; music; fashions; films news; etc.).

WDAE, TAMPA

Operator: Tampa Times Company, Tampa Terrace Hotel. **Phone:** M-1818. **Power:** 5,000 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. **Educational director:** Joseph F. Smiley.

Rep: Paul H. Raymer Co. **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:** No policy listed. **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; INS. **Commentators:** Kenneth W. Skelton and Tom Carruth (newscasters); Sol Fleischman and Bob Proctor (newscasters; sports); Ed Ray (sports); Charlotte Musgrave, Allie Lee Rush, and Irene Riley (women's features).

FLORIDA STATIONS—Continued

WFLA, TAMPA

Operator: Florida West Coast Broadcasting Co., Inc., Tarr Building, Tampa. **Phone:** Tampa: H-1828; Clearwater: 2754. **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, artists bureau head:** Frank Grasso. **Production manager:** Bud Farnum. **Publicity director:** Rhinhold Rogers.

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:** UP; AP. **Commentators:** Rhinhold Rogers

(newscaster); Bud Farnum (newscaster; sports); Patsy Kent (general comment); Isla Garcia (cooking).

WJNO, WEST PALM BEACH

Operator: WJNO, Inc., P. O. Box 189. **Phone:** 3638. **Power:** 250 watts on 1200 kc. **Affiliation:** CBS. **Opened:** July 31, 1936.

President: Laura O'Brien. **Station manager:** Stephen P. Willis. **Program director:** Francis Owens. **Chief engineer:** John K. Moore.

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. **Commentators:** Hunter Reams (news commentator); Ben Decker (newscaster; sports); Francis Owens, Vernon Crawford, and Coleman Wilson (newscasters); Zulette Pierce (general women's features); Constance Brady (film gossip); Joan Holliday (interior decoration); Nancy Hall, and Karen Andre (fashions).

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 | Camden | 750 | Coweta | 2,940 |
| Atkinson | 720 | Campbell (See Fulton) | | Crawford | 580 |
| Bacon | 640 | Candler | 770 | Crisp | 2,220 |
| Baker | 690 | Carroll | 3,360 | Dade | 400 |
| Baldwin | 2,090 | Catoosa | 930 | Dawson | 280 |
| Banks | 750 | Charlton | 510 | Decatur | 2,790 |
| Barrow | 1,360 | Chatham | 21,150 | De Kalb | 12,600 |
| Bartow | 2,730 | Chattahoochee | 580 | Dodge | 2,100 |
| Ben Hill | 1,820 | Chattooga | 1,550 | Dooly | 1,670 |
| Berrien | 1,320 | Cherokee | 1,980 | Dougherty | 3,920 |
| Bibb | 13,860 | Clarke | 4,230 | Douglas | 890 |
| Bleckley | 880 | Clay | 690 | Early | 1,720 |
| Brantley | 700 | Clayton | 1,010 | Echols | 330 |
| Brooks | 2,120 | Clinch | 940 | Effingham | 1,130 |
| Bryan | 660 | Cobb | 4,420 | Elbert | 1,980 |
| Bulloch | 2,500 | Coffee | 1,870 | Emanuel | 2,220 |
| Burke | 3,180 | Colquitt | 3,150 | Evans | 670 |
| Butts | 980 | Columbia | 810 | Fannin | 1,240 |
| Calhoun | 1,110 | Cook | 1,120 | Fayette | 730 |

GEORGIA STATIONS—Continued

| | | | | | |
|---------------------------------|--------|------------|--------------|------------|-------|
| Floyd | 6,570 | Long | 430 | Seminole | 670 |
| Forsyth | 860 | Lowndes | 4,110 | Spalding | 3,250 |
| Franklin | 1,380 | Lumpkin | 450 | Stephens | 1,280 |
| Fulton with Campbell and Milton | 67,230 | McDuffie | 930 | Stewart | 1,120 |
| Gilmer | 620 | McIntosh | 810 | Sumter | 3,390 |
| Glascock | 400 | Macon | 1,730 | Talbot | 850 |
| Glynn | 3,410 | Madison | 1,290 | Taliaferro | 580 |
| Gordon | 1,610 | Marion | 650 | Tattnall | 1,420 |
| Grady | 1,860 | Meriwether | 2,330 | Taylor | 1,010 |
| Greene | 1,360 | Miller | 800 | Telfair | 1,470 |
| Gwinnett | 2,760 | Milton | (See Fulton) | Terrell | 1,990 |
| Habersham | 1,300 | Mitchell | 2,320 | Thomas | 4,210 |
| Hall | 3,540 | Monroe | 1,180 | Tift | 1,890 |
| Hancock | 1,140 | Montgomery | 880 | Toombs | 1,710 |
| Haralson | 1,250 | Morgan | 1,350 | Towns | 350 |
| Harris | 1,100 | Murray | 770 | Treutlen | 640 |
| Hart | 1,260 | Musogee | 10,050 | Troup | 4,780 |
| Heard | 710 | Newton | 1,940 | Turner | 1,080 |
| Henry | 1,440 | Oconee | 710 | Twiggs | 730 |
| Houston | 1,100 | Oglethorpe | 1,150 | Union | 480 |
| Irwin | 1,040 | Paulding | 1,050 | Upson | 2,220 |
| Jackson | 2,100 | Peach | 1,320 | Walker | 3,040 |
| Jasper | 920 | Pickens | 980 | Walton | 2,150 |
| Jeff Davis | 770 | Pierce | 1,180 | Ware | 4,150 |
| Jefferson | 1,980 | Pike | 950 | Warren | 990 |
| Jenkins | 1,330 | Polk | 2,940 | Washington | 2,500 |
| Johnson | 1,210 | Pulaski | 950 | Wayne | 1,390 |
| Jones | 780 | Putnam | 860 | Webster | 430 |
| Lamar | 1,140 | Quitman | 340 | Wheeler | 780 |
| Lanier | 530 | Rabun | 610 | White | 520 |
| Laurens | 3,360 | Randolph | 1,850 | Whitfield | 2,460 |
| Lee | 870 | Richmond | 13,300 | Wilcox | 1,220 |
| Liberty | 810 | Rockdale | 750 | Wilkes | 1,720 |
| Lincoln | 600 | Schley | 470 | Wilkinson | 1,150 |
| | | Screven | 1,870 | Worth | 1,930 |

WGPC, ALBANY

Operator: Albany Broadcasting Co., Inc., 125½ N. Jackson St. **Phone:** 1370. **Power:** 250 watts on 1420 kc. **Affiliation:** Georgia Broadcasting System. **Opened:** July 1, 1934.

President: J. W. Woodruff, Sr. **Station manager:** A. T. Spies. **Program director:** Louis B. Poole. **Musical director:** Mrs. Martha Percilla. **Chief engineer:** Byron Lindsey, Jr.

Rep: Sears & Ayer, Inc. **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:** World. News: UP; also local news. **Commentators:** Bill Poole (newscaster; sports); Martha Percilla (women in the news; news comment; home arts and decoration).

WHPC, ALBANY

Operator: Herald Publishing Co. **Power:** 1,000 watts on 1230 kc (daytime only).

At press time this station had a construction permit only.

WG AU, ATHENS

Operator: J. K. Patrick & Co., Bobbin Mill Road. **Phone:** 1741. **Power:** 250 watts on 1310 kc. **Affiliation:** None. **Opened:** April 25, 1938. (Note: Earl B. Braswell, one of the four partners in this station, is publisher of the Athens Banner-Herald.)

Station and commercial manager, chief engineer: Melvin C. Gorman. **Program director:** Bill Evans.

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.

GEORGIA STATIONS—Continued

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, and C. A. Rowland. **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; INS.

WAGA, ATLANTA

Operator: Liberty Broadcasting Corp., 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).

General manager: Jess Swicegood. **Program director:** Paul Overbay. **Chief engineer:** Cliff Hanson. **Musical director:** Earl Pudney.

Rep: John Blair & Co. **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:** \$170.

Copy restrictions: No hard liquor accounts accepted; copy must be "in good taste." **E. T. library:** NBC Thesaurus. **News:** UP. **Commentators:** Dick Pyron newscaster; Joe Hill (newscaster; sports); Lee Bennett (sports); Susan Wade (film gossip).

WATL, ATLANTA

Operator: Atlanta Broadcasting Co., Henry Grady Bldg. **Phone:** Walnut 4377. **Power:** 250 watts on 1370 kc. **Affiliation:** Georgia Broadcasting System; Mutual Broadcasting System. **Opened:** 1931.

Owner: J. W. Woodruff*. **General 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:** Not accepted. **Artists bureau:** None. **Base rate:** \$160.

Copy restrictions: All copy subject to acceptance by management; accept beer

*J. W. Woodruff is also president of WRBL, Columbus, Ga.

and wines; no hard liquors; accept cough remedies, headache powders, etc. **E. T. library:** Associated; World; Lang-Worth. **News:** INS. **Commentators:** Barney Oakes (news commentator; newscaster; gossip and entertainment); Julian Flint (newscaster; sports); Sandra Lee (fashions; Hollywood news); Harriett Hunt (general women's features).

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: Clarence H. Calhoun. **Merchandising director:** Frank Gaither. **Program and educational 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. **Commentators:** Mike Clark and Frank Gaither (newscasters); John Fulton (sports); Frances Miller (women's features).

WSB, ATLANTA

Operator: The Atlanta Journal Company, Atlanta Biltmore Hotel. **Phones:** Hemlock 1045; 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 manager: J. Leonard Reinsch. **Commercial manager:** John M. Outler, Jr. **Production manager:** Marcus Bartlett. **Program director:** Roy McMillan. **Director of public service:** Lambdin Kay. **Chief engineer:** C. F. Daugherty. **Farm editor:** Bill Prance.

Rep: Edward Petry & Co., Inc. **Seating facilities:** Studio reception parlor seats 200; Biltmore Hotel auditoriums, seating 750, available. **Merchandising:** Maintain sales checks; arrange and design display material; retail dealer letters; station house organ; conduct surveys; promote program and product through contact with dealers and distributors; audience promotion via spot announcements, theatre displays, etc. **Foreign language programs:** Not accepted.



GEORGIA STATIONS—Continued

Artists bureau: Yes. **Base rate:** \$240 (½ hr.).

Copy restrictions: Alcoholic beverage advertising not accepted; copy and program must be in good taste; station reserves the right to edit all commercial copy. **E. T. library:** NBC Thesaurus; Lang-Worth. **News:** AP and UP. **Commentators:** Walter Paschal (news commentator); Brad Ansley, Herb Harris and Hugh Batey (newscasters); Ernie Harwell (sports); Mrs. Winifred S. Bell (home economics); Meodora Fields Perkinson (books; human interest stories); Grace Hartley (foods); Eloise Ray (fashions); Ruth Raine (gardens); Louise Mackay and Susan Jones Medlock (society); Jean Chalmers (music); Mrs. Robin Wood (rural activity); Enid Day and Penelope Penn (shopping information); George W. Mindling (weather); E. J. Rowell (fruit-vegetable quotations; live stock reports).

WRDW, AUGUSTA

Operator: Augusta Broadcasting Company, Tenth and Broad Sts. **Phones:** 2976-7-8. **Power:** 250 watts on 1500 kc. **Affiliation:** CBS. **Opened:** July 7, 1930.

Station manager: W. R. Ringson. **Commercial manager:** Thurston Bennett. **Program director, artists bureau head:** Charles H. Walters. **Chief engineer:** Harvey Aderhold.

Rep: Burn-Smith Co., Inc. **Seating facilities:** About 100 persons. **Merchandising:** Distribute postcards, 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. **Commentators:** Charles H. Walters, Glenn Marston, and Bill Joy (newscasters); Thurston Bennett (sports); (Miss) Joe Clark (fashions; civic news).

WMOG, BRUNSWICK

Operator: Coastal Broadcasting Co. **Power:** 250 and 100 watts on 1500 kc.

At press time this station had only recently been put into operation.

WRBL, COLUMBUS

Operator: Columbus Broadcasting Co., Inc., 1420 Second Avenue. **Phone:** 4300-4301. **Power:** 250 watts on 1200 kc. **Affiliation:** CBS; Georgia Broadcasting System. **Opened:** 1927.

Owner: J. W. Woodruff.* **General manager:** J. W. Woodruff, Jr. **Commercial manager:** James Davenport. **Program director:** Jack Gibney. **Chief engineer:** Oliver Heely. **Musical director:** Louise Heely. **Publicity director:** John Clarke.

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; Davis & Schwegler; Lang-Worth. **News:** INS. **Commentators:** Jack Gibney (news commentator; sports); John Clarke, Bob Sabin, and Henry East (newscasters); Louise Heely (fashions; news); Anice Wismer (recipes; cooking).

* Also president of WATL, Atlanta, Ga.

WMJM, CORDELE

Operator: Cordele Dispatch Publishing Co., Inc. **Power:** 250 and 100 watts on 1500 kc.

At press time this station had a construction permit only.

WGGA, GAINESVILLE

Operator: Henry Estes, Austin Dean and L. H. Christian doing business as the Gainesville Broadcasters. **Power:** 250 watts on 1210 kc.

At press time this station had a construction permit only.

WKEU, GRIFFIN

Operator: Radio Station WKEU, Griffin Hotel. **Phone:** 1137. **Power:** 100 watts on 1500 kc. **Affiliation:** None. **Opened:** July 4, 1933.

President, station manager, chief engineer: A. W. Marshall, Jr. **Commercial manager:** Joe Carter. **Program director:** Muriel Shackelford.

Rep: None. **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. **E. T. library:** MacGregor. **News:** INS.

WBML, MACON

Operator: Middle Georgia Broadcasting Co. **Power:** 250 watts on 1420 kc.

GEORGIA STATIONS—Continued

At press time this station had a construction permit only.

WMAZ, MACON

Operator: Southeastern Broadcasting Co., Inc., 617 Mulberry St. **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:** INS. **Commentators:** Holt Gewinner, John Hogan, and Wilton Cobb (newscasters); Ben Chatfield and Lem Clark (sports).

WMGA, MOULTRIE

Operator: Frank R. Pidcock, Sr., Moultrie, Ga. **Phone:** 999. **Power:** 250 watts on 1370 kc. **Affiliation:** None. **Opened:** Nov. 25, 1939.

Business manager: John F. Pidcock. **Station and commercial manager, publicity director:** W. T. Hix. **Program director:** (Miss) Jackie Rhoden. **Chief engineer:** James W. Stewart.

Rep: F. L. Williams (Atlanta). **Seating facilities:** Auditorium seats 75 persons. **Merchandising:** None. **Foreign language programs:** Not accepted; foreign population too small. **Artists bureau:** None. **Base rate:** \$30.

Copy restrictions: Close censorship exercised against fraudulent, obscene, questionable, or injurious articles or products; station reserves right to edit all commercial announcements; advertising of alcoholic beverages not accepted. **E. T. library:** NBC Thesaurus. **News:** UP. **Commentators:** John Bradshaw (newscaster; sports); Jackie Rhoden (womens features).

WRGA, ROME

Operator: Rome Broadcasting Corp., National City Bank Bldg. **Phone:** 1995.

Power: 250 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. **Commentators:** Major Will A. Patton (news commentator); Price Selby (newscaster; sports); Mather Payne, Ed McKay, Jimmy Kirby, and Lamarr Talley (newscasters).

WSAV, SAVANNAH

Operator: WSAV, Inc., Liberty National Bank Bldg. **Phone:** 5600. **Power:** 250 watts on 1310 kc. **Affiliation:** NBC Southeastern Group. **Opened:** Dec. 29, 1939.

President: Arthur Lucas. **Station manager:** Harben Daniel. **Advertising manager, publicity director:** N. H. Brandon. **Program director, artists bureau head:** Robert Eisenman. **Chief engineer:** Meredith Thompson. **Musical director:** Electra Robertson.

Rep: None. **Seating facilities:** 50. **Merchandising:** Store tie-ins; placards in theatres; screen trailers; mailing pieces to trade. **Foreign language programs:** Not necessary in this area. **Artists bureau:** Setup nominal only. **Base rate:** \$60.

Copy restrictions: Follow provisions of the NAB code; beer copy accepted; no hard liquors. **E. T. library:** Associated. **News:** INS. **Commentators:** Robert Eisenman (newscaster; sports); Jane Dalton (women's features); Bill Penny (sports); Roger Skelton (newscaster).

WTOC, SAVANNAH

Operator: Savannah Broadcasting Co., Inc., 516 Abercorn St. **Phone:** 2-0127. **Power:** 5,000 and 1,000 watts on 1260 kc. **Affiliation:** CBS. **Opened:** October, 1929.

President: W. T. Knight, Jr. **Station manager:** Marjorie B. Willis. **Program manager:** Fred P. Pfahler, Jr. **Merchandising manager:** William B. Smart. **Local sales manager:** Robert R. Feagin. **Chief engineer:** James R. Donovan. **Educational and musical director:** Dwight J. Bruce. **Continuity manager:** Esther Shearouse.

Rep: The Katz Agency. **Seating facilities:** Reception room with view of studio

GEORGIA STATIONS—Continued

seats 30 persons. **Merchandising:** Send out regular bulletins to the trade; contact dealers and distributors; supply Embosograf signs for store windows, calling attention to advertiser's program; signs on station shortwave truck. **Foreign language programs:** Not accepted. **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:** World; Lang-Worth. **News:** UP. **Commentators:** Bob Crawford and Benjie Williams (newscasters); W. W. "Windy" Herrin (sports); Barbara Blane and Susan Carlin (women's features).

WPAX, THOMASVILLE

Operator: H. Wimpy. **Power:** 250 watts on 1210 kc. **Affiliation:** None. **Opened:** 1934.

Base rate: \$45.

No further information available after repeated requests.

WGOV, VALDOSTA

Operator: E. D. Rivers. **Power:** 250 and 100 watts on 1420 kc.

At press time this station had a construction permit only.

WAYX, WAYCROSS

Operator: Jack Williams, 620 Plant Ave. **Phone:** 965. **Power:** 250 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 Harder. **Program director:** Jerry Winters.

Rep: None. **Seating facilities:** Reception room seats 50. **Merchandising:** Newspaper publicity and window displays offered gratis. **Foreign language programs:** Accepted, subject to the approval of the management. **Artists bureau:** None. **Base rate:** \$60.

Copy restrictions: Beer and wines accepted weekdays, but not on Sunday; no hard liquors; patent medicine copy subject to approval of Federal Trade Commission; station reserves the right to censor or reject any material which, in the opinion of the management, does not conform to "good taste." **E. T. library:** World. **News:** AP. **Commentators:** Arlen Wilcurt (news commentator; newscaster); Jerry Winters, and John Tobola (newscasters); Liston Elkins, and Douglas Hereford (sports); Martha Jane Folsom (women's features).

WDAK, WEST POINT

Operator: L. J. Duncan, Leila A. Duncan, Josephine A. Keith, Effie H. Allen and Aubrey Gay, doing business as the Valley Broadcasting Co. **Power:** 250 watts on 1310 kc.

At press time this station had a construction permit only.

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 | | |

IDAHO STATIONS—Continued

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: Curt Phillips. **Office manager:** Bonnie Scotland. **Commercial manager:** Dick McBroom. **Program director:** Billy Phillips. **Continuity and publicity director:** Roy Cville. **Traffic manager:** Catherine Scotland. **Merchandising and special events director:** Clete Lee. **Chief engineer:** Harold (Teddy) Toedtemeier.

Rep: John Blair & Co. **Seating facilities:** About 300 persons. **Merchandising:** Use live talent and transcription shows to promote sponsored NBC programs, and transcription promotions for national spot advertisers; give sponsors at least two time-break mentions weekly; local merchants enrolled to give sponsor's products preference in return for mention on series of promotional programs; store and window displays; Sunday column in local paper plugs national sponsors (network and spot); all above services gratis; will cooperate on special plans. **Foreign language programs:** None; but population (Basque) would warrant Spanish. **Artists bureau:** Sustaining talent is made available to sponsors via nominal setup. **Base rate:** \$120.

Copy restrictions: Copy must conform to Federal Trade Commission rules; wine, beer, liquors accepted. **E. T. library:** World. **News:** UP; AP. **Commentators:** Vern E. Moore (newscaster); Roy Cville (baseball and football); Billy Phillips (fights); Opal Rigby (fashions); Clete Lee (entertainment news; Hollywood gossip).

KID, IDAHO FALLS

Operator: KID Broadcasting Co. **Power:** 5,000 and 500 watts on 1320 kc. **Affiliation:** None.

Base rate: \$94.50.

No other information available.

KRLC, LEWISTON

Operator: H. E. Studebaker, Lewis-Clark Hotel Bldg. **Phone:** 1950. **Power:** 250 watts on 1390 kc. **Affiliation:** None. **Opened:** March, 1935.

Owner: H. E. Studebaker. **Station manager:** Donald A. Wike. **Commercial manager:** R. A. Klise.

Rep: John Blair & Co. **Seating facilities:** None, except on remotes from local audi-

toriums. **Merchandising:** Any service rendered at cost. **Foreign language programs:** Not accepted. **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; MacGregor. **News:** UP. **Commentators:** Curtis Butler, Rod Klise, and Don Wike (newscasters)

KFXD, NAMPA

Operator: Frank E. Hurt, 1024 12th Avenue, S. **Phone:** 1200. **Power:** 250 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:** Not accepted; 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. **Commentators:** Rusty Johnston, John Paul Grose, Eddie Hurt, and James Carlson (newscasters); Doyle Cain (sports).

KSEI, POCATELLO

Operator: Radio Service Corporation of Idaho, Pocatello. **Phone:** 960. **Power:** 1,000 and 250 watts on 900 kc. **Affiliation:** NBC North Mountain Group. **Opened:** August, 1926.

General manager: Henry H. Fletcher. **Program director:** Ruthe A. Fletcher. **Chief engineer:** James E. Mitchell. **Musical director:** Harold A. Sparks. **Publicity director:** Julian H. Boone.

Rep: Furgason & Walker, Inc. **Seating facilities:** None. **Merchandising:** Service available. **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; Davis & Schwegler. **News:** Transradio. **Commentators:** Harold A. Sparks, Melvin S. Vittum, and James E. Mitchell (newscasters).

KTFI, TWIN FALLS

Operator: Radio Broadcasting Corp., Radio Center Bldg. **Phone:** 30. **Power:** 1,000

IDAHO STATIONS—Continued

watts on 1240 kc. **Affiliation:** NBC North Mountain Group. **Opened:** October, 1928.

President: O. P. Soule. **Vice-president, general manager:** John E. Gardner. **Commercial manager:** Jay Spracher. **Program director:** Florence M. Gardner. **Chief engineer:** Frank V. Cox. **Musical director:** Will Wright. **Educational director, production manager:** Charles Crabtree. **Publicity director:** Richard Harbert.

Rep: Furgason & Walker, Inc.; Homer O. Griffith (Pacific Coast). **Seating facilities:** KTFI Radioland Concert Hall, 500. **Merchandising:** Send circular letters calling attention to programs among dealers and distributors; arrange for newspaper space and publicity; courtesy announcements preceding start of "outstanding talent programs"; distribute publicity material for advertiser; any other reasonable cooperation desired. **Foreign language programs:** No call for these. **Artists bureau:** Partial service; information and prices on request. **Base rate:** \$70.

Copy restrictions: Beer accepted; limited acceptance of wine; no other alcoholic beverages; commercial copy must conform to NAB code; patent medicines subject to prior audition and approval of copy; all copy subject to approval of Federal Trade Commission. **E. T. library:** Lang-Worth; Davis & Schwegler; MacGregor. **News:** Transradio. **Commentators:** Charles Crab-

tree (newscaster; sports); Ellis Call and Will Wright (newscasters); Alvin Kempton (sports).

KWAL, WALLACE-KELLOGG

Operator: Chester Howarth and Clarence Berger, Civic Center Bldg. **Phone:** 330. **Power:** 250 and 100 watts on 1420 kc. **Affiliation:** None. **Opened:** Dec. 17, 1939.

Station manager: Clarence Berger. **Commercial manager:** Rodney G. McArdle. **Program director:** Ethel Clayton. **Chief engineer:** William H. Brunner.

Rep: None. **Seating facilities:** Auditorium of Veterans' Memorial Hall available, seating 200 persons. **Merchandising:** Distribute window cards or signs, and plug program via courtesy announcements; all services rendered without charge. **Foreign language programs:** Not accepted. **Artists bureau:** None. **Base rate:** \$40.

Copy restrictions: Beer advertising accepted; no wines or hard liquor; commercial copy may not exceed 10% of program time; patent medicines accepted if they do not guarantee cures and are otherwise in compliance with station policy. **E. T. library:** NBC Thesaurus; Standard. **News:** UP. **Commentators:** Donald Callahan, Charles Johnson (newscasters); Chester J. Howarth (stock market comment; market gossip).

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 | De Kalb..... | 8,120 | Henry | 10,850 |
| Alexander | 5,360 | De Witt..... | 4,430 | Iroquois | 7,340 |
| Bond | 3,460 | Douglas | 4,160 | Jackson | 8,020 |
| Boone | 3,730 | Du Page..... | 22,660 | Jasper | 2,810 |
| Brown | 1,960 | Edgar | 6,000 | Jefferson | 7,160 |
| Bureau | 9,060 | Edwards | 2,060 | Jersey | 2,870 |
| Calhoun | 1,630 | Effingham | 4,150 | Jo Daviess..... | 4,880 |
| Carroll | 4,630 | Fayette | 5,140 | Johnson | 2,110 |
| Cass | 4,000 | Ford | 3,680 | Kane | 30,150 |
| Champaign | 15,790 | Franklin | 13,220 | Kankakee | 10,720 |
| Christian | 8,800 | Fulton | 10,740 | Kendall | 2,400 |
| Clark | 4,250 | Gallatin | 2,130 | Knox | 13,170 |
| Clay | 3,640 | Greene | 4,730 | Lake | 23,920 |
| Clinton | 4,530 | Grundy | 4,160 | La Salle..... | 22,770 |
| Coles | 9,120 | Hamilton | 2,780 | Lawrence | 4,910 |
| Cook | 996,480 | Hancock | 6,630 | Lee | 7,060 |
| Crawford | 4,940 | Hardin | 1,440 | Livingston | 8,460 |
| Cumberland | 2,370 | Henderson | 2,010 | Logan | 6,230 |



• Our nation's second largest market is yours—and for but a small bit of practical asking.

• From soap to sedans—from soup to cigarettes WBBM gets in and sells.

• Make a note to let one of our representatives tell you why WBBM has led all other Chicago radio stations in advertising for eight years. And how and why *your* company can use the experience of twenty years of successful radio selling to take over this vast sales empire.

• Our men in any Radio Sales office are anxious to tell you about WBBM.

WBBM 50,000 WATTS • CHICAGO

Owned and operated by Columbia Broadcasting System. Represented nationally by Radio Sales, with offices in New York • Detroit • St. Louis • Charlotte, N. C. • Los Angeles • San Francisco



ILLINOIS STATIONS—Continued

| | | | | | |
|------------------|--------|-------------------|--------|------------------|--------|
| McDonough | 6,890 | Ogle | 6,700 | Shelby | 5,990 |
| McHenry | 8,170 | Peoria | 33,880 | Stark | 2,100 |
| McLean | 17,740 | Perry | 5,240 | Stephenson | 9,920 |
| Macon | 20,370 | Piatt | 3,480 | Tazewell | 10,780 |
| Macoupin | 11,710 | Pike | 5,740 | Union | 3,860 |
| Madison | 34,190 | Pope | 1,660 | Vermilion | 21,040 |
| Marion | 8,640 | Pulaski | 3,250 | Wabash | 3,130 |
| Marshall | 3,060 | Putnam | 1,160 | Warren | 5,300 |
| Mason | 3,690 | Randolph | 6,070 | Washington | 3,560 |
| Massac | 3,170 | Richland | 3,370 | Wayne | 4,110 |
| Menard | 2,480 | Rock Island | 24,700 | White | 4,090 |
| Mercer | 3,960 | St. Clair | 39,010 | Whiteside | 9,430 |
| Monroe | 2,730 | Saline | 8,160 | Will | 24,550 |
| Montgomery | 8,400 | Sangamon | 27,410 | Williamson | 12,300 |
| Morgan | 7,460 | Schuyler | 2,700 | Winnebago | 28,940 |
| Moultrie | 2,880 | Scott | 2,020 | 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. **Sales manager:** Vincent G. Cofey. **Program director:** Robert Carlton. **Chief engineer:** Leo Burch. **Artists bureau head:** Elizabeth Geib. **Musical director:** Mary Louise Brown.

Rep: None. **Seating facilities:** Can accommodate about 125 persons. **Merchandising:** None. **Foreign language programs:** Not accepted. **Artists bureau:** Setup nominal only. **Base rate:** \$46.

Copy restrictions: Patent medicines subject to strict supervision and generally "frowned on"; wholesale (but not retail) beer accounts accepted; hard liquor copy not accepted. **E. T. library:** NBC Thesaurus; Standard. **News:** AP through the Aurora Beacon. **Commentators:** Russ Salter (newscaster); Martin R. O'Brien, Charles Hunter, and Robert Diller (sports); Julia Van Der Meer (shopping).

WJBC, BLOOMINGTON

Operator: Arthur Malcolm McGregor and Dorothy Charlotte McGregor, Bloomington. **Phone:** 535. **Power:** 250 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:** Ted Bailey.

Rep: Cox and Tanz. **Seating facilities:** 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:** Langworth; Standard; Davis & Schwegler. **News:** Transradio. **Commentators:** Jay Franklin (news commentator); Guy Wallace (newscaster; sports); Riley Jackson (sports); Louise Bosworth (cooking); Rex LaFleur (grain reports).

WCAZ CARTHAGE

Operator: Superior Broadcasting Service, 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: Allied Representation Co. **Seating facilities:** Reception room can accommodate 100 persons. **Merchandising:** None. **Foreign language programs:** Not accepted. **Artists bureau:** None. **Base rate:** \$15 (¼ hr.).

Copy restrictions: Accept beer and patent medicines; no wines or liquor. **News:** Christian Science Monitor. **Commentators:** Jerome Kraehling, and Marvin Mueller (newscasters; stock and grain reports); Allen Howard Fry, and Stanley Wilson (film news; sports); Murphy Thomas (film news; books); Betty Berger (fashions).

WDWS, CHAMPAIGN

Operator: Champaign News Gazette, Inc., 48 Main St. **Phone:** 6-1855. **Power:** 250

W-G-N

**IS KNOWN AS
SOMETHING MORE THAN
A RADIO STATION**

TRIBUNE
SQUARE
CHICAGO



In a recent survey conducted by the Psychological Corp., W-G-N received more rankings as the most outstanding radio station in Chicago than did any other station in the city. Ask to see the facts.

50,000 WATTS

W-G-N INC.

720 KILOCYCLES

EASTERN SALES OFFICE
Norman Boggs
220 E. 42nd Street
New York City

441-445 North Michigan Avenue
Chicago, Illinois

Member of
The Mutual Broadcasting System

PACIFIC COAST OFFICES
Paul H. Raymer Co.
Los Angeles—530 W. Sixth St.
San Francisco—Russ Bldg.

ILLINOIS STATIONS—Continued

watts on 1370 kc. **Affiliation:** None. **Opened:** Jan. 25, 1937. (Note: This station is newspaper-owned by the Campaign News Gazette.)

Station manager: M. Stevick. **Commercial manager:** Frank Mills. **Program director:** Ken Rice. **Chief engineer:** Milton Putnam.

Rep: Sears & Ayer. **Seating facilities:** Can accommodate about 50 persons. **Merchandising:** Merchandising service maintained to perform services at cost; supply publicity, work out window displays, etc. **Foreign language programs:** No rules; no call for these programs. **Artists bureau:** None. **Base rate:** \$50.

Copy restrictions: Beer and wine accounts accepted; no hard liquor or patent medicines accepted. **E. T. library:** Associated. **News:** UP. **Commentators:** Carroll Layman (newscaster; sports); Marc Howard (newscaster).

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:** Bradley R. Eidmann. **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, etc., gratis. **Foreign language programs:** Not accepted. **Artists bureau:** Setup nominal only. **Base rate:** \$131.

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. **Commentators:** Carleton Guy (news commentator—"The Hoosier Philosopher"); Joel Douglas, and Will Morral (newscasters); Harry Craighton (sports); Myrna Dee Sergent (fashions; beauty hints); Don Alexander, and Louis Barr (grain and livestock reports).

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. **Chief engineer:** Frank B. Falknor. **Musical director:** Milton Charles. **Publicity and special events director:** James Kane. **Educational director:** Lavinia S. Schwartz.

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:** None. **Base rate:** \$825.

Copy restrictions: CBS program policies. **E. T. library:** None listed. **News:** UP; INS. **Commentators:** Oren Weaver, Todd Hunter, Tommy Bartlett, Ed Roberts, John McCormick, Bob Cunningham, Bill Seymour, and Norman Ross (newscasters); Pat Flanagan, John Harrington, Charlie Grimm, Val Sherman, and Jim Crusinberry (sports).

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.

Station and commercial manager: Gene T. Dyer. **Program director, market and audience research:** Arnold B. Hartley. **Technical chief:** Edward Jacker. **Artists bureau head:** Minerva Clemens. **Musical director:** Joseph Rudolph.

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; Associated. **News:** INS. **Commentator:** Phil White (sports).

WCFL, CHICAGO

Operator: Chicago Federation of Labor, 666 Lake Shore Drive. **Phone:** Superior 5300. **Power:** 5,000 watts on 970 kc. **Affiliation:** NBC Blue and Red (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

*A Million Letters in 1939
10 Million Letters in 10 Years*

WLS GETS RESULTS



In Chicago and the great Mid-West WLS can be heard-- it is *listened to*--and listeners do respond.

WLS

CHICAGO
Burrige D. Butler, - President
Glenn Snyder, - - Manager

JOHN BLAIR & COMPANY, National Representatives

KOY
Phoenix, Arizona
CBS, Affiliate

NOW ON
Always tops with Arizona listeners—now tops on the dial too!

550
KILOCYCLES
1000 WATTS

ILLINOIS STATIONS—Continued

—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:** UP. **Commentators:** Edward Paul (newscaster); Jimmy Dudley (newscaster; sports); Jimmy Evans (sports); Nancy Stone (cooking).

WCRW, CHICAGO

Operator: Clinton R. White, 2756 Pine Grove Ave. **Phone:** Diversey 4440. **Power:** 100 watts on 1210 kc (divides time with WSBC and WEDC; operates 11 A.M. to 2 P.M. and 5 P.M. to 7 P.M.). **Affiliation:** None. **Opened:** July, 1926.

Owner, station head: Clinton R. White. **Rep; merchandising; seating facilities; foreign language programs; artists bureau:** None. **Base rate:** \$10 (10 minutes, 30 time rate).

Copy restrictions: Do not accept fortune tellers, lotteries, etc. **E. T. library:** None listed. **News:** None.

WEDC, CHICAGO

Operator: Emil Denemark, Inc., 3860 Ogden Ave. **Phone:** Crawford 4100. **Power:** 250 watts on 1210 kc (shares time with WCRW and WSBC). **Affiliation:** None. **Opened:** Nov. 26, 1926.

General manager: Emil Denemark. **Station and commercial manager:** Frank Kotonour. **Program and musical director, supervisor music library:** William Brady. **Chief engineer:** Caleb Frisk. **Artists bureau head:** George Vares. **Dramatic director:** Edward Skotch. **Continuity editor:** Mabel Hays. **Publicity director:** Don Lavery.

Rep: None. **Seating facilities:** None. **Merchandising:** Mailings, posters, and other merchandising aids designed free and supplied at cost on request; station has tie-ups with local and suburban English and foreign-language newspapers; pre-announcements and newspaper publicity supplied in advance of first broadcasts. **Foreign language programs:** Bohemian, Polish, Italian, Mexican, Greek, Ukrainian, and Russian current. **Artists bureau:** Yes, lists various musicians, singers, orchestras. **Base rate:** \$85.

Copy restrictions: All legitimate copy accepted. **E. T. library:** Davis & Schwegler. **News:** UP. **Commentators:** Al Lavelle (newscaster; sports; motor news); Don Lavery (newscaster; sports); Walter Helezer and George Vares (newscasters); Marion Whitney (Hollywood news).

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:** M. Boyd. **Program director:** Jules Herbubeaux. **Chief engineer:** H. C. Luttgens. **Artists bureau head:** James Stirton. **Musical director:** Roy Shield. **Publicity director:** William Ray. **Sales promotion and advertising manager:** Emmons C. Carlson.

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. **Commentators:** Fort Pearson (newscaster; sports); Norman Barry, Durward Kirby, Les Griffith, Louis Roen, and Charles Lyon (newscasters); John Holtman (newscaster; radio gossip); Hal Totten and Dick Nesbitt (sports); Lynn Brandt (sports; radio gossip); Elizabeth Hart (household hints; fashions; women's features); Eleanor Howe (cooking).

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.

Station and commercial manager: Gene T. Dyer. **Program director, market and audience research:** Arnold B. Hartley. **Artists bureau head:** Minerva Clemens. **Musical director:** Erma Gareri. **Technical director:** Edward 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.

ILLINOIS STATIONS—Continued

Copy restrictions: All medicinal accounts, products and copy must be approved by Food & Drug Administration. **E. T. library:** NAB; Davis & Schwegler; Associated. **News:** INS. **Commentators:** Ferdinand Drzewicki and Stach Baranowski (Polish newscasters); Antonio Faustini (Italian newscaster); Charles Herold (Bohemian newscaster); Walter Lampell (German newscaster); Lydia Pucinska (fashions and cooking in Polish); Amabile Santacaterina (fashions and cooking in Italian); Sophie Barcus (fashions and cooking in Lithuanian).

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:** W. A. McGuineas. **Chief engineer:** C. J. Meyers. **Musical directors:** Harold Stokes; Henry Weber. **Publicity director:** F. P. Schreiber.

Rep: Maintains own offices at 220 E. 42nd St., New York; Paul H. Raymer Co., Los Angeles and San Francisco. **Seating fa-**

ilities: 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; AP; Chicago Tribune News Bureau. **Commentators:** Quin Ryan, Capt. Herne, Billy Repaid, Ed Allen, Spencer Allen, Pierre Andre, Guy Savage, and Louis LaMar (newscasters); Bob Elson (sports); June Baker (home management); Myrna Dee Sargent (beauty hints); Janet Jenkins (store news); Jean Abbey (shopping hints).

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:

AMERICA'S LARGEST Independent Station

WJJD

CHICAGO, ILL.

20,000 WATTS

NOV. 1
1940

We move to new studios; new accommodations for even greater program efficiency for WJJD advertisers.

Constant activity in the improvement of programs and broadcasting service, so as to insure our advertisers the largest audience per dollar spent in the Chicago area, is only one of many reasons why WJJD should be figured in your National Spot Campaigns.

NATIONAL REPRESENTATIVES
PAUL H. RAYMER CO.



ILLINOIS STATIONS—Continued

WIND and WJJD, Chicago, are under the same general direction.)

President: Ralph L. Atlass. **General manager:** E. S. Mittendorf. **Sales manager:** J. T. Carey. **Program director:** Brooks Connally. **Chief engineer:** Kenneth C. Shirk. **Artists bureau head, musical director:** Bob Atcher. **Publicity director:** Al Hollender.

Rep: The Foreman Company. **Seating facilities:** None. **Merchandising:** None. **Foreign language programs:** Carrying Swedish, German, Italian; will accept no more foreign advertising; commercials limited to 35% of program time. **Artists bureau:** Nominal only. **Base rate:** \$200.

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. **Commentators:** Brooks Connally, Stan Corley, and Bill Corley (newscasters); Jack Drees (sports).

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:** H. Leslie Atlass. **Sales manager:** Herbert P. Sherman. **Program director:** J. L. Allabough. **Chief engineer:** Walter Myers. **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:** \$260.

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. **Commentators:** Frank Bignell, Allen Avery, Glenn Taylor, and Edward Humphrey (newscasters); Jack Drees, Lew Fonseca, and Charlie Grimm (sports); Barbara Winthrop (women's news); The Problem Lady (homemaking problems); Ervin Viktor (farm advisor).

WLS, CHICAGO

Operator: Agricultural Broadcasting Co., Prairie Farmer Bldg., 1230 West Washington Blvd. **Phone:** Haymarket 7500. **Power:** 50,000 watts on 870 kc (divides time with

WIND

Advertisers are assured greatly increased results because of the tremendous activity in the great Calumet steel area, where WIND is the Number 1 Station. Employment and wages are at new peaks.

WIND continues as the leading sports station in the Chicago Metropolitan area.

An unequalled coverage of the Industrial Steel area together with Metropolitan Chicago, plus reasonable rates that are currently producing a large volume of satisfied national and local business, continue to make WIND a station that should be included on every national schedule.

For Availabilities, Address

WIND

201 North Wells Street, Chicago
Foreman, Representatives—New York City

ILLINOIS STATIONS—Continued

WENR). **Affiliation:** NBC Basic Blue Network. **Opened:** April 12, 1924. (Note: This station is owned by Prairie Farmer, a bi-weekly; same owners control KOY, Phoenix, Ariz.).

President: Burrige D. Butler. **Vice-president and general manager:** Glenn Snyder. **Sales manager:** William R. Cline. **Program director:** Harold A. Safford. **Production director:** Al Boyd. **Chief engineer:** Thomas L. Rowe. **Artists bureau head:** George Ferguson. **Promotion and publicity director:** Don Kelly. **Educational director:** Harriet Hester. **Musical director:** Ray Ferris. **Continuity director:** Frank Baker. **Farm program director:** Arthur C. Page.

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:** Lang-Worth; NAB. **News:** UP; Transradio. **Commentators:** Julian Bently, and Ervin Lewis (newscasters); Mrs. Harriet Hester (homemaking; fashions; women's features); Martha Crane, and Helen Joyce (cooking; foods); Jim Poole (live-stock markets); Dave Swanson (weekly live-stock review); F. C. Bisson (grain markets).

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:** \$800.

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 ac-

commodate 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. **Commentators:** Dr. Preston Bradley (inspirational talks); for all others, see WENR, Chicago.

WMBI, CHICAGO

Operator: Moody Bible Institute of Chicago, 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 watts on 1210 kc (divides time with WEDC and WCRW). **Affiliation:** None. **Opened:** 1924.

Station and commercial manager: John A. Dyer. **Program director, market and audience research:** Arnold B. Hartley. **Technical chief:** Edward Jacker. **Artists bureau head:** Sally Shulman. **Musical director:** Dean Remick.

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. **Base rate:** \$80.

Copy restrictions: Medical accounts must have approval of Food and Drug Administration as to product and copy. **E. T. library:** Associated. **News:** INS. **Commentators:** John Steadman (newscaster); Robert Miller (newscaster; films); Mrs. Sonia Gold (fashions and cooking in Jewish); Mrs. Amabile Santacaterina (fashions and cooking in Italian).

WHFC, CICERO

Operator: WHFC, Inc., 6138 W. Cermak Road. **Phones:** Cicero 4305; Lawndale 8228. **Power:** 250 watts on 1420 kc. **Affiliation:** None. **Opened:** 1925.

President: Richard W. Hoffman. **Station manager, program director:** Marie E. Clifford. **Chief engineer:** Dave Mearns. **Musical director:** Dave Volkow.

Rep: None. **Seating facilities:** Studio seats about 400. **Merchandising:** None

ILLINOIS STATIONS—Continued

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:** NBC Thesaurus. **News:** UP. **Commentators:** John Ravenel and Marx Hartman (newscasters); Grant Butler (sports).

WDAN, DANVILLE

Operator: Northwestern Publishing Co., Hotel Wolford. **Phone:** Main 1700. **Power:** 250 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 "Jake" Higgins. **Chief engineer:** Ted Magin. **Musical director:** Katherine Alt.

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:** 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. **Commentators:** Marvin Conn (newscaster); Jake Higgins (sports); Cody Noble (women's news and gossip; shopping; women's features); Jake Jacobs (market news and analysis).

WSOY, DECATUR

Operator: Commodore Broadcasting, Inc., 357 N. Main St. **Phone:** 5371. **Power:** 250 watts on 1310 kc. **Affiliation:** None. **Opened:** 1925. (Note: This station is affiliated with the Decatur Herald and Review).

President: F. W. Schaub. **Vice-president,**

general manager: Merrill Lindsay. **Program director:** Berne Enterline. **Chief operator:** Milburn Stuckwish. **Rural program supervisor:** Allen Bell.

Rep: Sears & Ayer, Inc. **Seating facilities:** None. **Merchandising:** Service maintained to aid clients in distributing their products. **Foreign language programs:** No foreign speaking population claimed in station area. **Artists bureau:** Yes. **Stock:** Held by Merrill Lindsay and Decatur Newspapers, Inc. **Base rate:** \$75.

Copy restrictions: Beer accepted; station reserves right to reject copy. **E. T. library:** World; Standard. **News:** AP. **Commentators:** L. M. (Berne) Enterline and Edw. L. Wilson (newscasters); Chuck Redfern (sports); Allen Bell (grain and farm comment).

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. **Affiliation:** None. **Opened:** June 12, 1938.

President, general manager: Howard A. Miller. **Commercial manager:** Virgil Schmit. **Chief engineer:** Gerald Foster.

Rep: Sears & Ayer, Inc. **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. **Commentators:** Bill Traylor (newscaster); Howard A. Miller (sports).

WEBQ, HARRISBURG

Operator: Harrisburg Broadcasting Co., 100 E. Poplar St. **Phone:** 28. **Power:** 250 watts on 1210 kc. **Affiliation:** None. **Opened:** September, 1923.

Station manager: Inglis M. Taylor. **Program director:** Virginia Crane. **Chief engineer:** Joseph R. Tate. **Artists bureau head:** Lindle Moore.

Rep: None. **Seating facilities:** Can accommodate about 50 persons. **Merchandising:** None. **Foreign language programs:** Accepted. **Artists bureau:** Yes; lists about

ILLINOIS STATIONS—Continued

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. **Commentators:** Homer Butler (news commentator); Lindle Moore (news commentator; sports); Jay Warren and Bovard Clayton (newscasters; sports); Virginia Crane (women's features).

WJPF, HERRIN

Operator: Orville W. Lyerla. **Power:** 250 watts on 1310 kc.

At press time this station had a construction permit only.

WCLS, JOLIET

Operator: WCLS, Inc., Joliet Bldg. **Phones:** 4761-2. **Power:** 100 watts on 1310 kc (unlimited daytime; specified hours nighttime). **Affiliation:** None. **Opened:** May 1, 1931.

Manager: R. M. Holt. **Program director:** Jack Sharp. **Chief engineer:** George Ives.

Rep: Sears & Ayer, Inc. **Seating facilities:** 200. **Merchandising:** Full cooperation rendered. **Foreign language programs:** Accepted. **Artists bureau:** None. **Base rate:** \$60.

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. **Commentators:** Elizabeth Burke (news commentator; homemaking); Hary Caray, Scott Dilworth (newscasters); Gladys Arbeiter Erickson (society news).

WMBD, PEORIA

Operator: WMBD Broadcasting Co., 200 Alliance Lite 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. **Public relations:** Gomer Bath.

Rep: Free & Peters, Inc. **Seating facilities:**

* Also president of WDZ, Tuscola, Ill.

ties: Studio, 150 persons. **Merchandising:** Merchandising man cooperates in creating and executing plans for advertisers. **Foreign language programs:** Not requested to date. **Artists bureau:** Setup nominal only. **Base rate:** \$125.

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:** Associated. **News:** UP; local. **Commentators:** Brooks Watson (newscaster); John Connelly (sports); Jessica McFarland (fashions; women's features); Emil Bill (farm news and markets).

WTAD, QUINCY

Operator: Illinois Broadcasting Corp., W. C. U. Bldg. **Phone:** 363-4. **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. **General manager:** C. Arthur Fifer. **Program manager:** Donald Fischer. **Commercial manager:** W. J. Rothschild. **Traffic director:** Zoula Gatewood. **Chief engineer:** Francis Wentura.

Rep: None. **Seating facilities:** Auditorium available, seating 600 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. **Commentators:** Bill Sohn (news commentator; newscaster); Don Fischer and Jack Sexton (newscasters); Bob Lee and Gene Terry (sports); Marian Sexton (fashions; cooking).

WROK, ROCKFORD

Operator: Rockford Broadcasters, Inc., Rockford News Tower. **Phone:** Main 5632. **Power:** 1,000 and 500 watts on 1410 kc. **Affiliation:** Mutual Broadcasting System. **Opened:** November, 1924. (Note: This station is affiliated with the Morning Star and Register Republic.)

President: Ruth Hanna Simms. **Managing director:** James W. Rodgers. **General manager:** Walter M. Koessler. **Program director:** John J. Dixon. **Promotion manager:** William R. Traum. **Commercial**

ILLINOIS STATIONS—Continued

manager: William Carlsen. **Chief engineer:** Thomas Cameron. **Musical directors:** Lorna Lane and Florence Lovejoy Shugars.

Rep: Headley-Reed Co. **Seating facilities:** Studio, 75; also from remotes on occasion. **Merchandising:** Contact dealers; publicize program and product with window cards, stuffers, etc.; surveys; special mailing to merchants. **Foreign language programs:** Accept Swedish and Italian. **Artists bureau:** None. **Base rate:** \$110.

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:** Standard. **News:** UP. **Commentators:** William R. Traum (news commentator); Morey Owens (newscaster; sports; farm news); James Shelton, Ed Murphy, and John Dixon (newscasters); Effay Beynon (women's features).

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:** 1,000 watts on 1240 kc. **Affiliation:** Mutual Broadcasting System. **Opened:** Nov. 23, 1932. (Note: Station first began operating under management of C. L. Beardsley in 1925. In 1932 it became an affiliate of the J. W. Potter Co., publishers of the Rock Island Argus.)

Vice-president, general manager: Leslie C. Johnson. **Commercial manager:** Maurice J. Corken. **Production manager:** Ivan Streed. **Chief engineer:** Robert J. Sinnett. **Musical director:** Lucia Thompson. **Traffic director:** Lois McDermand. **Publicity directors:** Don Wright, Helen M. Porter.

Rep: Howard H. Wilson Co. **Seating facilities:** Three studios; also Fort Armstrong Hotel ballroom, capacity 500. **Merchandising:** Complete service; dealer contacts by personal calls and mail; complete program listing in Rock Island Argus and Moline Dispatch; market research; instantaneous recording facilities. **Foreign language programs:** None. **Artists bureau:** None. **Base rate:** \$130.

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:** Standard;

Lang-Worth. **News:** UP; own local and rural news. **Commentators:** J. Woodrow Magnuson (chief newscaster); Maurice Corken (sports); Millicent Polley (women's features).

WCBS, SPRINGFIELD

Operator: WCBS, Inc., 523 E. Capitol Ave. **Phone:** Dial 9855. **Power:** 250 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. W. Shipton. **Secretary:** L. G. Pefferle. **Commercial manager:** Jack Heintz. **Program director:** Jack Heintz. **Chief engineer:** Dick Ashenfelter. **Artists bureau head, musical director:** John Geil.

Rep: Sears & Ayer, Inc. **Seating facilities:** Studio A, 125 persons; Studio B, 25; 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:** World. **News AP.** **Commentators:** Charles Topp (news commentator); Noble Nash (newscaster); Bob Gregory and "Stretch" Miller (sports); Jean Abbey (fashions); Mary Dilley (cooking); Harold Grant (stock and grain reports).

WTAX, SPRINGFIELD

Operator: WTAX, Inc., Reisch Bldg. **Phone:** 2-4441. **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: Burn-Smith Co., Inc. **Seating facilities:** 100. **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 copy subject to station approval. **E. T. library:** Associated. **News:** INS.

WDZ, TUSCOLA

Operator: WDZ Broadcasting Co., Star Bldg. **Phone** 98. **Power:** 1,000 watts on 1020 kc (operates daytime). **Affiliation:** None. **Opened:** June 20, 1920.

President: Edgar L. Bill.* **Station manager, commercial manager:** Clair B. Hull.

* Also president of WMBD, Peoria, Ill.

ILLINOIS STATIONS—Continued

Program director: Henry Fisher. **Chief engineer:** Mark Spies. **Musical director:** Herbert Johnston. **Continuity director:** J. Kent Saunders.

Rep: Howard H. Wilson Co. **Seating facilities:** None. **Merchandising:** Full co-operation 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

Commentators: Fran Booton (news commentator; newscaster); Ed Martin (news-caster); Hank Fisher (sports); Martha Hull (fashions; children's program); Curt Marsh and Raymond Muir (grain markets).

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 | 3,930 | 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

INDIANA STATIONS—Continued

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.

WTRC, ELKHART

Operator: Truth Publishing Co., Inc., Hotel Elkhart. **Phone:** 948. **Power:** 250 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:** Paul Upson. **Chief engineer:** Kenneth Singleton. **Musical director:** Ethel Geiss.

Rep: Tenney, Woodward & Conklin, Inc., **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. **Commentators:** Fred Reinhardt and Paul Upson (newscasters); Eldon Lundquist and Don McFall (sports); Dorothy Teeters (fashions; home hints); Valerie Beck and Betty Oldfield (child welfare); Dan Albrecht (entertainment news); Bob Byer (farm news; markets); Dean Smith (education).

WEOA, EVANSVILLE

Operator: Evansville on the Air, Inc., 519 Vine Street. **Phone:** 2-1171. **Power:** 250 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:** UP. **Commentators:** Walter Leich (news commentator); Hubert H. Chambers, John Henry, and John Edington (newscasters); Paul A. Clark (sports); Lucille Van Winkle (fashions; cooking; household hints); Walter P. Wood, Jr. (local news; entertainment news).

WGBF, EVANSVILLE

Operator: Evansville on the Air, Inc., 519 Vine Street. **Phone:** 2-1171. **Power:** 5,000 and 1,000 watts on 1250 kc. **Affiliation:** NBC Basic Supplementary Red and Blue Service. **Opened:** 1925. (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:** UP. **Commentators:** See WEOA.

WGL, FORT WAYNE

Operator: Westinghouse Radio Stations, Inc. (subsidiary of Westinghouse Electric & Mfg. Co.), Westinghouse Bldg. **Phone:** Anthony 2136. **Power:** 250 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:** Robert Duffield. **Musical director:** Jeane Brown. **Sales promotion and publicity director:** Jack O'Mara.

Rep: NBC Spot Sales. **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; make surveys and mail analyses; help manufacturer's salesmen or his jobbers. **Foreign language programs:** Not consider-

INDIANA STATIONS—Continued

ed feasible in this area. **Artists bureau:** None. **Stock:** Held by Westinghouse Radio Stations, Inc., subsidiary of Westinghouse Electric & Mfg. 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. **Commentators:** Ralph Knox and Bob Little (newscasters); John Hackett and Hilliard Gates (sports); Vicki Harris (fashions); Eldon Campbell (special events).

WOWO, FORT WAYNE

Operator: Westinghouse Radio Stations, Inc. (subsidiary of Westinghouse Electric & Mfg. Co.), 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:** Robert Duffield. **Musical director:** Jeane Brown. **Sales promotion and publicity director:** Jack O'Mara.

Rep: NBC Spot Sales. **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; make surveys and mail analyses; help manufacturer's salesmen or his jobbers. **Foreign language programs:** Not considered feasible in this area. **Artists bureau:** None. **Base rate:** \$220.

Copy restrictions: See WGL. **E. T. library:** NBC Thesaurus; MacGregor. **News:** UP. **Commentators:** Bob Wilson (newscaster); John Hackett and Hilliard Gates (sports); Jane Weston (home economics); Vicki Harris (women in the news); Herb Hayworth (farm news); Eldon Campbell (special events).

WIND, GARY

See under Chicago, Ill.

WHIP, HAMMOND

Operator: Hammond-Calumet Broadcasting Corp., 5935 S. Hohman Ave. **Phone:**

Hammond 10,000. **Power:** 5,000 watts on 1480 kc (operates to sunset in Buffalo). **Affiliation:** None. **Opened:** Oct. 18, 1937.

President, general manager: Dr. George F. Courrier. **Managing director:** Doris Keane. **Program director:** Elmer Herkner. **Chief engineer:** H. V. Fitzscharles. **Musical director:** Reinhard Elster. **Public relations director:** S. Blomgren. **Artists bureau head:** Lorraine F. Schaeffer.

Rep: J. J. Haines, Chicago. **Seating facilities:** 350. **Merchandising:** Window cards, Chicago "El" and "IC" posters; car cards; 200 suburban community and rural newspapers serviced through American News Bureau, and merchandising counsel rendered accounts using 15 minutes or more daily for minimum period of 13 weeks. **Foreign language programs:** Advertising in German, Polish, Irish, Lithuanian, Slovak, Hungarian, Croatian, and Yugo-Slav accepted. **Artists bureau:** Setup nominal only. **Base rate:** \$200.

Copy restrictions: Liquor advertising not accepted, excepting beer and wine. **E. T. library:** Langworth. **News:** UP.

WWAE, HAMMOND

Operator: O. E. Richardson and Fred L. Adair, 5935 Hohman Ave. **Phone:** Ham-

Only
WOWO

DOMINATES

the

BRIGHT SPOT

of

INDIANA

plus a bonus of 199,940 radio homes in Ohio and Michigan

WESTINGHOUSE
FORT WAYNE **WOWO**

Indiana's **BIGGEST** Station
NBC Blue Call NBC Spot Sales

INDIANA STATIONS—Continued

mond 9800. **Power:** 100 watts on 1200 kc (shares night-time with WFAM). **Affiliation:** None.

Station manager: O. E. Richardson. **Commercial manager:** Robert C. Adair. **Program director:** W. R. Bean, Jr. **Base rate:** \$70.

Copy restrictions: Beer and wine advertising accepted; no hard liquors; all programs subject to approval of the station.

WFBM, INDIANAPOLIS

Operator: WFBM, Inc., 48 Monument Circle. **Phone:** Lincoln 8506. **Power:** 5000 watts on 1230 kc. **Affiliation:** CBS. **Opened:** Nov., 1924.

Station manager: Lester W. Lindow. **Office manager:** H. M. Bitner, Jr. **Program director:** F. O. Sharp. **Chief engineer:** Harold Holland. **Musical director:** Walter Reuleaux. **Publicity:** H. M. Bitner, Jr.

Rep: The Katz Agency, Inc. **Seating facilities:** None. **Merchandising:** Available upon request. **Foreign language programs:** No rules; such population reported as very small. **Artists bureau:** Yes. **Base rate:** \$256.

Copy restrictions: All program matter and advertising copy subject to approval of the management. **E. T. library:** Associated. **News:** INS. **Commentators:** Gilbert Forbes and Martin Johnson (newscasters); Lew Riley (sports); Mrs. Rose Lee Farrell (cooking).

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.

President: H. G. Wall. **Vice-president, general manager:** C. A. McLaughlin. **Program director:** Robert Longwell. **Chief engineer:** H. E. Adams. **Artists bureau head:** Richard Nobel. **Musical director:** Ward Glenn. **Publicity director:** Robert Longwell.

Rep: Howard H. Wilson 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. **Commentators:** Warren Deem and William Schingel (newscasters); Robert Longwell (newscaster; sports); Dick Noble, Luke Walton (sports); Jane Day (women's news); Mary Jo Carton (Hollywood news; fashion; cooking); Bill Schingel (markets).

WIRE, INDIANAPOLIS

Operator: Indianapolis Broadcasting, Inc., Claypool Hotel. **Phone:** Riley 1541-4. **Power:** 5,000 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. **Assistant manager:** Rex Schepp. **Business manager:** N. G. Mason. **Chief engineer:** Earl W. Lewis. **Program director:** Josephine Mason. **Musical director:** Harry Bason.

Rep: George P. Hollingsbery Co. **Seating facilities:** Four auditoriums, capacity 2,000. **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:** None. **Artists bureau:** None. **Base rate:** \$260.

Copy restrictions: All copy must conform to station standards and government regulations. **E. T. library:** Standard; World; Lang-Worth; BMI. **News:** UP. **Commentators:** Tris Coffin (news commentator); Dick Reed, Wally Nehrling, Pete French, Albert J. Beveridge, Jr., Eugene S. Pullman, and Tom Peden (newscasters); Vic Lund (newscaster; sports); George Gardner, and Mark Ellis (sports); Al Padan (Government market reports); John H. Armington (Government weather bureau).

WLBC, MUNCIE

Operator: Donald A. Burton, Anthony Bldg. **Phone:** 4404. **Power:** 250 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: Forjoe & Co. (East); Wm. R. Stewart (Chicago). **Seating facilities:** Studio A, 30. **Merchandising:** Service rendered on request; window displays, placards, newspaper tie-ups. **Foreign language programs:** Not accepted. **Artists bureau:** None. **Base rate:** \$80.

Copy restrictions: Beer okay; no other alcoholic beverages; mention of prices in commercial copy acceptable. **E. T. library:** World; Associated. **News:** UP. **Commentators:** Ed De Miller, John Heener, Fred Brophy, and Chester Fouquet (newscasters); Gordon Graham (newscaster; sports); Don Burton (sports).

INDIANA STATIONS—Continued

WGRC, NEW ALBANY

See under Louisville, Ky.

WKBV, RICHMOND

Operator: Knox Radio Corp., P. O. Box 308. **Phone:** 4134. **Power:** 100 watts on 1500 kc. **Affiliation:** None. **Opened:** Oct. 2, 1926.

President, general manager: William O. Knox.

News: INS. **E. T. library:** Lang-Worth; Davis & Schwegler.

All other data on application.

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. **Commentators:** Lee Douglas, Mark Boyden, Tommy Dee, Bob Drain, and Bob Barker (newscasters); Joe Boland, and Jack Ledden (sports); Mrs. J. B. Riley (fashions; cooking; household hints); Peg Douglas (women's club news).

WSBT, SOUTH BEND

Operator: South Bend Tribune, 223 W. Colfax. **Phone:** 3-6161. **Power:** 500 watts

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 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:** Leo Baxter. **Chief engineer:** Stokes Gresham, Jr. **Musical director:** Leo Baxter. **Publicity director:** George Jackson.

Rep: Weed & Co. **Seating facilities:** About 100 persons. **Merchandising:** Contact dealers, wholesalers; write letters; secure displays; hold sales meetings; also stunts and timely tie-ups; no service rendered to accounts using less than 13 half-hours. **Foreign language programs:** Not accepted. **Artists bureau:** Set-up nominal only. **Base rate:** \$100.

Copy restrictions: Beer accepted; no wine or hard liquors; patent medicines accepted provided no excessive mention of diseases, etc., is made. **E. T. library:** Standard; Lang-Worth. **News:** Transradio. **Commentators:** Henry Cooke and Luke Walton (newscasters); Ruthmary Morton (women's features); Harold Brown (agriculture).

WAOV, VINCENNES

Operator: Vincennes Newspapers, Inc. **Power:** 100 watts on 1420 kc.

At press time this station had a construction permit 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 | Floyd | 4,800 | Monona | 3,820 |
| Adams | 2,320 | Franklin | 3,540 | Monroe | 3,370 |
| Allamakee | 3,610 | Fremont | 3,380 | Montgomery | 4,060 |
| Appanoose | 5,950 | Greene | 3,690 | Muscatine | 7,740 |
| Audubon | 2,550 | Grundy | 2,940 | O'Brien | 4,120 |
| Benton | 5,290 | Guthrie | 3,910 | Osceola | 1,990 |
| Black Hawk | 17,130 | Hamilton | 4,520 | Page | 5,860 |
| Boone | 6,740 | Hancock | 2,950 | Palo Alto | 3,110 |
| Bremer | 3,920 | Hardin | 5,360 | Plymouth | 4,980 |
| Buchanan | 4,210 | Harrison | 5,450 | Pocahontas | 3,190 |
| Buena Vista | 4,220 | Henry | 4,020 | Polk | 45,010 |
| Butler | 3,880 | Howard | 2,880 | Pottawattamie | 16,640 |
| Calhoun | 3,890 | Humboldt | 2,780 | Poweshiek | 4,460 |
| Carroll | 4,650 | Ida | 2,520 | Ringgold | 2,760 |
| Cass | 4,640 | Iowa | 3,960 | Sac | 3,890 |
| Cedar | 3,860 | Jackson | 4,320 | Scott | 20,210 |
| Cerro Gordo | 9,050 | Jasper | 7,690 | Shelby | 3,510 |
| Cherokee | 3,730 | Jefferson | 4,020 | Sioux | 5,240 |
| Chickasaw | 3,170 | Johnson | 7,420 | Story | 7,440 |
| Clarke | 2,470 | Jones | 4,020 | Tama | 5,120 |
| Clay | 3,620 | Keokuk | 4,660 | Taylor | 3,540 |
| Clayton | 5,460 | Kossuth | 5,010 | Union | 4,360 |
| Clinton | 10,990 | Lee | 10,380 | Van Buren | 3,100 |
| Crawford | 4,500 | Linn | 21,480 | Wapello | 10,190 |
| Dallas | 6,080 | Louisa | 2,680 | Warren | 4,220 |
| Davis | 2,580 | Lucas | 3,590 | Washington | 4,740 |
| Decatur | 3,340 | Lyon | 2,950 | Wayne | 3,370 |
| Delaware | 3,960 | Madison | 3,380 | Webster | 9,500 |
| Des Moines | 10,050 | Mahaska | 6,290 | Winnebago | 2,580 |
| Dickinson | 2,350 | Marion | 5,990 | Winneshiek | 4,640 |
| Dubuque | 14,010 | Marshall | 8,070 | Woodbury | 24,390 |
| Emmet | 2,780 | Mills | 3,160 | Worth | 2,290 |
| Fayette | 6,780 | Mitchell | 3,170 | Wright | 4,490 |

WOI, AMES

Operator: Iowa State College of Agriculture and Mechanic Arts. **Phone:** 2210; 228. **Power:** 5,000 watts on 640 kc (daytime). **Opened:** April, 1922.

This station is non-commercial; college-owned.

KFGQ, BOONE

Operator: Boone Biblical College. **Power:** 100 watts on 1370 kc (operates specified hours daytime).

This station is non-commercial.

WMT, CEDAR RAPIDS

Operator: Iowa Broadcasting Co., Paramount Theatre Bldg., in Cedar Rapids; Russell-Lamson Hotel in Waterloo. **Phones:**

6127 (Cedar Rapids), 236 (Waterloo). **Power:** 5,000 and 1,000 watts on 600 kc. **Affiliation:** CBS; The Cowles Group; Mutual Broadcasting System. **Opened:** 1922. (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:** Douglas B. Grant. **Merchandising and publicity director:** Leo F. Cole (Cedar Rapids); (Waterloo merchandising director is Jack Comfort). **Continuity editor:** Wayne Crew. **Traffic manager:** Kenneth L. Hastie.

Rep: The Katz Agency. **Seating facilities:** Studio seats 100 persons; Roosevelt ballroom seats 100. **Merchandising:** Com-

How to sell IOWA'S LARGEST Single Market

• When you sell Iowa, sell the Des Moines Market first. Des Moines is Iowa's capital city—it's the largest city in the state—it's the automatic focusing point for much of the state's activity. And for approximately one-half of the state, it's definitely buying headquarters. It's Iowa's largest single market.

KRNT and KSO are tailor-made for this great market—concentrated in coverage—merchandisable to your distributors and dealers. The half millivolt contour of each station almost exactly outlines the Des Moines trading area.

Add it up this way:

Better than 1,000,000 population.

Annual retail sales of more than a quarter of a billion.

Concentrated, merchandisable coverage by either KSO or KRNT—both tailor-made for the market.

To sell Iowa, sell the Des Moines market first. Use either:

KSO or KRNT

1430 K.C.

5,000 W., L.S.—1,000 W., N.

NBC Basic Blue-Mutual

1320 K.C.

5,000 W., L.S.—1,000 W., N.

CBS Basic

DES MOINES

Two of the Cowles Stations

Represented by The Katz Agency

IOWA STATIONS—Continued

plete service available at no extra charge; link program, display and product in a comprehensive campaign; listings in Des Moines Register & Tribune, Cedar Rapids Gazette, Mason City Globe Gazette, Davenport Democrat, Davenport Daily Times, and Waterloo Courier. **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. **Commentators:** Douglas Grant and Bruce Grant (newscasters); Benne Alter (newscaster; entertainment news); Bert Puckett (sports); Libbie Vaughn (cooking); Sara Fay; Jean Joyce, and Dorothy Carr (fashions); Robert Leefers (grain markets).

WOC, DAVENPORT

Operator: Tri-City Broadcasting Co., 1000 Brady St. **Phone:** 2-3251. **Power:** 250 watts on 1370 kc. **Affiliation:** CBS. **Opened:** March, 1921. (Note: WHO, Des Moines, and WOC are under cross-ownership; the original WOC operated synchronously with WHO until early 1933; on April 22 of that year both were combined into one 50,000-watt under the call letters WHO; in 1934 a new WOC was set up and affiliated with CBS.)

President: Col. B. J. Palmer. **Vice-president:** D. D. Palmer. **General manager:** Buryl Lottridge. **Commercial manager:** L. O. Fitzgibbons. **Traffic manager:** Charles Freburg. **Chief engineer:** Harold Higby. **Publicity director:** Jack Paulsen.

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.

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. **Commentators:** Bill Voss and Bob Frank (newscasters); Dutch Underhill (sports); Ruth Moenk (fashions; home economics).

KGCA, DECORAH

Operator: Charles Walter Greenley. **Power:** 100 watts on 1270 kc (daytime);

shares certain hours with KWLC).

This station does not sell time.

KWLC, DECORAH

Operator: Luther College, 600 Leiv Eiriksson Drive. **Phone:** 690. **Power:** 100 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; Cowles Group. **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; trailers in 12 downtown and suburban theatres. **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; AP. **Commentators:** Priscilla Wayne (news commentator); Glen Law, Gene Loffler, and Wayne Ackley (newscasters); Gene Shumate and Paul Minor (sports); Marian Schissel (women's features).

There's *only* ONE!

KSCJ, operating on 5000 watts day and 1000 watts night (soon 5000 day and night), is the ONE station . . . network or independent . . . of this or greater power whose transmitter is within 60 miles of Sioux City!

KSCJ is the ONE station, regardless of atmospheric conditions, that can be depended on to get your client's message across to the majority of the 1,688,810 listeners in this rich area!

KSCJ AFFILIATE
NBC
The JOURNAL
SIOUX CITY, IOWA
Represented by George Hollingbery
C. W. Corkhill, Manager

IOWA STATIONS—Continued

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; Cowles Group. **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; AP.

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, manager: Joseph O. Maland. **Sales manager:** Hale Bondurant. **Program director, musical director:** Harold Fair. **Traffic manager:** Robert Harter. **Chief engineer:** Paul Loyet. **WHO Radio Enterprises, Inc., manager:** Wilfred Woody Woods. **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:** None. **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:** \$500.

Copy restrictions: Commercial copy must not exceed 175 words for five minutes

(should include entertainment or educational features); 350 words per quarter-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. **Commentators:** Jack Shelley, Bob Burlingame, and Leonard Howe (newscasters); Herb Plambeck (newscaster; markets and weather); Bill Brown (sports); Ava Johnson (European economics); Dr. Irwin J. Lubbers (economics); Rev. Willard L. Johnson (news and views on religion).

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 watts on 1500 kc. **Affiliation:** NBC Blue Supplementary Service. **Opened:** October, 1933.

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:** \$80.

Copy restrictions: Accept beer accounts, but no hard liquor. **E. T. library:** Associated; NBC Thesaurus. **News:** Transradio. **Commentators:** Vaughn Gayman (newscaster; sports); Gleason Kistler (newscaster; sports); George Thoma (newscaster; entertainment comment); Sister Mary St. Clara, B.V.M. (cooking).

KVFD, FORT DODGE

Operator: Northwest Broadcasting Co., 912 Warden Bldg. **Phone:** Walnut 3761. **Power:** 250 watts on 1370 kc (specified hours). **Affiliation:** None. **Opened:** Dec. 24, 1939.

President, station manager: Edward Breen. **Commercial manager:** Charles Kennedy. **Program director:** Mel Galliard. **Chief engineer:** J. Hunter Duncan. **Artists bureau head:** Cole McMartin. **Musical director:** Mary Bodenstein. **Educational director:** Dorothy Dodge. **Farm consultant:**

IOWA STATIONS—Continued

Nick Barry. **Publicity director:** Lyman Brown.

Rep: None. **Seating facilities:** Auditorium can accommodate about 300 persons. **Merchandising:** Display cards furnished at \$5 the hundred; three-color direct mail pieces furnished without charge up to 1,000 copies; courtesy announcements for one week preceding program; strip shows not billed for first week's run. **Foreign language programs:** Station believes they are not feasible in this area. **Artists bureau:** Yes; lists over 20 soloists, orchestras, announcers, producers, etc. **Base rate:** \$80.

Copy restrictions: Patent medicines, beer, and wine advertising not accepted. **E. T. library:** Standard; MacGregor. **News:** UP. **Commentators:** Cole McMartin, and Nick Barry (news commentators); Wally Hatter (sports); Dorothy Dodge (fashions; news; sports); Frank Marshall (markets).

WSUI, IOWA CITY

Operator: State University of Iowa. **Power:** 5,000 and 1,000 watts on 880 kc.

This station is non-commercial; university-owned.

KFJB, MARSHALLTOWN

Operator: Marshall Electric Co., Inc., 1603 W. Main St. **Phone:** 3361. **Power:** 250 watts on 1200 kc. **Affiliation:** None. **Opened:** June, 1923.

President, station manager: E. N. Peak. **Chief engineer:** Mark Woodruff.

Rep: Furgason & Walker, Inc. **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:** \$100.

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. **Commentators:** Loyal Rusk, Bob Weitzell, and Bill White (newscasters).

KGLO, MASON CITY

Operator: Mason City Globe Gazette Co., Hanford Hotel. **Phone:** 2800. **Power:** 250

WNAX--The Champion

FIRST — in daytime rural population—3,126,320—**SIXTH** in total population—3,837,323—among all Columbia Stations.

FIRST — in transmission efficiency. 5,000 watts that do the work of 50,000. A great story of good frequency, excellent soil conductivity, low noise levels.

FIRST — in cash farm income — among all Columbia Stations. \$747,180,000 in 1938.

FIRST — in value of farms—among all Columbia stations. \$4,257,599,000.

FIRST — in Showmanship among all Farm Service Stations—Variety Award.

FIRST — in Station Publicity and Exploitation among all regional stations—Billboard Award.

Make WNAX a **FIRST** choice on your station list. It will produce First Prize results for you.

A Cowles Station—5,000 Watts L.S.—1,000 Watts Night—CBS—Rep. by The Katz Agcy.

RADIO STATION **WNAX** 570 ON THE DIAL

Studios—WNAX Building, Yankton - Orpheum Building, Sioux City

IOWA STATIONS—Continued

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:** George Arnold, Jr. **Program director:** John J. Price. **Chief engineer:** Leo W. Born. **Production manager:** Bob Lewis. **Merchandising director:** George Milloy. **Publicity and farm educational 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 Theaurus; NAB. **News:** UP. **Commentators:** Wade Patterson (news commentator); James M. Woods (news commentator; sports); H. B. Hook (newscaster).

KFNF, SHENANDOAH

Operator: KFNF, Inc., 407 Sycamore St. **Phone:** No. 1. **Power:** 1,000 and 500 watts on 890 kc (share time with KUSD in a ratio of $\frac{7}{8}$ to $\frac{1}{8}$). **Affiliation:** None. **Opened:** February, 1924.

General manager: John Nicholson.

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:** \$70.

Copy restrictions: Patent medicines accepted subject to censorship. **E. T. library:** Standard. **News:** Transradio.

KMA, SHENANDOAH

Operator: May Broadcasting 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. **Seating facilities:** Studio on stage of auditorium, 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:** Yes. **Base rate:** \$125.

Copy restrictions: Commercials limited to N.A.B. code requirements; beer accepted after 9 P.M.; no wines or hard liquors; medicines subject to FTC approval. **E. T. library:** World. **News:** UP. **Commentators:** Earl May (news commentator); Ralph Childs, and Frank Jaffe (newscasters); Mott Johnson (sports); Jessie Young, and Leanna Driftmier (cooking; household hints).

KSCJ, SIOUX CITY

Operator: Perkins Brothers Company, 415 Douglas St. **Phone:** 5-7993. **Power:** 5,000 watts on 1330 kc. **Affiliation:** NBC Basic Blue Supplementary Group. **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:** Elizabeth Sammons. **Chief engineer:** Stephen Dier. **Musical director:** Bertha Reese. **Publicity and promotion director:** Chas. W. Corkhill, Jr.

Rep: George P. Hollingbery Co. **Seating facilities:** None listed. **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. **Commentators:** Charles Sebastian and Merrill Workhaven (newscasters); Dan Desmond (sports); John Petersen and Joe Hale (livestock market).

KTRL, SIOUX CITY

Operator: Sioux City Broadcasting Co., Commerce Bldg. **Phone:** 80165. **Power:** 250 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:** Charles Lienhaas. **Program director:** Gordon Horner. **Chief engineer:** Carl Gray.

Rep: Furgason & Walker, Inc. **Seating facilities:** Studio A, 150; Skylon studio, 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.

IOWA STATIONS—Continued

Copy restrictions: Alcoholic beverage advertising not accepted; copy must be in good taste and conform with station standards. **E. T. library:** Associated. **News:** UP. **Commentators:** Jack Brownlee (news com-

mentator); Norman Schmeling and Fred Smith (newscasters); Gordon Horner (sports); Maxine Dierking (fashions); Don Cunningham (livestock markets).

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 | Greeley | 270 | Osborne | 1,910 |
| Anderson | 2,420 | Greenwood | 3,540 | Ottawa | 1,770 |
| Atchison | 4,950 | Hamilton | 540 | Pawnee | 1,770 |
| Barber | 1,730 | Harper | 2,330 | Phillips | 1,980 |
| Barton | 3,730 | Harvey | 4,510 | Pottawatomie | 2,560 |
| Bourbon | 4,540 | Haskell | 390 | Pratt | 2,590 |
| Brown | 3,890 | Hodgeman | 570 | Rawlin | 1,060 |
| Butler | 7,130 | Jackson | 2,580 | Reno | 9,910 |
| Chase | 1,150 | Jefferson | 2,350 | Republic | 2,490 |
| Chautauqua | 1,820 | Jewell | 2,360 | Rice | 2,640 |
| Cherokee | 6,280 | Johnson | 5,290 | Riley | 4,200 |
| Cheyenne | 950 | Kearney | 490 | Rooks | 1,530 |
| Clark | 760 | Kingman | 1,980 | Rush | 1,340 |
| Clay | 2,790 | Kiowa | 930 | Russell | 1,730 |
| Cloud | 3,420 | Labette | 6,470 | Saline | 6,400 |
| Coffey | 2,340 | Lane | 500 | Scott | 640 |
| Comanche | 840 | Leavenworth | 7,060 | Sedgwick | 32,850 |
| Cowley | 8,860 | Lincoln | 1,460 | Seward | 1,550 |
| Crawford | 10,490 | Linn | 2,290 | Shawnee | 19,960 |
| Decatur | 1,410 | Logan | 650 | Sheridan | 800 |
| Dickinson | 5,050 | Lyon | 5,990 | Sherman | 1,400 |
| Doniphan | 2,210 | McPherson | 4,280 | Smith | 2,200 |
| Douglas | 5,750 | Marion | 3,380 | Stafford | 1,690 |
| Edwards | 1,260 | Marshall | 4,100 | Stanton | 310 |
| Elk | 1,570 | Meade | 1,050 | Steven | 680 |
| Ellis | 2,260 | Miami | 3,940 | Sumner | 5,470 |
| Ellsworth | 1,630 | Mitchell | 2,320 | Thomas | 1,200 |
| Finney | 2,040 | Montgomery | 11,820 | Trego | 870 |
| Ford | 4,010 | Morris | 2,040 | Wabaunsee | 1,700 |
| Franklin | 4,560 | Morton | 650 | Wallace | 430 |
| Geary | 2,830 | Nemaha | 2,890 | Washington | 2,760 |
| Gove | 760 | Neosho | 4,640 | Wichita | 340 |
| Graham | 1,090 | Ness | 1,190 | Wilson | 3,650 |
| Grant | 480 | Norton | 2,000 | Woodson | 1,430 |
| Gray | 850 | Osage | 3,040 | Wyandotte | 33,740 |

KVAK, ATCHISON

Operator: Carl Latenser, 622 Commercial St. **Phone:** 1420. **Power:** 100 watts on 1420 kc. **Affiliation:** None. **Opened:** July 28, 1939.

Station head: Carl Latenser. **Station manager, chief engineer:** W. H. Reety. **Program director:** Dave Hamlen. **Musical director, artists bureau head:** Henry O'Neill.

Rep: None. **Seating facilities:** Room adjoining studio seats about 60 persons. **Merchandising:** None. **Foreign language programs:** No rules listed. **Artists bureau:** Setup nominal only. **Base rate:** \$30.

Copy restrictions: All copy subject to station approval. **E. T. library:** Standard; Davis & Schwegler. **News:** Transradio. **Commentators:** Vern Minor (newscaster; grain markets); Don Elser (sports); Katharine McKee (women's features).

KANSAS STATIONS—Continued

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.)

Owner: Hugh J. Powell. **Station manager:** Melvin Drake. **Commercial manager:** Roy G. Patterson. **Program and musical director:** Dick Campbell. **Chief engineer:** Sarto Jaminet.

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. **Commentators:** Dick Campbell (newscaster); Bob Page (newscaster; sports); Frances Fenn (fashions); Stella Goldsmith (household hints); Tony Chastain (livestock markets).

KGNO, DODGE CITY

Operator: Dodge City Broadcasting Co., Inc., Daily Globe 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. **Studio director:** Herschell Holland. **Chief engineer:** Emil Doane.

Rep: Arthur H. Hagg and Associates. **Seating facilities:** Auditorium seats 200 persons, with standing room for 20 more; Studio B seats 60. **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:** \$50.

Copy restrictions: No alcoholic beverages accepted including beer; all copy must conform to station standards and government regulations. **E. T. library:** Standard. **News:** AP. **Commentators:** Jay Allen (newscaster; sports); Herschell Holland (stock market and grain reports).

KTSW, EMPORIA

Operator: Emporia Broadcasting Co., Inc., 613 Merchant St. **Phones:** 153; 154.

Power: 250 watts on 1370 kc. **Affiliation:** Mutual; Kansas State Network. **Opened:** Jan. 25, 1939.

General and station manager: K. W. Trimble. **Commercial manager:** Henry Ellenberger. **Program director:** Larry Simms. **Chief engineer:** Paul H. Daniels.

Rep: Sears & Ayer, Inc. **Base rate:** \$50. **E. T. library:** Standard. **News:** UP.

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: Frank D. Conrad. **Assistant manager, program director:** Al B. Pyatt. **Chief engineer:** Ralph Childs. **Musical director, chief announcer:** Ernest Kolman.

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. **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. **Commentators:** Dallas Stallard (newscaster; sports; market reports); Al Pyatt, Dick Hamilton (newscasters).

KVGB, GREAT BEND

Operator: H. T. Townsley, Cork Bldg. **Phone:** 1080. **Power:** 250 watts on 1370 kc. **Affiliation:** Mutual; Kansas State Network. **Opened:** March 10, 1937.

Owner: Helen T. Townsley. **Manager:** Clem Morgan. **Business manager:** Everette Smart. **Production manager:** Dave Wilson. **Chief engineer:** Leo Legleiter. **Traffic manager:** Bob Wells.

Rep: None. **Seating facilities:** None. **Merchandising:** Service can be arranged. **Foreign language programs:** Not accepted. **Artists bureau:** None. **Base rate:** \$30 (½ hr.).

Copy restrictions: Beer copy accepted; no wines or hard liquors; all advertising must be "legitimate." **E. T. library:** NBC Thesaurus; Davis & Schwegler. **News:** AP; Transradio. **Commentators:** Dave Wilson, Bob Wells, and Lynn Cook (newscasters).

KWBG, HUTCHINSON

Operator: Nation's Center Broadcasting Co., Inc., 201 So. Main St. **Phone:** 5202. **Power:** 250 watts on 1420 kc. **Affiliation:** None. **Opened:** May 28, 1935.

KANSAS STATIONS—Continued

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:** \$50.

Copy restrictions: Beer accepted; no wine or liquor advertising. **E. T. library:** Standard. **News:** UP.

KCKN, KANSAS CITY

Operator: The KCKN Broadcasting Co., 901 North Eighth St. **Phone:** Drexel 4300. **Power:** 250 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:** Dick Kay. **Program director:** John Drake. **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; cards in taxicabs; local trade bulletins. **Foreign language programs:** No rules against such broadcasts, except that interpreters selected by the station may scan the copy. **Artists bureau:** Setup is nominal only. **Base rate:** \$45.

Copy restrictions: No beer, wine, or other alcoholic beverages. **E. T. library:** Standard; NBC Thesaurus. **News:** UP. **Commentators:** Olaf Soward (news commentator); James Monroe (newscaster); Frances Casement (food); Susan Lane (household); Lillian Fels (fashions; entertainment).

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.

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: Vernon H. Smith. **Manager, program and musical director:** Verl Bratton. **Commercial manager:** Ernest Pontius. **Chief engineer:** Carl Bleisner. **Educational and promotion 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:** \$250.

Copy restrictions: Do not accept hard liquors. **E. T. library:** NBC Thesaurus. **News:** INS. **Commentators:** Millard Ireland, and Thomson Holtz (newscasters); Elizabeth Peyton (fashions; women's news).

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.

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: E. V. Baxter. **General manager:** Ralph Wade. **Commercial manager:** J. A. Schell. **Program director:** Bruce Robertson. **Musical director:** Leota Helm. **Chief engineer:** W. L. Brown. **Publicity director:** Don N. Taylor.

Rep: Furgason & Walker, Inc. **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 15 artists, and several orchestras, writers, producers, announcers. **Base rate:** \$70.

Copy restrictions: Beer accepted; no wines or hard liquor. **E. T. library:** Davis & Schwegler. **News:** INS. **Commentators:** Bruce Robertson (news commentator; newscaster; sports); Robert Gadberry (newscaster; sports); Louis Martin (newscaster); Susan Stone (fashions); Keith Boling (stock and grain reports).

KSAL, SALINA

Operator: KSAL, Inc., Journal Bldg. **Phone:** 100. **Power:** 1,000 and 500 watts on

KANSAS STATIONS—Continued

1120 kilocycles. **Affiliation:** Mutual Broadcasting System; Kansas State Network. **Opened:** May 27, 1937. (Note: President of operating company has interest in the Salina Journal, Hays Daily News, Goodland Daily News, and Hill City Times).

President: R. J. Laubengayer. **General manager:** Owen H. Balch. **Program director:** Sidney Tremble. **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; Swedish population in area is large. **Artists bureau:** None. **Stock:** Held by R. J. Laubengayer. **Base rate:** \$50.

Copy restrictions: Rule of "good taste" is copy criterion. **E. T. library:** NBC Thesaurus; Lang-Worth. **News:** AP; news from Salina Journal. **Commentators:** Don Brice, and Sidney Tremble (newscasters); Stuart Dunbar (sports); Virginia Trice (women's features); Jim Lantz (market analysis and reports).

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. **Dramatics director:** Art Holbrook.

Rep: Capper Publications. **Seating facilities:** Can accommodate about 75 persons. **Merchandising:** Publicity 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:** Yes. **Base rate:** \$125.

Copy restrictions: No alcoholic beverage advertising accepted; copy must be "discreet, tasteful and truthful." **E. T. library:** Standard. **News:** UP; AP. **Commentators:** Hilton Hodges, Elmer Curtis, Joe Nickell, and Art Holbrook (newscasters); Ernie Zuigley (sports); Gene Shipley (markets).

KANS, WICHITA

Operator: The KANS Broadcasting Co., Hotel Lessen. **Phone:** 4-2387. **Power:** 250 watts on 1210 kc. **Affiliation:** NBC Supplementary Basic Service. **Opened:** September 19, 1936.

President: Herb Hollister.* **General manager:** Jack Todd. **Program director:** Jack Laffer. **Chief engineer:** Ted Heithecker. **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:** \$100.

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. **Commentators:** Jack Laffer, and James Sams (newscasters); Clarence Garnes (sports); Kathleen Hite (women's news).

*Also stockholder in KMMJ, Grand Island, Neb., and manager of KFBI.

KFBI, WICHITA

Operator: Farmers and Bankers Broadcasting Corporation. **Phone:** 2-1447. **Power:** 5,000 watts on 1050 kc (operates full daytime, limited nighttime, with KNX). **Affiliation:** Mutual Broadcasting System; Kansas State Network. **Opened:** 1923.

Vice-president, general manager: Herb Hollister*. **Assistant manager, technical director:** K. W. Pyle. **Program director:** Coleman Ashe. **Musical director:** Frank Chiddix.

Rep: Howard H. Wilson Company. **Seating facilities:** Audience participation studio seats 300. **Merchandising:** Calls and mailings in Wichita. **Foreign language programs:** Accepted; Bohemian and Swedish series current. **Artists bureau:** None. **Base rate:** \$200.

Copy restrictions: All copy must conform to stipulations of the N.A.B. code. **E. T. library:** World; Standard. **News:** INS. **Commentators:** Herb Hollister (newscaster; sports); Frank Peck (newscaster); Montez Tjaden (fashions).

*Also stockholder in KMMJ, Grand Island, Neb., and general manager of KANS, Wichita, Kans.



**ARE YOU
FIDDLIN'
AROUND
WITH
NERO (KY.)?**

If you are fiddlin' around with the idea of setting fire to the buyers in Nero, or Mud Camp, or Jamboree (Ky.), don't use WAVE! We don't reach 'em! What we do reach is the Louisville Trading Area, which accounts for more retail buying than all the rest of Kentucky, combined. . . . This area tunes to WAVE because we are its *nearest source* for the pick of N. B. C.'s best stuff, plus a swell newsroom, and Louisville's finest local talent. Let us send our really informative data book. All facts—no bunk.

**LOUISVILLE'S
WAVE**

INCORPORATED
1000 WATTS ♦ ♦ ♦ 940 K.C. ♦ ♦ ♦ N.B.C.
NATIONAL REPRESENTATIVES: FREE & PETERS, INC.



KANSAS STATIONS—Continued

KFH, WICHITA

Operator: The Radio Station KFH Co., Inc., York Rite Temple Bldg. **Phone:** 3-5254. **Power:** 5,000 watts on 1300 kc. **Affiliation:** CBS. **Opened:** 1925. (Note: This station is newspaper-affiliated with the Wichita Eagle.)

Station manager: Marcellus Murdock. **National sales and promotion manager:** Clark A. Luther. **Business manager, auditor:** Ples S. Clark. **Program director:** Vernon Reed. **Chief engineer:** Amos 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. **Commentators:** Graeme Fletcher (newscaster); Larry Stanley (sports); Bruce Behymer (farm and market reports).

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 | Grant | 1,900 | Mason | 3,960 |
| Allen | 2,590 | Graves | 5,700 | Meade | 1,300 |
| Anderson | 1,550 | Grayson | 2,760 | Menifee | 650 |
| Ballard | 1,740 | Green | 1,860 | Mercer | 2,760 |
| Barren | 4,520 | Greenup | 3,640 | Metcaife | 1,500 |
| Bath | 1,820 | Hancock | 1,100 | Monroe | 1,950 |
| Bell | 6,280 | Hardin | 3,690 | Montgomery | 2,350 |
| Boone | 1,880 | Harlan | 10,220 | Morgan | 2,050 |
| Bourbon | 3,790 | Harrison | 3,050 | Muhlenberg | 6,590 |
| Boyd | 9,690 | Hart | 2,630 | Nelson | 2,600 |
| Boyle | 3,380 | Henderson | 5,240 | Nicholas | 1,630 |
| Bracken | 1,790 | Henry | 2,410 | Ohio | 4,270 |
| Breathitt | 2,660 | Hickman | 1,490 | Oldham | 1,400 |
| Breckinridge | 2,980 | Hopkins | 7,470 | Owen | 1,910 |
| Bullitt | 1,540 | Jackson | 1,400 | Owsley | 960 |
| Butler | 1,960 | Jefferson | 91,040 | Pendleton | 2,000 |
| Caldwell | 2,670 | Jessamine | 2,380 | Perry | 6,280 |
| Calloway | 3,100 | Johnson | 3,300 | Pike | 8,980 |
| Campblee | 19,760 | Kenton | 24,660 | Powell | 850 |
| Carlisle | 1,330 | Knott | 1,830 | Pulaski | 5,550 |
| Carroll | 1,570 | Knox | 3,890 | Robertson | 610 |
| Carter | 3,380 | Larue | 1,520 | Rockcastle | 2,170 |
| Casey | 2,340 | Laurel | 3,010 | Rowan | 1,580 |
| Christian | 6,330 | Lawrence | 2,300 | Russell | 1,670 |
| Clark | 3,780 | Lee | 1,380 | Scott | 2,950 |
| Clay | 2,310 | Leslie | 1,270 | Shelby | 3,400 |
| Clinton | 1,290 | Letcher | 5,290 | Simpson | 2,120 |
| Crittenden | 2,080 | Lewis | 2,250 | Spencer | 1,070 |
| Cumberland | 1,470 | Lincoln | 2,910 | Taylor | 2,050 |
| Daviess | 9,020 | Livingston | 1,460 | Todd | 2,430 |
| Edmondson | 1,680 | Logan | 3,970 | Trigg | 1,960 |
| Elliott | 940 | Lyon | 1,240 | Trimble | 900 |
| Estill | 2,690 | McCracken | 10,470 | Union | 3,100 |
| Fayette | 16,360 | McCreary | 2,110 | Warren | 6,710 |
| Fleming | 2,360 | McLean | 1,950 | Washington | 1,920 |
| Floyd | 6,180 | Madison | 4,970 | Wayne | 2,250 |
| Franklin | 3,820 | Magoffin | 2,100 | Webster | 4,100 |
| Fulton | 2,850 | Marion | 2,510 | Whitley | 4,810 |
| Gallatin | 850 | Marshall | 2,160 | Wolfe | 1,080 |
| Garrard | 1,920 | Martin | 1,080 | Woodford | 2,080 |

INDISPENSABLE

... in a rich listening
area with which its
call letters have
become synonymous..

W H A S

SELLING A \$2,214,269,000 MARKET
50,000 WATTS BASIC CBS OUTLET
REPRESENTED NATIONALLY By EDWARD PETRY and CO.

KENTUCKY STATIONS—Continued

WCMI, ASHLAND

Operator: Ashland Broadcasting Co., Inc., WCMI Bldg., Radio Block. **Phones:** 3010; 3011. **Power:** 250 watts on 1310 kc. **Affiliation:** Mutual Broadcasting System; Southern Network. **Opened:** April 29, 1935. (Note: WCMI also maintains studios in Hotel Prichard, Huntington, W. Va., and in the First Nat'l Bank Bldg., Ironton, Ohio; the station is affiliated with the Ashland Independent newspaper via minority stock holdership).

President, managing director: Gilmore N. Nunn.* **Station and merchandising-promotion manager:** R. (Bob) MacKenzie. **Commercial manager:** T. J. Carroll. **Program director:** R. Westercamp. **Continuity chief:** Dallas Wyant. **Dramatics director:** Richard Westerkamp. **Musical director:** Marion Hager. **Chief engineer:** Harry J. Harris. **Commercial manager, Huntington studios:** Bert Georges. **Commercial manager, Ironton studios:** Harold Marler.

Rep: John H. Perry Associates. **Seating facilities:** Main studio, 300 persons; Paramount Theatre, Ashland, 1,700; Palace Theatre, Huntington, 1,200. **Merchandising:** Weekly program brochure to dealers; letters; personal calls and canvasses; distribute samples; complete service. **Foreign language programs:** Accepted. **Artists bureau:** Yes; maintained both in Ashland and Huntington. **Base rate:** \$75.

Copy restrictions: Accept light wines and beer, but no hard liquors; announcements limited to 100 words or less, and broadcast only during station breaks (every 15 minutes) or during spot periods, as preferred; Federal Trade Commission regulations observed at all times. **E. T. library:** Standard; Davis & Schwegler. **News:** UP. **Commentators:** Richard Westerkamp (news commentator); Steele McClanahan (news commentator); Bob Wagner and Frank Shaeffer (newscasters); Charles Krell (newscaster; sports); Gordon Kinney (sports); Marion Hager and Maybelle Kirtley and Hermine Harvey (women's features); Bob MacKenzie (special features).

* Also president of WLAP, Lexington, Ky., and vice-president of KFDA, Amarillo, Tex.

WLBJ, BOWLING GREEN

Operator: Bowling Green Broadcasting Co. **Power:** 250 watts on 1310 kc.

At press time this station had a construction permit only.

WHOP, HOPKINSVILLE

Operator: Paducah Broadcasting Co., Inc., Princeton Pike. **Phones:** 1025; 1026. **Power:** 250 watts on 1200 kc. **Affiliation:** None. **Opened:** Jan. 8, 1940. (Note: Same operators also control WPAD, Paducah).

Managing director: Hecht S. Lackey. **Commercial manager:** F. Ernest Lackey. **Program and musical director:** Mary Ellis. **Chief engineer:** Benson A. Smith.

Rep: Cox and Tanz. **Seating facilities:** Princess Theatre available, seating about 600 persons; admission of 25c charged for Saturday Night-Variety Jamboree. **Merchandising:** None. **Foreign language programs:** Not accepted. **Artists bureau:** None. **Base rate:** \$60.

Copy restrictions: Beer copy accepted; no alcoholic beverages; all copy must meet with station approval. **E. T. library:** World and Associated. **News:** Transradio. **Commentators:** Hecht S. Lackey, and Ernest Lackey (newscasters).

✕ WLAP, LEXINGTON

Operator: American Broadcasting Corporation of Kentucky, Radio Bldg. **Phones:** 1721; 1722. **Power:** 250 watts on 1420 kc. **Affiliation:** Mutual Broadcasting System; Southern Network. **Opened:** March 17, 1934.

President, general manager: Gilmore N. Nunn.* **Station director:** Ted Grizzard. **Program director:** George Jesse. **Chief engineer:** Sanford Helt. **Artists bureau head:** Miller Welch. **Musical director:** Mary Nugent.

Rep: John H. Perry Associates. **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. **E. T. library:** World; Davis & Schwegler. **News:** UP. **Commentators:** Tom Downing and Ed Willis (newscasters); Jake Shubinski (sports); Lora Standish Crandall (fashions; homemaking).

* Also president of WCMI, Ashland, Ky., and vice-president of KFDA, Amarillo, Tex.

WAVE, LOUISVILLE

Operator: WAVE, Inc., Brown Hotel. **Phone:** Wabash 6543. **Power:** 5,000 watts on 940 kc. **Affiliation:** NBC Midsouth Group. **Opened:** Dec. 30, 1933.

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. **Musical director:** Clifford Shaw.

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:** Not accepted. **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; Lang-Worth. **News:** INS. **Commentators:** Harry Lukins (news commentator; newscaster); William Sherman and Burt Blackwell (newscasters); Don Hill (sports); Helen Hamilton (women's features).

WGRC, NEW ALBANY (IND.)

Operator: Northside Broadcasting Corp., Elsbey Bldg. **Phone:** 150. **Power:** 250 watts on 1370 kc. **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:** Isabel Schroeder. **Chief engineer:** H. W. Hathaway. **Manager, continuity department:** Charlotte Falknor.

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:** \$120.

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:** Standard; Lang-Worth. **News:** Transradio.

WHAS, LOUISVILLE

Operator: Courier-Journal and 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. **Production and continuity director:** 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. **Commentators:** Paul Sullivan, Dick Fischer, and Howard Dorsey (newscasters); George Walsh (sports); Carol Mason (women's news, fashions, recipes, homemaking, etc.); L. T. Skeffington (markets).

WINN, LOUISVILLE

Operator: Kentucky Broadcasting Corp. **Power:** 250 and 100 watts on 1210 kc.

At press time this station had only recently been put into operation.

WOMI, OWENSBORO

Operator: Owensboro Broadcasting Co., Owensboro. **Phones:** 420; 421. **Power:** 250 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 engineers:** W. W. Binford, Floyd Hubbard. **Artists bureau head:** Marshall Bruner. **Musical director:** Lee Meredith. **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. **Commentators:** Marshall Bruner, Lee Meredith, Malcolm Greep, and Les Bolton (newscasters); LeRoy Woodward (sports).

KENTUCKY STATIONS—Continued

WPAD, PADUCAH

Operator: Paducah Broadcasting Co., Taylor Bldg. **Phones:** 4100; 4101. **Power:** 250 watts on 1420 kc. **Affiliation:** None. **Opened:** 1930.

President: Pierce E. Lackey. **Station manager, program director:** Gene Peak. **Commercial manager:** Prewitt Lackey. **Chief engineer:** C. G. Sims. **Artists bureau head, musical director:** Charles Humphries. **Publicity director:** Gene Peak.

Rep: Cox and Tanz. **Seating facilities:** 50. **Merchandising:** Service available without additional cost. **Foreign language programs:** Not accepted. **Artists bureau:** Setup nominal only. **Base rate:** \$60.

Copy restrictions: Beer accepted; patent medicines accepted subject to station approval. **E. T. library:** World; Associated. **News:** Transradio. **Commentators:** Gene Peak, Tom Fletcher, Ernest Pell, and C. G. Sims (newscasters); Vernice Baxter (newscaster; farm commentator); Pierce Lackey, and Roy Vance (sports).

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 ^{Parishes} Counties

| | | | | | |
|----------------------|--------|---------------------|--------|-----------------------|-------|
| Acadia | 4,430 | Iberia | 3,310 | St. Charles..... | 1,390 |
| Allen | 1,790 | Iberville | 3,080 | St. Helena..... | 740 |
| Ascension | 2,120 | Jackson | 1,400 | St. James..... | 1,740 |
| Asumption | 1,730 | Jefferson | 5,500 | St. John the Baptist. | 1,560 |
| Avoyelles | 3,430 | Jefferson Davis ... | 2,280 | St. Landry..... | 6,050 |
| Beauregard | 1,790 | Lafayette | 4,680 | St. Martin..... | 2,080 |
| Bienville | 2,370 | Lafourche | 3,230 | St. Mary..... | 3,570 |
| Bosier | 3,310 | La Salle | 1,340 | St. Tammany..... | 2,760 |
| Caddo | 22,060 | Lincoln | 2,520 | Tangipahoa | 5,270 |
| Calcasieu | 5,980 | Livingston | 1,730 | Tensas | 1,810 |
| Caldwell | 1,050 | Madison | 1,870 | Terrebonne | 3,310 |
| Cameron | 580 | Morehouse | 2,930 | Union | 2,020 |
| Catahoula | 1,270 | Natchitoches | 4,120 | Vermilion | 3,400 |
| Claiborne | 3,470 | Orleans | 98,660 | Vernon | 2,180 |
| Concordia | 1,700 | Ouachita | 8,970 | Washington | 3,940 |
| De Soto | 3,430 | Plaquemines | 1,010 | Webster | 3,470 |
| East Baton Rouge... | 10,550 | Pointe Coupee | 2,270 | West Baton Rouge.. | 1,200 |
| East Carroll | 2,070 | Rapides | 8,650 | West Carroll..... | 1,350 |
| East Feliciana | 1,510 | Red River | 1,670 | West Feliciana..... | 990 |
| Evangeline | 2,530 | Richland | 2,760 | Winn | 1,680 |
| Franklin | 3,040 | Sabine | 2,330 | | |
| Grant | 1,670 | St. Bernard..... | 700 | | |

KALB, ALEXANDRIA

Operator: Alexandria Broadcasting Co., Inc., 3rd and Jackson Sts. **Phone:** 65. **Power:** 250 watts on 1210 kc. **Affiliation:** Louisiana Network. **Opened:** Sept. 21, 1935.

General manager: C. Edly Rogers. **Sales manager:** Edgar Cappellini. **Program director:** Gordon Loudon. **Chief engineer:** Jesse Sexton. **Continuity:** Mrs. Jack F. Taylor.

Rep: None. **Seating facilities:** Can accommodate about 200 persons. **Merchandising:** Service rendered on request. **Foreign**

language programs: Not needed in this area. **Artists bureau:** None. **Base rate:** \$30.

Copy restrictions: None. **E. T. library:** Standard; Davis & Schwegler; NAB; Lang-Worth. **News:** INS. **Commentators:** Edgar Cappellini (news commentator; newscaster); Jesse Sexton, and Gordon Loudon (newscasters); Byron Dowty (sports).

WJBO, BATON ROUGE

Operator: Baton Rouge Broadcasting Co., Inc., Magnolia and Fifth Sts. **Phone:** 6060. **Power:** 1,000 watts on 1120 kc. **Affilia-**

LOUISIANA STATIONS—Continued

tion: NBC Blue Southern Group. **Opened:** 1924. (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:** Paul Neilson. **Chief engineer:** Wilbur Golson. **Musical director:** Oliver Manning. **Publicity director:** Sara M. Anderson.

Rep: George P. Hollingbery Co. **Seating facilities:** Can accommodate about 250 persons. **Merchandising:** Complete service rendered. **Foreign language programs:** Not accepted. **Base rate:** \$80.

Copy restrictions: Beer and light wines accepted but no hard liquor. **E. T. library:** World. **News:** UP. **Commentators:** Paul Neilson (war news comment); Ralph Sims, Joe Keown and Don Lynch (newscasters); Robert Scearce (sports); Mary Champagne (society—as Linda Lee); Mary De Van Whatley (beauty, fashions, cooking—as Mary De Van).

KVOL, LAFAYETTE

Operator: Evangeline Broadcasting Co., Inc., Evangeline Hotel. **Phone:** 1280. **Power:** 250 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:** Clovis Bailey. **Publicity director:** Mrs. L. Turner.

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, and some patent medicine advertising; all copy must conform to station standards and government regulations. **E. T. library:** Standard. **News:** UP. **Commentators:** R. A. Escudier (news commentator; sports); A. B. Craft (newscaster).



LOUISIANA STATIONS—Continued

KPLC, LAKE CHARLES

Operator: Calcasieu Broadcasting Company, Majestic Hotel. **Phone:** 82. **Power:** 250 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. **E. T. library:** Standard. **News:** UP.

KMLB, MONROE

Operator: Liner's Broadcasting Station, Inc., Frances Hotel. **Phone:** 4321. **Power:** 250 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. **E. T. library:** Davis & Schwegler; Lang-Worth. **News:** UP. **Commentators:** Guy Corley, Jack Robertson, and Lawrence Gibbs (newscasters); Don Breitenmoser (sports); Melba Henry (women's features).

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, and general manager:** P. K. Ewing. **Chief engineer:** Joseph C. Schramm.

Rep: John Blair & Co. **Seating facilities:** 2,000. **Merchandising:** No information given. **Foreign language programs:** Not accepted. **Artists bureau:** None. **Base rate:** \$200.

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 have station approval. **E. T. library:** MacGregor. **News:** INS.

WJBW, NEW ORLEANS

Operator: Charles C. Carlson, Jung Hotel. **Phone:** Ramond 5060. **Power:** 250 watts on 1200 kc. **Affiliation:** None. **Opened:** August, 1926.

Owner, general manager: Charles C. Carlson. **Commercial manager:** Bob Stewart. **Program director:** Elsie Carlson. **Chief engineer:** Robert Easily. **Musical and publicity director:** George Ford.

Rep: None. **Seating facilities:** None listed. **Merchandising:** Publicity via pictorial news flashes and window cards offered gratis. **Foreign language programs:** Not accepted. **Artists bureau:** None. **Base rate:** \$26 (½hr.).

Copy restrictions: Beer and wine copy accepted; no hard liquors; spot announcements may not exceed 100 words; not more than three commercials may be inserted per 15-minute program; patent medicines accepted if complying with Pure Food and Drug legislation. **E. T. library:** Davis & Schwegler; Lang-worth; MacGregor. **News:** No service listed. **Commentators:** Maurice B. Gatlin (news commentator); George Oxford (newscaster); Jack Reid (sports); Ida M. Geifers (society).

WNOE, NEW ORLEANS

Operator: WNOE, Inc., St. Charles Hotel. **Phone:** Raymond 0423. **Power:** 250 watts on 1420 kc. **Affiliation:** None.

President: James A. Noe. **Station manager:** Raymond F. Hufft. **Commercial manager:** Clark Alexander. **Program and musical director:** Hubert J. Grant. **Chief engineer:** C. E. Davidson.

Rep: Cox and Tanz. **Seating facilities:** None listed. **Merchandising:** Information not listed. **Foreign language programs:** Not accepted. **Artists bureau:** None. **Base rate:** \$70.

Copy restrictions: No patent medicines or alcoholic beverages (other than beer) accepted. **E. T. library:** Standard. **News:** UP. **Commentators:** Benet F. Cain (news commentator); Jack Bottger, Jon Duffy, and Wally Dunlap (newscasters); Hubert J. Grant (sports); Marian Call (women's features).

WSMB, NEW ORLEANS

Operator: WSMB, Inc., Maison Blanche Bldg. **Phone:** Magnolia 5921. **Power:** 5,000 watts on 1320 kc. **Affiliation:** NBC Red Southcentral Group. **Opened:** April, 1925. (Note: Newspapers, churches, schools and the municipality may use this station with moderation, at no cost; WSMB is affiliated with the Maison Blanche department store and Saenger Theatre Corp.)

LOUISIANA STATIONS—Continued

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.

WWL, NEW ORLEANS

Operator: Loyola University, WWL Development Co., Roosevelt Hotel. **Phone:** Raymond 2194. **Power:** 50,000 watts on 850 kc. **Affiliation:** CBS. **Opened:** March 30, 1922.

Faculty director: Rev. F. A. Cavey, S.J. **Station manager:** W. H. Summerville. **Commercial manager:** Louis Read. **Program director:** James Wilson. **Chief engineer:** J. D. Bloom, Jr. **Musical director:** Irvin Vidacovich. **Production director:** Beverly Brown. **Special events director:** Henry Dupre.

Rep: The Katz Agency. **Seating facilities:** University Room, 600 persons. **Merchandising:** WWL has a full-time merchandising director who interviews local dealers and distributors and arranges merchandising tie-ups; special merchandising service is available to meet individual sales problems; station stands ready to lend any "reasonable assistance" to insure the success of the advertiser's campaign. **Foreign language programs:** Not accepted. **Artists bureau:** None. **Base rate:** \$200 (½ hr.).

Copy restrictions: Beer and wine accepted; proprietaries must conform to station standards of public decency. **E. T. library:** Standard. **News:** UP. **Commentators:** Orval Andersen and Don Lewis (newscasters); Al Godwin and Henry Dupre (sports); Suzanne Javeau (women's features).

KRMD, SHREVEPORT

Operator: Radio Station KRMD, Inc., New Jefferson Hotel. **Phone:** 6171. **Power:** 250 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:** INS. **Commentators:** George Raymond Adams, Jr. (newscaster); Les Carmichel (newscaster; sports); Elizabeth Virginia Alford (home-making; women's news; entertainment).

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. **Commentators:** B. G. Robertson, James Stone, Scott Wilson, P. J. White and Dean Schmitter (newscasters); Jerry Bozeman (newscaster; sports).

KWKH, SHREVEPORT

Operator: International Broadcasting Corp., Commercial Bldg. **Phone:** 2-8711. **Power:** 50,000 watts on 1100 kc. **Affiliation:**

LOUISIANA STATIONS—Continued

CBS. Opened: 1925. (Note: This station is newspaper-owned by the Shreveport Times, as is KTBS of the same city.)

President: John D. Ewing. **Station manager:** John C. McCormack. **Commercial manager:** J. A. Oswald. **Program and musical director, artists bureau head:** Fred Ohl. **Chief engineer:** William E. Antony.

Publicity director: B. G. Robertson.

For representative, services, and copy restrictions, see KTBS, Shreveport.

Base rate: \$275. **E. T. library:** World; Davis & Schwegler; NAB. **News:** UP. **Commentators:** Bob Hall, Charles Tigner, Horace Logan and Fred Ohe (newscasters); Jerry Bozeman (newscaster; sports).

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 | Knox | Somerset |
| Aroostook | Lincoln | Waldo |
| Cumberland | Oxford | Washington |
| Franklin | Penobscot | York |
| Hancock | Piscataquis | |
| Kennebec | Sagadahoc | |

WRDO, AUGUSTA

Operator: WRDO, Inc., 175 Water 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: Weed & Co. **Seating facilities:** Can accommodate about 100 persons. **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). **Commentators:** J. Atwood Newcomb (newscaster); Lee Anderson (hunting; fishing); Sam McCall (sports); Sandra Lee (cooking; fashions).

WABL, BANGOR

Operator: Community Broadcasting Service, 57 State St. **Phone:** 6658. **Power:** 250 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. **Musical director:** Harold Dorr.

Rep: Furgason & Walker, Inc. **Seating facilities:** Approximately 100. **Merchandising:** None. **Foreign language programs:** Accept both programs and announcements. **Artists bureau:** No talent listed as being under contract; bureau will, however, supply artists for advertiser at cost. **Stock:** Closed corporation, principals being F. B. Simpson, R. M. Wallace and B. M. Havey. **Base rate:** \$90.

Copy restrictions: Copy accepted at discretion of program director; beer and wines spotted at any desired time; hard liquors only after 8 P.M. **E. T. library:** None. **News:** AP from Bangor Daily Commercial. **Commentators:** B. Morton Havey (political commentator); Maurice Dolbier (news commentator); H. J. Gilliland (foreign affairs commentator); Robert Smith (newscaster); John Moran (sports); J. Brooks Power (hunting and fishing); Margaret Matson (styles); Evelyn Eaton (women's features).

WLBZ, BANGOR

Operator: Maine Broadcasting Co., Inc., 100 Main St. **Phones:** 6023; 9808. **Power:**

MAINE STATIONS—Continued

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.

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; Main Radio News (local).

WCOU, LEWISTON

Operator: Twin City Broadcasting Co., Inc., 223 Lisbon St. **Phone:** 3140. **Power:** 250 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:** Guy P. Ladouceur. **Program director:** Elden Shute, Jr. **Chief engineer:** Leslie R. Hall. **Musical director:** Bert Cote.

Rep: Forjoe & Co. **Seating facilities:** Can accommodate 75 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. **Commentators:** Elden Shute, Jr. (newscaster); Larry Durgin (sports); Lou-Ann (women's features).

WCSH, PORTLAND

Operator: Congress Square Hotel Co., 579 Congress St. **Phone:** 3-9667. **Power:** 5,000 watts on 940 kc. **Affiliation:** NBC Basic Red; Yankee Network. **Opened:** June 25, 1925. (Note: Same owners con-

trol WFEA, Manchester, N. H., and WRDO, Augusta, Me.)

Director: George F. Kelley, Jr. **Commercial manager:** Linwood T. Pitman. **Program director:** Albert Willard Smith. **Chief engineer:** Fred Crandon. **Musical director:** Wally Harwood.

Rep: Weed & Co. **Seating facilities:** Can accommodate 50 persons. **Merchandising:** Limited calls on trade; letters mimeographed and mailed at cost. **Foreign language programs:** Not accepted. **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. **Commentators:** Milan O. Welch (sports); Anna S. Parkman (women's features).

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 W. 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. **Commentators:** Austin M. Goodwin, and Worthen C. Cornish (sports); Gwendolyn G. Graves (fashions; cooking; social events; craft work).

WAGM, PRESQUE ISLE

Operator: Aroostook Broadcasting Corp., National Bank Bldg. **Phone:** 8821. **Power:** 100 watts on 1420 kc (specified hours). **Affiliation:** Maine Broadcasting System. **Opened:** January, 1930.

MAINE STATIONS—Continued

General and station manager: R. W. MacIntosh. **Commercial manager, chief engineer:** L. E. Hughes. **Program and publicity director, artists bureau head:** Ted Coffin. **Musical director:** Ted Davis.

Rep: None. **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:** Maine Radio News. **Commentators:** Ted Coffin and L. E. Hughes (newscasters); Helen Dillon (fashions).

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:** Lexington 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 manager: H. C. Burke. **Commercial manager:** Leslie H. Peard, Jr. **Program manager:** Paul Girard. **Chief engineer:** Gerald W. Cooke. **Musical director:** Ruffino Iula. **Merchandising director:** G. W. Shults.

Rep: International Radio Sales. **Seating facilities:** Studio A, 100 persons; WBAL Radio Playhouse, 650 persons. **Merchandising:** Complete service offered at actual cost; publish "Business in Baltimore," mailed to 3,000 retailers monthly. **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. **Commentators:** Alexander Gifford (news commenta-

tor); Paul Girard, Galen Fromme, and Bill Herson (newscasters); Walter Linthicum (sports); Katherine Dierken (women's features—as Mary Landis); Gene Robb (business outlook from Washington); A. L. Fundis (livestock markets).

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:** \$300.

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;

MARYLAND STATIONS—Continued

beer accepted, but number of sponsors limited; limit the number of patent medicine advertisers. **E. T. library:** Lang-Worth. **News:** INS. **Commentators:** Paul Morris (newscaster); Don Riley (sports); Betty McCall (women's features).

WCBM, BALTIMORE

Operator: Baltimore Broadcasting Corp., Community House, North at Hartford. **Phone:** University 8400. **Power:** 250 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: Foreman Co. **Seating facilities:** 350 persons. **Merchandising:** None. **Foreign-language programs:** Accepted; governed by same rules as regular programs and announcements. **Artists bureau:** None. **Base rate:** \$150.

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:** Davis & Schwegler; Lang-Worth; NAB. **News:** INS; Universal. **Commentators:** Charles H. Roeder (newscaster); Lee Davis (sports); Peggy Smith (fashions).

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: Observe N.A.B. code restrictions as to copy length; 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:** INS. **Commentators:** Raymond S. Tompkins (newscaster); Robert F. Hurlleigh (newscaster; book reviewer); George Fuller (newscaster); Nelson Baker (sports); Martha Ross Temple (fashions; home economics; interviews); Stewart R. Kennard (special events).

WTBO, CUMBERLAND

Operator: Associated Broadcasting Corp., 31 Frederick St. **Phone:** Cumberland 299. **Power:** 250 watts on 800 kc (to sunset in

WCBM

BALTIMORE, MARYLAND

Affiliated With The

MUTUAL
BROADCASTING
SYSTEM



JOHN ELMER, President

GEO. H. ROEDER, Gen. Mgr.

National Representatives

THE FOREMAN CO.

247 Park Ave., NEW YORK

Wrigley Bldg., CHICAGO

MARYLAND STATIONS—Continued

Dallas, Texas). **Affiliation:** Maryland Coverage Network. **Opened:** October, 1929.

General manager: H. B. McNaughton. **Chief engineer:** George Lenhert.

Rep: Burn-Smith Co., Inc. **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. **Commentators** David "Jock" Murrie (general news reports); Sam Cozad (sports); Peg Coulehan (women's news and gossip; women's features).

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: A. V. Tidmore. **Commercial manager, publicity director:** Arthur Symons. **Program director, artists bureau head:** R. L. Longstreet. **Chief engineer:** John A. Fels. **Musical director:** Winston C. Shipley.

Rep: None. **Seating facilities:** Winchester Hall Auditorium, 500. **Merchandising:** Sedan delivery truck and salesmen available to help push clients' products. **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 exploitation for too many benefit performances." **Base rate:** \$60.

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. **Commentators:** Ian Ross MacFarlane (news commentator); Bob Longstreet (newscaster; farm news and hints); Elliot F. Gross (newscaster; sports); Capt. John Carnaghan, and John Bell (newscasters); Elisabeth Radcliffe (cooking); S. A. Woolner (dogs).

WJEJ, HAGERSTOWN

Operator: Hagerstown Broadcasting Co., Franklin Court. **Phone:** 2323. **Power:** 250 watts on 1210 kc. **Affiliation:** Mutual Broadcasting System. **Opened:** Oct. 29, 1932.

General manager: Grover C. Crilley. **Commercial manager:** C. H. Myers. **Program director:** Wm H. Paulsgrove. **Chief engineer:** Harold Brewer.

Rep: International Radio Sales. **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:** None. **Artists bureau:** Setup nominal only. **Base rate:** \$90.

Copy restrictions: Accept beer and wines; patent medicines must stand scrutiny of Food & Drug Administration; all copy must conform with government regulations. **E. T. library:** Standard; Davis & Schwegler. **News:** Transradio. **Commentators:** Bill Parker, and Glenn Thomas (newscasters); Bill Paulsgrove (sports); Bea Phillips (cooking; fashions).

WBOC, SALISBURY

Operator: The Peninsula Broadcasting Co. **Power:** 250 watts on 1500 kc.

At press time this station had a construction permit only.

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 | | |

Six Important Factors In Selling New England

★ WNAC BOSTON

Key station of The Yankee Network and NBC affiliate, completing 18 years of continuous service July 31, 1940. Covers Greater Boston's 2,834,939 population thoroughly, with highest percentage of all-day listeners.

★ WAAB BOSTON

Key station of The Colonial Network and Boston outlet for the Mutual Broadcasting System. Has gained and retained a tremendous audience through outstanding broadcasts of baseball, varied sports and public events.

★ WEAN PROVIDENCE

The dominant and longest established station in Rhode Island's most populous, prosperous and highly industrialized buying area, serving and selling this rich, responsive market for 18 years.

★ WICC BRIDGEPORT—NEW HAVEN

Covers Fairfield and New Haven counties, where more than half of Connecticut's population, taxable property and radio homes are located, plus coverage of the greater part of Long Island.

★ THE YANKEE NETWORK

Complete coverage of New England's 18 key market areas. Second largest regional network in America.

★ THE COLONIAL NETWORK

Eighteen locally effective stations, giving wide and economical coverage of important New England buying centers.

THE YANKEE NETWORK, INC. 21 BROOKLINE AVENUE
BOSTON, MASSACHUSETTS
EDWARD PETRY & CO., Inc., Exclusive National Representatives

MASSACHUSETTS STATIONS—Continued

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. **Vice-president in charge of engineering:** Paul A. de Mars. **Commercial manager:** William Warner. **Chief engineer:** Irving Robinson. **Merchandising:** Carleton McVarish. **Station promotion:** Frank Foster II. **Artists bureau head:** Josephine White. **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; Better Business Bureau and Proprietary Association consulted. **E. T. library:** Associated. **News:** Colonial Network News Service. **Commentators:** Nelson Churchill, William O'Connell, Tom Powers, and Walter Harvey (newscasters); Jim Britt, Frank Ryan, J. Neil Stahley, and Tom Stephenson (sports); Ruth Moss (celebrity interviews); Estelle Marsh (women's clubs); Virginia Lyons (children's programs); Clement A. Norton (travel); Charles E. Eschbach (agriculture); Leavitt Parsons (poultry; food).

WBZ & WBZA, BOSTON

Operator: Owned and operated by Westinghouse Electric and Mfg. Co. **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: Vincent F. Callahan. **Assistant general manager:** Charles Young. **Commercial manager:** Frank R. Bowes. **Program director:** John F. MacNamara. **Chief engineer:** (WBZ), Dwight A. Myer; (WBZA), H. E. Randol. **Musical director:** John H. Wright. **Sales promotion manager:** Harry D. Goodwin. **Special events**

director: Charles J. Gilcrest. **Publicity director:** Marjorie L. Spriggs.

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:** \$460.

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. **Commentators:** John Cooper, Colton Morris, and Keyes Perrin (newscasters); Fred Hoey (sports); Mildred W. Carlson (women's features); Charles Eschbach and Phillip Fleming (agriculture); Arch Macdonald (radio chatter); G. O. Oleson (garden gossip).

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. **Sales manager:** Gerard H. Slattery. **Chief engineer:** Whitman N. Hall. **Program director:** Arthur Leary. **Musical director:** Sidney P. Reinherz. **Publicity director:** John K. Gowen, III.

Rep: Headley-Reed Co. **Seating facilities:** Public function rooms of Copley Plaza Hotel, 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:** None. **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:** INS. **Commentators:** Raymond Morgan, Morton Blender, Arthur Hall, and George Crowell (newscasters); Elizabeth Cox (women's features).

MASSACHUSETTS STATIONS—Continued

WEEL, BOSTON

Operator: Columbia Broadcasting System, Inc., 182 Tremont St. **Phone:** Hubbard 2323. **Power:** 5,000 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:** New England office of CBS Lecture Bureau. **Stock:** Owned by Edison Electric Illuminating Company of Boston; station is leased and operated by CBS. **Base rate:** \$475.

Copy restrictions: CBS program policies. **E. T. library:** World. **News:** UP; also from Herald-Traveler (local). **Commentators:** Howell Cullinan (newscaster); Neil Wallace (newscaster; film gossip); Jay Wesley (sports); Caroline Cabot (shopping; fashions); Margaret Kiley (dietetics; market values); Heloise Broeg (recipes; new food ideas); Roberta Green (parties, fashions in entertaining).

WHDH, BOSTON

Operator: Matheson Radio Co., Inc., Hotel Touraine. **Power:** 1,000 watts on 830 kc (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:** 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:** Not accepted. **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:** Lang-Worth; Davis & Schwegler. **News:** INS. **Commentators:** Richard Purcell, Jay McMaster, and Joseph Grant (newscasters); Irwin Elliot (newscaster; sports); Anice Brink (fashions).

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. **Vice-president and chief engineer:** Paul A. deMars. **Merchandising and research:** Carleton McVarish. **Station promotion:** Frank Foster, II. **Artists bureau head:** Josephine White. **Assistant sales manager:** Gerald Harrison. **Publicity:** A. J. Stephenson.

Rep: Edward Petry & Co., Inc. **Seating facilities:** Studio, 100 persons. **Mer-**

920 CLUB
*Boston's Biggest
Radio Program*
(Participating)
Write for
15 Big
Success Stories
WORL Boston

MASSACHUSETTS STATIONS—Continued

chandising: 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. **Base rate:** \$440.

Copy restrictions: Beer and wines accepted; copy on all programs must conform to Better Business Bureau standards; patent medicines subject to Proprietary Association copy rules. **E. T. library:** Associated. **News:** Yankee Network News Service. **Commentators:** Francis W. Tully and Fred Lang (news commentators); Bernard Dudley, Nelson Churchill, Bill O'Connell, Tom Powers, and Walter Harvey (newscasters); Jim Britt, Jack Stevens, and Bill Slater (sports); Gretchen McMullen, Imogene Walcott, and Margerie Mills (cooking); Mrs. Benjamin F. Kraus (women's clubs); Rev. Michael J. Ahern, S. J. (religion); Leavitt Parsons (drugs); Salvatore Pagliuca (weather reports).

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: None. **Merchandising:** Complete service, including market surveys, dealer notifications, distributor's analyses, publicity, etc. **Foreign language programs:** Not accepted. **Artists bureau:** None. **Base rate:** \$100.

Copy restrictions: Advertising of intoxicating beverages not accepted; all copy subject to station approval. **E. T. library:** Standard. **News:** UP; Christian Science Monitor. **Commentator:** Winslow Porter (newscaster).

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; Colonial Network. **Opened:** 1921.

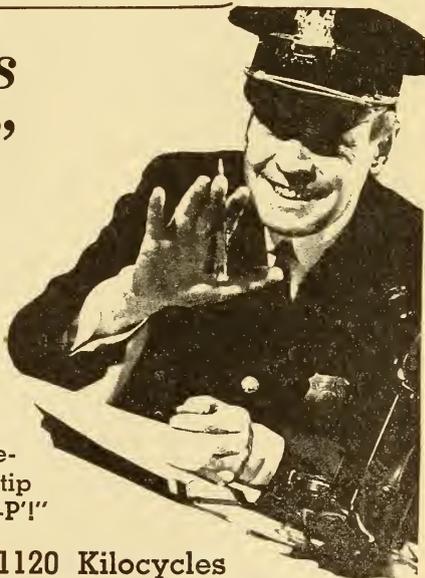
President, treasurer, station manager:

“Sure--W-COP is Boston's Finest!”

FOR ALL-DAY COVERAGE OF
THE BOSTON CITY MARKET
AREA YOU CAN'T BEAT
“C-O-P”!

“And listen, Mr. Advertiser — *this* Boston station will give you perfect, clear-as-a-bell coverage of the Boston Metropolitan Market—yes, and even beyond—at *no* extra charge. Take a tip from the local advertisers — use ‘C-O-P!’”

500 Watts • 267.7 Meters • 1120 Kilocycles



WCOP

MASSACHUSETTS
BROADCASTING CORP.
COPLEY PLAZA HOTEL
BOSTON, MASS.

MASSACHUSETTS STATIONS—Continued

William T. Welch. **Assistant treasurer and office manager:** Philomina J. Maurette. **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: Furgason & Walker, Inc. **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 of the FCC. **E. T. library:** Standard; Langworth. **News:** WSAR local news; Yankee Network News Service. **Commentators:** Jack Fitzgibbons (newscaster); Orville B. Seagrave (sports); Miss Lorraine (fashions; beauty hints; women's news and features).

WHAL, GREENFIELD

Operator: John W. Haigis, 354 Main St. **Phone:** 4301. **Power:** 250 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: Joseph Hershey McGillvra; 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:** World. **News:** Yankee Network News Service; Transradio. **Commentators:** Hal Goodwin (newscaster; sports; stocks); Bob Findlay (newscaster; sports—snow conditions); Warren Greenwood (newscaster; sports); John Haigis, Jr. (newscaster); Ken Houseman (newscaster; sports; entertainment news); Elizabeth Kelleher (women's news; narratives); Elsie

Erhardt (home economics); Evelyn McLeod (interior decoration).

WOCB, HYANNIS

Operator: Harriett M. Alleman and Helen W. MacLellan doing business as the Cape Cod Broadcasting Co. **Power:** 250 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. **Business manager, program director:** Henry B. McNaughton. **Chief engineer:** Herbert W. Brown. **Production manager:** William M. Noble.

Rep: Furgason & Walker, Inc. **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:** Transradio. **Commentators:** Charles R. Iovino (news analyst); Irene F. Morgan (interviews; women's features).

WLLH, LOWELL (AND LAWRENCE)

Operator: Merrimac Broadcasting Co., Inc., 39 Kearney Square. **Phone:** Lowell 8715; Lawrence 22148. **Power:** 250 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 operator:** Anthony Michaels.

* Also president of WMAS, Springfield, Mass.

MASSACHUSETTS STATIONS—Continued

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:** INS; Yankee Network News Service; also own local news service. **Commentators:** Joe Cronin, Bob Donahue, Phil Goulding, and Dennis Howard (newscasters); George Gagan and Bill McIntosh (sports).

WNBH, NEW BEDFORD

Operator: E. Anthony and Sons, Inc., 588 Pleasant St. **Phone:** 3-3447. **Power:** 250 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. **Program director:** Sol Chain. **Chief engineer:** Clyde Pierce.

Rep: None. **Seating facilities:** 50. **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:** NBC Thesaurus. **News:** INS; Yankee Network News Service. **Commentators:** Earle Wilson, Nathan Malchman, and Frank Dickson (newscasters); Barker Howland (sports); Jeanette Adelson (fashions; beauty; clubs).

WBRK, PITTSFIELD

Operator: Harold Thomas, 8 Bank Row. **Phone:** 2-1553. **Power:** 250 watts on 1310 kc. **Affiliation:** Mutual; Yankee Network; Colonial Network. **Opened:** Feb. 20, 1938.

President: Harold Thomas.* **Commercial**

* Also general and station manager of WATR, Waterbury, Conn.

manager: Bruff W. Olin. **Program director:** Walcott A. Wyllie. **Chief engineer:** Norman Blake. **Publicity director:** Robert Burbank.

Rep: Furgason & Walker, Inc. **Seating facilities:** Studio A seats 50; WBRK Radio Playhouse, 250; (has stage, lighting, and lobby display space). **Merchandising:** Provide lobby space for displays; supply publicity material when possible; do some direct mail work; will display and distribute merchandise publicity when furnished by the client. **Foreign language programs:** Italian and Polish hours current. **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. **Commentators:** Robert Burbank (newscaster); Barry Barents (sports); Jean Ashe (social notes).

WESX, SALEM

Operator: North Shore Broadcasting Co., 126 Washington St. **Phone:** 5670. **Power:** 100 watts on 1200 kc. **Affiliation:** None. **Opened:** Dec. 10, 1939.

President, publicity director: Charles W. Phelan. **Station manager, artists bureau head:** Van D. Sheldon. **Commercial manager:** Robert Taylor. **Program and musical director:** Marjorie Leadbetter. **Chief engineer:** Richard I. Hammond.

Rep: None. **Seating facilities:** None listed. **Merchandising:** Will call on retail outlets without charge; letters sent out at cost. **Foreign language programs:** Accepted, providing English translation accompanies the original tongue in the broadcast. **Artists bureau:** Setup nominal only. **Base rate:** \$84.

Copy restrictions: Hard liquor copy not accepted; medical copy must stand careful scrutiny prior to acceptance. **E. T. library:** Associated. **News:** INS. **Commentators:** Al Blackman and Charles Higgins (collaborate on a program of European war and political comment); Thomas Carr (sports); Marion Winston (fashions); Betty Holihan (news; fashions); Margaret Kimball Herlihy (women's clubs).

WMAS, SPRINGFIELD

Operator: WMAS, Inc., Hotel Charles. **Phone:** 7-1414. **Power:** 250 watts on 1420 kc. **Affiliations:** CBS. **Opened:** Sept. 1, 1932.

President: Albert S. Moffat.* **Station manager, educational director:** Albert W.

* Also president of WLLH, Lowell, Mass.

MASSACHUSETTS STATIONS—Continued

Marlin. **Program director, artists bureau head:** F. Turner Cooke. **Chief engineer:** Earl Hewinson. **Musical director:** Paul Pelletier.

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:** \$120.

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:** INS. **Commentators:** Herbert Edman, Frank Norton, and Turner Cooke (newscasters); Theodore Huston (newscaster; farm and home reports); Robert Feldman (sports); Victoria Holmes and Ethel Henin (home and women's news); Mary Adele Adams (books); Milton Hale (entertainment).

WSPR, SPRINGFIELD

Operator: WSPR, Inc., 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. **Treasurer:** Lewis B. Breed. **Commercial manager:** Milton W. Stoughton. **Program and musical director:** Wayne H. Latham. **Artists bureau head:** Elwin N. Tacy. **Chief engineer:** Hillis W. Holt. **Publicity director:** Howard S. Keefe.

Rep: George P. Hollingbery Co. **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:** Accepted locally only. **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. **Commentators:** Howard S. Keefe (newscaster); Edward Kennedy (sports);

Joan Carroll (shopper's service); Mildred Brunelle (cooking).

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. **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. **Commentators:** Russell Brooks (newscaster); George Cairns (sports).

WTAG, WORCESTER

Operator: Worcester Telegram Publishing Co., Inc., Franklin St. **Phone:** 5-4321. **Power:** 5,000 and 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.)

Station director: Edward E. Hill. **Assistant station director:** Robert W. Booth. **Commercial manager:** George H. Jaspert. **Program director:** William T. Cavanagh. **Chief engineer:** Prof. Hobart H. Newell. **Publicity director:** Frederick Rushton.

Rep: Edw. Petry & Co. **Seating facilities:** Studio A, 75 persons; studio B, 25 persons; radio theatre, 50 persons. **Merchandising:** None. **Foreign language programs:** Not accepted. **Artists bureau:** None. **Base rate:** \$180.

Copy restrictions: Accept beer, wines and patent medicines subject to station approval; no hard liquors. **E. T. library:** World. **News:** From parent papers. **Commentators:** James Little (newscaster); Hollis Wright (sports); Jane Woodhouse (homemaking; arts and crafts; fashions; food; women's features); Ruth Rankin (book reviews; anecdotes; etiquette); Mildred Bailey (fashions; beauty; homemaking); George F. E. Story (farm flashes; produce market).

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: Federated Publications, Inc., 1 W. Michigan Ave. **Phones:** 5655; 7166. **Power:** 250 watts on 1420 kc. **Affiliation:** NBC Basic Blue Supplementary; Michigan Radio Network. **Opened:** September, 1925. (Note: This station is under the same ownership as 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, 50 persons. **Merchandising:** Cooperate with newspaper publicity. **Foreign language programs:** 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:** Standard. **News:** AP.

WBCM, BAY CITY

Operator: Bay Broadcasting Co., Inc., Hotel Wenonah. **Phones:** 4700 (Bay City); 2171 (Saginaw). **Power:** 1,000 and 500 watts on 1410 kc. **Affiliation:** NBC Basic Blue Supplementaries; Michigan Radio Network. **Opened:** Dec. 8, 1928, as successor to WSKC, which opened June 5, 1925.

General manager: H. A. Giesel. **Program director:** Jack Parker. **Merchandising director:** A. F. Huebner. **Chief engineer:** Ralph H. Carpenter. **Musical director:** Lionel H. DeRemer.

Rep: George P. Hollingbery Co. **Seating facilities:** None. **Merchandising:** As desired. **Foreign language programs:** Polish hour current. **Base rate:** \$100.

MAKE YOUR TESTS

in

WOOD WASH
GRAND RAPIDS

WJIM
LANSING

WBCM
BAY CITY & SAGINAW

WFDF
FLINT

WXYZ
DETROIT

WKZO
KALAMAZOO

WIBM
JACKSON

WELL
BATTLE CREEK

GRAND RAPIDS
LANSING
BAY CITY & SAGINAW
FLINT
DETROIT
KALAMAZOO
BATTLE CREEK
JACKSON

OVER 4,000,000 PEOPLE

Key station of Michigan Radio Network

WXYZ

DETROIT

NBC Blue Network

5000 WATTS DAY TIME **1000 WATTS NIGHT TIME**

National Sales Representative: PAUL H. RAYMER CO.

Michigan

OVER THE

MICHIGAN RADIO NETWORK . . .

OPERATED LIKE A *COAST-TO-COAST* NETWORK . . .

IMPROVED *SERVICE* . . .

BIG TIME *OPERATIONS*

AVAILABLE FOR NBC BLUE COMMERCIALS AS AN UNIT

IDEAL *TEST CONDITIONS*



MICHIGAN STATIONS—Continued

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. library:** NBC Thesaurus. **News:** UP. **Commentators:** Russ Lyon (newscaster); Jack Parker (newscaster; sports); Gerry Northcott (women's features).

WHDF, CALUMET

Operator: Upper Michigan Broadcasting Co., Community Bldg., Houghton. **Phone:** Houghton 1. **Power:** 250 watts on 1370 kc. **Affiliation:** None. **Opened:** 1929. (Note: This station is newspaper-affiliated with the Calumet Evening News-Journal and Houghty Daily Mining Gazette.)

Vice-president, station manager, publicity director: John W. Rice. **Commercial manager:** Merrill F. Trapp. **Program and musical director:** Albert W. Payne. **Chief engineer:** George L. Burgan.

Rep: Mitchell & Ruddell, Inc. **Seating facilities:** Studio can accommodate 700; Kerredge Theatre also available, seating 1,000 (regular theatre admission price charged). **Merchandising:** Station cooperates "in every way possible" with advertiser; service rendered gratis. **Foreign language programs:** Accepted on same basis as other programs; English translation must be submitted. **Artists bureau:** None. **Stock:** A. L. Burgan and George L. Burgan (60%); William G. Rice and John W. Rice (40%). **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. **Commentators:** Earl Norden (news commentator and newscaster—in English); Reino Suojonen (news commentator and newscaster—in Finnish); Merrill F. Trapp (news commentator; sports); Abel Karvonen (newscaster—in Finnish); Pete Fausone (sports); Ilse Seligman, Alice Jenkins, and Charlotte Ringer (fashions); Lucille Dimmer (parents' forum; women's features); Edward Bayels (stock market); Earl Roberts (agriculture); Burney B. Bennett (education); Rev. Leigh H. Hagle (religion); Richard Lahti (conservation); John G. Salmi, Jr. (highways); Dr. E. E. Pleune (health).

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.

Managing director: Joseph Edward Campeau. **Station manager, chief engineer:** William John Carter. **Commercial manager:** L. Jerome DuMahaut. **Program director:** John Gordon. **Traffic manager:** Campbell Ritchie. **News editor, 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

CERTAINLY!

CKLW

GIVES YOU LOW
COST RESPONSE IN
The DETROIT AREA

CKLW

5,000 Watts Day and Night
CLEAR CHANNEL

Mutual Broadcasting System

MICHIGAN STATIONS—Continued

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. **Commentators:** Val Clare (news commentator; newscaster; stock market comment); Joe Gentile (sports); Myrtle Labbit (women's features); Mary Morhan (fashions; cooking).

WJBK, DETROIT

Operator: James F. Hopkins, Inc., 6559 Hamilton Ave. **Phone:** TR 2-2000. **Power:** 250 watts on 1500 kc. **Affiliation:** None. **Opened:** August, 1928.

President, station manager: James F. Hopkins. **Commercial manager:** Art Croghan. **Program director:** Sybil Krieghoff. **Chief engineer:** Paul Frincke. **Musical director:** Pete Angel. **Publicity director:** Charles Sterritt.

Rep: Forjoe & Co., New York; United Broadcasting Co., Chicago. **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:** \$93.75.

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. **Commentators:** "The Cynic" (news commentator); Ed McKenzie and Charles Sterrett (newscasters); Neil Searles (sports); Betty Roberts (women's features).

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. **Assistant general manager in charge of**

* Also president of WGAR, Cleveland, Ohio, and KMPC, Beverly Hills, Calif.

sales: 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; Standard. **News:** INS. **Commentators:** Bud Guest, Jack King, and Duncan Moore (newscasters); Jimmie Stevenson (newscaster; sports); Harry Wismer and Jack White (sports); Ruth Franklin Crane (women's features).

WMBC, DETROIT

Operator: Michigan Broadcasting Co., 7310 Woodward Ave. **Phone:** Madison 9100. **Power:** 250 watts on 1420 kc. **Affiliation:** None. **Opened:** Nov. 1, 1925.

President: John Lord Booth. **General and commercial manager:** Edythe Fern Melrose. **Vice-president, treasurer:** W. W. Booth. **Chief engineer:** E. H. Clark. **Program director:** Fred Knorr.

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 John Lord Booth 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.

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:**

America's **PIONEER RADIO STATION**

Radio station WWJ was not only the *first station* in America, but it has maintained its position as the *first station* in listener interest in Detroit since it was established,—a fact proven by every survey that has ever been made!



National Representatives

Geo. P. Hollingbery Co.

New York, Chicago, San Francisco, Atlanta

MICHIGAN STATIONS—Continued

August 20, 1920*. (Note: This station is owned by the Detroit News).

Manager: W. J. Scripps. **Commercial manager:** Harry Bannister. **Program and production manager:** Mel Wissman. **Chief engineer:** Walter Hoffman. **Musical director:** Mischa Kottler.

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:** \$500.

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:** Lang-Worth. **News:** UP. **Commentators:** Russell Barnes and S. L. A. Marshall (news commentators); C. C. Bradner, Austin Grant, and Charles Arlington (newscasters); Paul Williams (newscaster; sports); E. L. "Ty" Tyson (sports); Dorothy Spicer (interviews; women's features); Herschell Hart (radio comment and gossip); Russell McLaughlin (legitimate theatre reviews).

* 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.)

WXYZ, DETROIT

Operator: King-Trendle Broadcasting Corp., Stroh Building (executive offices); Maccabees Bldg. (studios). **Phone:** Cherry 8321. **Power:** 5,000 and 1,000 watts on 1240 kc. **Affiliation:** NBC Basic Blue; key station Michigan Radio Network, also originates some programs for the NBC Blue, Mutual, and the Don Lee Broadcasting System. **Opened:** 1925.

President, treasurer: George W. Trendle. **General manager, secretary:** H. Allen Campbell. **Assistant secretary:** Howard O. Pierce. **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; NBC Thesaurus. **News:** UP. **Commentators:** Harold True, Harry Golder and Douglas Edwards (newscasters); Harry Heilmann and Bud Shaver (sports); Carl Gensel (sports; farm markets and news); Nancy Osgood (women's news); Nancy Dixon (shopping news); Dick Osgood (radio and theatre gossip).

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: Burn-Smith Co., Inc. **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:** INS; also own local news. **Commentators:** Charles Park, James

MICHIGAN STATIONS—Continued

Cleaver, and Joe Hurd (newscasters); Irving Chandler (sports).

WGRB, GRAND RAPIDS

Operator: Grand Rapids Broadcasting Corp. **Power:** 250 watts on 1200 kc.

At press time this station had a construction permit only.

WLAV, GRAND RAPIDS

Operator: Leonard A. Versluis. **Power:** 250 watts on 1310 kc.

At press time this station had a construction permit only.

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. **Traffic manager:** David H. Harris. **Program director, musical director:** Sandy Meek. **Chief engineer:** Fred W. Russell. **Merchandising director:** Paul F. Eichhorn. **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.

Copy restrictions: Accept beer and wine; apply good taste and government regulations; each case considered individually. **E. T. library:** Associated. **News:** UP. **Commentators:** Robert Tillmanns (newscaster); Robert H. Smith (sports).

WJMS, IRONWOOD

Operator: Upper Michigan-Wisconsin Broadcasting Co., St. James Hotel Annex. **Phone:** 20. **Power:** 250 watts on 1420 kc. **Affiliation:** None. **Opened:** Nov. 1, 1931. (Note: Same operator also owns WATW, Ashland, Wis.).

General manager: N. C. Ruddell. **Commercial manager:** Dick Hasbrook. **Program director:** Harry Wills. **Chief engineer:** R. L. Johnson.

Rep: None. **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. **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:** AP; Transradio. **Commentators:** Dick Hasbrook (newscaster; sports); Harry Wills (newscaster); Rose Isaac (fashions; cooking).

WIBM, JACKSON

Operator: WIBM, Inc., Hotel Hayes. **Phone:** 6121. **Power:** 250 watts on 1370 kc. **Affiliation:** NBC Basic Blue Supplementary Service; Michigan Radio Network. **Opened:** Nov. 20, 1927.

President: Herman Radner. **Station manager:** Roy Radner. **Program director, artists bureau head:** Willie (Bill) Dunn. **Chief engineer:** C. W. Wirtanen. **Musical director:** William Cizek. **Publicity director:** Walter H. Johnson.

Rep: None. **Seating facilities:** No information given. **Merchandising:** Service available to clients; no details listed. **Foreign language programs:** Accepted, but have very little call for these programs inasmuch as population is 90% English-speaking. **Artists bureau:** Yes. **Base rate:** \$75.

Copy restrictions: Liquor advertising accepted only under approval of State Liquor Commission; all copy must be submitted to station in advance. **E. T. library:** Standard. **News:** From Michigan Radio Network and NBC; also AP and local. **Commentators:** William Cizek (newscaster); Bill Dunn (sports).

WKZO, KALAMAZOO

Operator: WKZO, Inc., 124 W. Michigan Ave. **Phone:** 3-1223. **Power:** 1,000 watts on 590 kc. **Affiliation:** CBS. **Opened:** 1930.

President and general manager: John E. Fetzer. **Program director:** Herbert Lascelles. **Chief engineer:** Edwin Rector. **Publicity Director:** Ross Collier.

MICHIGAN STATIONS—Continued

Rep: Howard H. Wilson Co. **Seating facilities:** None. **Merchandising:** Complete service rendered; have outside man contacting retail outlets. **Foreign language programs:** Not accepted. **Artists bureau:** Yes; lists a roster of about 75. **Base rate:** \$120.

Copy restrictions: Beer and wine accepted; adhere to NAB code of ethics. **E. T. library:** Standard. **News:** Transradio. **Commentators:** Herbert Lascelles (newscaster; sports; market news); Ralph Snyder (newscaster; livestock); Jackson Tisch (newscaster); Patty Criswell (women's features; social events).

WJIM, LANSING

Operator: WJIM, Inc., City National Bldg. **Phone:** 2-1333. **Power:** 250 watts on 1210 kc. **Affiliation:** NBC Basic Blue Supplementaries; Michigan Radio Network. **Opened:** Aug. 22, 1934.

General manager: Harold F. Gross. **Director:** Bob Innes. **Musical director:** Earle Parchman. **Production manager:** Howard Finch. **Promotion manager:** Omri St. Clair Jones.

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. **Commentators:** Howard K. Finch (news commentator; sports); Bob Ritter (newscaster); Judy Holliday (recipes; menus; clubs).

WMPC, LAPEER

Operator: First Methodist Protestant Church of Lapeer. **Power:** 250 watts on 1200 kc (specified hours).

This station is non-commercial; church-owned.

WDMJ, MARQUETTE

Operator: Lake Superior Broadcasting Company, Mining Journal Bldg. **Power:** 250 watts on 1310 kc. **Affiliation:** None. **Base rate:** \$50.

No other information available after repeated requests.

WKBZ, MUSKEGON

Operator: Ashbacker Radio Corp., Michigan Theatre Bldg. **Phone:** 26-051. **Power:**

250 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. **Sales manager:** William C. Wester. **Program and musical director, artists bureau head:** Garrison Poling. **Chief engineer:** George Krivitsky. **Publicity director:** Louis T. Dwyer.

Rep: Burn-Smith Co., Inc. **Seating facilities:** Can accommodate about 700 persons. **Merchandising:** Have a merchandising department; services not listed. **Foreign language programs:** Accepted. **Artists bureau:** Complete roster of talent available. **Base rate:** \$100.

Copy restrictions: Beer advertising accepted. **E. T. library:** NBC Thesaurus; World; Associated; NAB; Davis & Schwegler. **News:** UP. **Commentators:** Curt Flowers (news commentator; newscaster); Hilliard Gudelsky (news commentator; newscaster; sports); Robert Quinn, Garrison Poling, and Louis Dwyer (newscasters); Elsie Buttrick (fashions; cooking); Helen Smith (fashions).

WCAR, PONTIAC

Operator: Pontiac Broadcasting Co., Riker Bldg. **Phone:** 7141. **Power:** 1,000 watts on 1100 kc (daytime). **Affiliation:** None. **Opened:** Dec. 16, 1939. (Note: H. Y. Levinson, general manager and stockholder in this station, is also publisher of the weekly Farmington Enterprise).

General and station manager: H. Y. Levinson. **Commercial manager, publicity director:** W. K. "Bill" Bailey. **Program and musical director:** Stanley Schultz. **Chief engineer:** Wiley Wenger. **Farm director:** W. E. Macdonald.

Rep: Radio Advertising Corp. **Seating facilities:** Observation booth seats 100 persons. **Merchandising:** Service available on request; estimates submitted on complete service, if desired. **Foreign language programs:** Not accepted. **Artists bureau:** None. **Base rate:** \$125.

Copy restrictions: Beer and wine copy accepted; no hard liquors; all copy subject to station approval. **E. T. library:** NBC Thesaurus. **News:** Transradio. **Commentators:** Swanson Shields (news commentator); Stanley Schultz (news commentator; sports); Joseph Mercier (newscaster); Tom Harmon (sports); Vane Knight (women's features); Al Gordon (Hollywood news); Carl Bailey (farm news).

WHLS, PORT HURON

Operator: Port Huron Broadcasting Co., 932 Military St. **Phone:** 6191. **Power:** 250

MICHIGAN STATIONS—Continued

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:** George Snyder.

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:** \$75.

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:** Associated. **News:** UP. **Commentators:** Harmon L. Stevens (newscaster; women's news; fashions); Edward Dougherty (farm news; market reports); Fred Baker (Hollywood news); Stanley Smith (local news).

WEXL, ROYAL OAK

Operator: Royal Oak Broadcasting Co., 212 W. Sixth St. **Phones:** 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:** \$90.

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:** Local news. **Commentators:** Kirk Knight (newscaster; sports; film news and gossip); Porter Bourne (newscaster; sports); Rose Lavery (clubs; women's news).

WHAL, SAGINAW

Operator: Harold F. Gross and Edmund C. Shields. **Power:** 500 watts on 950 kc (daytime only).

At press time this station had a construction permit only.

WSAM, SAGINAW

Operator: Saginaw Broadcasting Co. **Power:** 250 and 100 watts on 1200 kc (specified hours).

At press time this station had only recently been put into operation.

WSOO, SAULT STE. MARIE

Operator: Hiawathaland Broadcasting Co. **Power:** 250 and 100 watts on 1200 kc.

At press time this station had a construction permit only.

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 | Clearwater | 1,790 | Hubbard | 1,960 |
| Anoka | 3,790 | Cook | 520 | Isanti | 2,360 |
| Becker | 4,260 | Cottonwood | 2,810 | Itasca | 5,340 |
| Beltrami | 4,180 | Crow Wing | 5,600 | Jackson | 2,950 |
| Benton | 2,770 | Dakota | 7,250 | Kanabec | 1,650 |
| Big Stone | 1,890 | Dodge | 2,500 | Kandiyohi | 4,530 |
| Blue Earth | 7,540 | Douglas | 3,850 | Kittson | 1,770 |
| Brown | 5,030 | Faribault | 4,460 | Koochiching | 2,990 |
| Carlton | 4,310 | Fillmore | 5,350 | Lac qui Parle | 2,790 |
| Carver | 3,400 | Freeborn | 6,010 | Lake | 1,720 |
| Cass | 3,070 | Goodhue | 6,820 | Lake of the Woods .. | 900 |
| Chippewa | 3,120 | Grant | 1,800 | Le Seuer | 4,010 |
| Chisago | 2,810 | Hennepin | 128,770 | Lincoln | 2,050 |
| Clay | 4,640 | Houston | 2,830 | Lyon | 3,880 |

MINNESOTA STATIONS—Continued

| | | | | | |
|------------------|-------|-----------------|--------|---------------------|--------|
| McLeod | 4,290 | Pine | 3,940 | Stearns | 11,230 |
| Mahnomen | 1,060 | Pipestone | 2,520 | Steele | 3,940 |
| Marshall | 3,070 | Polk | 6,850 | Stevens | 1,860 |
| Martin | 4,610 | Pope | 2,490 | Swift | 2,740 |
| Meeker | 3,550 | Ramsey | 71,650 | Todd | 4,980 |
| Mille Lacs..... | 2,890 | Red Lake..... | 1,170 | Traverse | 1,530 |
| Morrison | 4,650 | Redwood | 3,970 | Wabasha | 3,810 |
| Mower | 6,150 | Renville | 4,470 | Wadena | 2,160 |
| Murray | 2,450 | Rice | 6,120 | Waseca | 3,030 |
| Nicollet | 3,090 | Rock | 2,190 | Washington | 5,440 |
| Nobles | 3,610 | Roseau | 2,300 | Watsonwan | 2,660 |
| Norman | 2,600 | St. Louis..... | 45,600 | Wilkin | 1,800 |
| Olmsted | 7,360 | Scott | 2,820 | Wiona | 8,390 |
| Otter Tail..... | 9,380 | Sherburne | 1,710 | Wright | 5,470 |
| Pennington | 2,100 | Sibley | 3,070 | Yellow Medicine.... | 3,100 |

KATE, ALBERT LEA

Operator: Albert Lee Broadcasting Co., 332 S. Broadway. **Phone:** 2338. **Power:** 250 watts on 1420 kc. **Affiliation:** North Central Broadcasting System. **Opened:** Oct. 26, 1937.

President, station manager: E. L. Hayek. **Commercial manager:** Warner C. Tidemann. **Program director:** Sherman Booen. **Chief engineer:** George Church.

Rep: None. **Seating facilities:** Can accommodate about 60 persons. **Merchandising:** Distribute window cards and handbills, and provide publicity for the Albert Lea Community Magazine. **Foreign language programs:** Accepted. **Artists bureau:** None. **Base rate:** \$84.

Copy restrictions: Beer advertising accepted; no patent medicines, wines, or other alcoholic beverages. **E. T. library:** World; MacGregor; Standard. **News:** UP. **Commentators:** Sherman Booen (newscaster); sports; George McCann (newscaster); Veronica Spencer (fashions; etc.).

KDAL, DULUTH

Operator: Red River Broadcasting Co., Inc., 218 Bradley Bldg. **Phone:** Melrose 2230. **Power:** 250 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. **Promotion:** Mike Cady and R. L. Border.

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; Davis & Schwegler. **News:** Transradio. **Commentators:** Jack Lellman, and Ellis Harris (newscasters); Dick Enroth (sports).

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 Service; Arrowhead Network; North Central Broadcasting System. **Opened:** June, 1924. (Note: This station is affiliated with the Superior, Wis., Telegram; same operator also controls WMFG, Hibbing, and WHLB, Virginia, Minn.)

General manager: Walter C. Bridges. **Commercial manager:** Thomas W. Gavin. **Chief engineer:** Charles Persons. **Musical director:** John Klieve. **Publicity director:** Frank G. Watson.

Rep: George P. Hollingbery Co. **Seating facilities:** About 130. **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. **Commentators:** Don McCall, and Ben Leighton (newscasters); Steve Robertson (sports); Bettina Hirschboeck (fashions; cooking).

KGDE, FERGUS FALLS

Operator: Charles L. Jaren. **Phone:** 898. **Power:** 250 and 100 watts on 1200 kc. **Affiliation:** Mutual; North Central Broadcasting System. **Opened:** 1926.

MINNESOTA STATIONS—Continued

Station manager: C. L. Jaren. **Program director:** Harry Sedgewick. **Musical director:** A. Woodward. **Chief engineer:** J. D. James.

Rep: Allied Representation Co. **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:** Davis & Schwegler. **News:** Transradio. **Commentators:** Joseph D. James (news commentator—reads prepared comment); Harry Sedgewick (newscaster; sports); Lee Dickson (newscaster; sports; market and grain reports); Sally Mitchell (fashions; cooking; sewing; styles decorations; new ideas).

WMFG, HIBBING

Operator: Head of the Lakes Broadcasting Co., Androy Hotel. **Phone:** 1150. **Power:** 250 watts on 1210 kc. **Affiliation:** CBS; North Central Broadcasting System; Arrowhead Network. **Opened:** Sept. 4, 1935. (Note: This station is newspaper-affiliated with the Superior (Wis.) Telegram; same ownership as WHLB, Virginia, and WEBC, Duluth.)

General manager: W. C. Bridges. **Station manager:** H. S. Hyett. **Chief engineer:** C. B. Persons.

Rep: George P. Hollingbery Co. **News:** No service listed. **Seating facilities:** None. **Merchandising:** Suitable service rendered without cost. **Foreign language programs:** Accepted for daytime periods; none during evening. **Artists bureau:** None. **Base rate:** \$60.

Copy restrictions: Beer advertising accepted at any time; other alcoholic beverages restricted to periods after 9 P.M. and must be via programs, not merely spot announcements; patent medicines accepted unless obviously fakes; all copy subject to station approval. **E. T. library:** None. **News:** From parent papers. **Commentators:** Ben Leighton, and Don McCall (newscasters); Wayne Byers (sports).

KYSM, MANKATO

Operator: F. B. Clements & Co., 101 N. Second St. **Phone:** 4673. **Power:** 250 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. **General man-**

ager: Ray E. Schwartz. **Program director, artists bureau head:** Jack Hanssen. **Chief engineer:** H. D. Kimberly. **Musical director:** Maurice Picne.

Rep: Howard H. Wilson Co. **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. **News:** UP. **Commentators:** Eugene T. Newhall (news commentator; newscaster); "Fran" (cooking; fashions); Glenn Harris and Don Hopkins (stock and grain reports); Wayne Anders (film gossip; entertainment news).

KSTP, MINNEAPOLIS-ST. PAUL

Operator: KSTP, Inc., St. Paul Hotel (St. Paul), Radisson Hotel (Minneapolis). **Phones:** Cedar 5511 (St. Paul); Bridgeport 3222 (Minneapolis). **Power:** 50,000 watts on 1460 kc. **Affiliation:** NBC Basic Red; Minnesota Radio Network. **Opened:** April 1, 1928.

President: Stanley E. Hubbard. **Station manager:** Kenneth M. Hance. **Commercial manager:** Ray Jenkins. **Sales promotion manager:** Sam Levitan. **Program director:** Corinne Jordan. **Chief engineer:** Hector Skifter. **Artists bureau head:** Charles Smith. **Musical director:** Leonard Leigh. **Publicity director:** Joe Meyers. **Educational director:** Thomas D. Rishworth.

Rep: Edward Pety & 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; also special daily ad service via publicity in affiliated papers; clipping service. **Foreign language programs:** Not accepted. **Artists bureau:** Yes; books radio and non-radio affairs. **Base rate:** \$240 (½ hr.).

Copy restrictions: Accept beer at any time; wine and hard liquor only after 10 P.M.; other restrictions—as to copy length, honesty, etc.—are "standard". **E. T. library:** World; NBC Thesaurus; Standard; NAB. **News:** UP. **Commentators:** Brooks Henderson (news commentator; newscaster); Val Bjornson (news commentator); Bob Murphy (newscaster; sports); Halsey Hall (sports); Bee Baxter (cooking); Corinne Jordan (fashions); Marjorie Ellis McCready (women's news).

MINNESOTA STATIONS—Continued

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. **Musical director:** Wally Olsen. **Educational director:** Max Karl. **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:** \$525.

Copy restrictions: Columbia Broadcasting System policies. **E. T. library:** None. **News:** UP; Minneapolis Star-Journal. **Commentators:** Cedric Adams, Hale Byers, and Bill Wiggington (newscasters); Florence Murphy (newscaster; women's club news); Eddie Gallaher and Rollie Johnson (sports); Hayle Cavanor (cooking); Al Smeby and Ruth Brinley (grain reports).

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 at sunset, varying from 6 to 8:15 P.M.). **Affiliation:** Mutual; Northland Network. **Opened:** Dec. 23, 1923.

Owner-manager: Geo. W. Young. **Commercial and program manager:** Wallace E. Stone.

Rep: William G. Rambeau Co. **Seating facilities:** Can accommodate about 75 persons in studios; Hotel Nicolet Ballroom, seating 150, available. **Merchandising:** Complete service rendered in proportion to sponsor's expenditure. **Foreign language programs:** Subject to station approval. **Artists bureau:** Can supply talent. **Base rate:** \$140.

Copy restrictions: Copy must be submitted one week in advance of broadcast; beer and wine accounts subject to station approval. **E. T. library:** Standard. **News:** Transradio; local. **Commentators:** Benedict Hardman (news editor, newscaster); Ruth Wentworth (cooking; home economic); Walt Gardner (livestock markets); Jack Melrose (farm news and information); Bill Finn (stock market quotations).

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.

WLOL, MINNEAPOLIS-ST. PAUL

Operator: Independent Merchants Broadcasting Co., 1730 Hennepin Ave. **Phone:** AT 0406. **Power:** 1,000 watts on 1300 kc. **Affiliation:** Mutual Broadcasting System; North Central Broadcasting System. **Opened:** June 17, 1940.

General manager: Edward P. Shurick. **Production manager:** Jerry Harrington. **Chief engineer:** Ogden Prestholdt. **Program director:** Irma Cuffron. **Musical director:** Verne Rooney. **News editor:** Paul Severeid.

Rep: Foreman Co. **Seating facilities:** Auxiliary studio in Plaza Hotel seats 300 persons. **Merchandising:** Complete service available. **Foreign language programs:** Accepted; English translation must accompany the original. **Artists bureau:** Yes; lists 30 artists, three orchestra leaders, three writers, and six announcers. **Base rate:** \$100.

Copy restrictions: Beer advertising accepted; no wines or hard liquors; patent medicine copy subject to station approval prior to broadcast. **E. T. library:** Associated. **News:** INS. **Commentators:** Paul Severeid and George Grim (news commentators); Booth Eddy (sports).

WMIN, MINNEAPOLIS-ST. PAUL

Operator: WMIN Broadcasting Co., 1287 St. Anthony Ave., St. Paul. **Phone:** Nestor 6501. **Power:** 250 watts on 1370 kc. **Affiliation:** None. **Opened:** Oct. 8, 1936.

General, station and commercial manager: Edward Hoffman. **Production manager:** Frank Devaney. **Program and publicity director:** Marilyn Powell. **Chief engineer:** Warren B. Fritze. **Musical director:** Lil Jone. **Promotion manager:** Samuel N. Nemer.

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: Hard liquor copy not accepted; patent medicine copy must pass inspection of station attorney before ac-

MINNESOTA STATIONS—Continued

ceptance. **E. T. library:** Standard; Associated; Lang-Worth. **News:** INS; A.P. **Commentators:** Frank Devaney (newscaster); Hal Strong (sports); Marilyn Powell (women's features); P. J. Hoffstrom (interview column).

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-Times; supply market data; route lists; mail notifications to trade for cost of postage; distribute posters, etc.; supply audition facilities so sponsor can acquaint trade with his programs; printing of broadsides, inserts, etc., at advertiser's expense. **Foreign language programs:** Accepted; none at present, however. **Artists bureau:** None. **Base rate:** \$200.

Copy restrictions: No alcoholic beverage copy accepted; all copy subject to government regulations. **E. T. library:** Associated; Radio Attractions. **News:** INS. **Commentators:** Herbert Lewis (news commentator); Alfred D. Stedman (Washington commentator); Hal Lansing; Bennett Orfield, and Charles Irving (newscasters); George Higgins (sports); Ann Ginn (fashions); Arleth Haerberle (fashions; cooking); Mary Proal Lindeke (interviews).

KVOX, MOORHEAD

Operator: KVOX Broadcasting Co., Inc., Comstock Hotel. **Phone:** 3-1523. **Power:** 250 watts on 1310 kc. **Affiliation:** Mutual. **Opened:** Nov. 26, 1937.

President: R. K. Herbst. **Station manager:** M. M. Marget. **Commercial manager:** Reinhardt Steinley, Jr. **Chief engineer:** Don Holaday.

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. **Commentators:** Manny Marget (news commentator; sports); Don Holaday, and Fred Monkkonen (newscasters).

WCAL, NORTHFIELD

Operator: St. Olaf College. **Phone:** 731-J. **Power:** 5,000 watts on 760 kc (shares 1/3 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 watts on 1310 kc. **Affiliation:** NBC Basic Supplementary with Red or Blue; Minnesota Radio Network. **Opened:** October 1, 1935.

Station manager: Gregory P. Gentling. **Program director:** LaVell Waltman. **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. **Commentators:** Jerry Wing, Bill Neville, and LaVell Waltman (newscasters); George Cutting (newscaster; stock-grain reports); Allen Embury, and Walt Bruzek (sports); Sally Milne, and Marjorie Hope (fashions); Virginia Drew (cooking).

KFAM, ST. CLOUD

Operator: The Times Publishing Co., Weber Bldg. **Phone:** 3330. **Power:** 250 watts on 1420 kc. **Affiliation:** NBC Basic Supplementaries; Minnesota Radio Network. **Opened:** June 4, 1938. (Note: This station is owned by the St. Cloud Times-Journal).

Station manager: George B. Bairey. **Sales manager:** Chester Erickson. **Chief engineer:** Robert Witschen.

Rep: None. **Seating facilities:** Use facilities of Technical High School. **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

MINNESOTA STATIONS—Continued

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; UP. **Commentators:** Gilbert Schoener and Carl Henneman (newscasters); Pat Halloran and Harry Sedgewick (sports); Wilhemina Schindler (fashions; cooking).

WHLB, VIRGINIA

Operator: Head of the Lakes Broadcasting Co., Virginia, Minn. **Phone:** 2000. **Power:** 250 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, seats 100 persons. **Merchandising:** None. **Foreign language programs:** Daily except Sunday, 11 to 11:30 A.M. **Artists bureau:** None. **Base rate:** \$48.

Copy restrictions: Beer advertising fully accepted; other alcoholic beverages accepted only if they use programs—no announcements. **E. T. library:** None. **News:** UP; AP. **Commentators:** Ben Leighton (newscaster, via WEBC, Duluth, Minn.);

Wayne Byers (sports); Elizabeth Spriersbach (farm news for women; cooking; interviews); August Newbaur (farm gossip, etc.).

KWLM, WILLMAR

Operator: Lakeland Broadcasting Co. **Power:** 100 watts on 1310 kc.

At press time this station had a construction permit only.

KWNO, WINONA

Operator: Winona Radio Service, 216 Center St. **Phone:** 3314. **Power:** 250 watts on 1200 kc. **Affiliation:** North Central Broadcasting System. **Opened:** Jan. 16, 1938. (Note: The owners of KWNO also own the Winona Republican-Herald.)

President: M. H. White. **Station and commercial manager:** L. L. McCurnin. **Chief engineer:** Maurice Reutter. **Musical director:** Margaret Johnson. **Artists bureau head:** Frank Sheehan. **Publicity director:** Jack London.

Rep: None. **Seating facilities:** None. **Merchandising:** Programs listed daily in the Winona Republican-Herald; letters sent to distributors at exact cost. **Foreign language programs:** No policies listed. **Artists bureau:** Setup nominal only. **Base rate:** \$75.

Copy restrictions: Beer copy accepted, but not on Sundays; no wines or hard liquor; all copy subject to station approval. **E. T. library:** NBC Thesaurus; Standard. **News:** UP; AP. **Commentators:** Frank Sheehan, Jack London, and Michael Abbott (newscasters); Ryan Halloren (newscaster; sports); Ruth Heggen (women's features).

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 | Claiborne | 1,180 | Greene | 980 |
| Alcorn | 2,660 | Clarke | 1,770 | Grenada | 1,840 |
| Amite | 1,540 | Clay | 1,940 | Hancock | 1,390 |
| Attala | 2,380 | Coahoma | 5,600 | Harrison | 7,040 |
| Benton | 750 | Copiah | 2,810 | Hinds | 12,510 |
| Bolivar | 7,250 | Covington | 1,160 | Holmes | 3,710 |
| Calhoun | 1,490 | De Soto | 2,120 | Humphreys | 2,520 |
| Carroll | 1,530 | Forrest | 4,650 | Issaquena | 550 |
| Chickasaw | 1,810 | Franklin | 1,130 | Itawamba | 1,380 |
| Choctaw | 970 | George | 620 | Jackson | 2,050 |

MISSISSIPPI STATIONS—Continued

| | | | | | |
|-----------------------|-------|-------------------|-------|--------------------|-------|
| Jasper | 1,390 | Montgomery | 1,510 | Sunflower | 6,040 |
| Jefferson | 1,280 | Neshoba | 2,260 | Tallahatchie | 3,150 |
| Jefferson Davis | 1,040 | Newton | 1,880 | Tate | 1,490 |
| Jones | 5,040 | Noxubee | 2,220 | Tippah | 1,470 |
| Kemper | 1,700 | Oktibbeha | 1,830 | Tishomingo | 1,370 |
| Lafayette | 1,910 | Panola | 2,550 | Tunica | 2,030 |
| Lamar | 1,230 | Pearl River | 2,100 | Union | 2,000 |
| Lauderdale | 7,840 | Perry | 730 | Walthall | 990 |
| Lawrence | 980 | Pike | 3,770 | Warren | 6,340 |
| Leake | 1,700 | Pontotoc | 1,780 | Washington | 7,070 |
| Lee | 3,720 | Prentiss | 1,540 | Wayne | 1,220 |
| Leflore | 6,090 | Quitman | 2,200 | Webster | 990 |
| Lincoln | 2,610 | Rankin | 1,740 | Wilkinson | 1,250 |
| Lowndes | 3,800 | Scott | 1,770 | Winston | 1,880 |
| Madison | 3,380 | Sharkey | 1,360 | Yalobusha | 1,870 |
| Marion | 1,920 | Simpson | 1,760 | Yazoo | 2,610 |
| Marshall | 2,080 | Smith | 1,400 | | |
| Monroe | 3,680 | Stone | 530 | | |

WCBI, COLUMBUS

Operator: Birney Imes. **Power:** 250 watts on 1370 kc.

At press time this station had a construction permit only.

WJPR, GREENVILLE

Operator: John R. Pepper, Greenville. **Phone:** 1770. **Power:** 250 watts on 1310 kc. **Affiliation:** None. **Opened:** Oct. 18, 1939.

Owner: John Pepper. **Station manager:** Paul Thompson. **Program and publicity director:** Bert Ferguson. **Chief engineer:** Buck Talley. **Artists bureau head:** Ben Rogers. **Musical director:** Charlotte Hague.

Rep: None. **Seating facilities:** None. **Merchandising:** Distribute window cards; issue direct mail; radio publicity; all services rendered without charge. **Foreign language programs:** No policy; to date there has been no call for this type of program. **Artists bureau:** Setup nominal only. **Base rate:** \$50.

Copy restrictions: Beer advertising accepted; no other alcoholic beverages; "standardized" patent medicine advertising accepted. **E. T. library:** Associated. **News:** INS. **Commentators:** Ben Rogers, Buck Talley, and Millard Perry (newscasters); Bert Ferguson (newscaster; sports); H. T. Crosby (talks on finance).

WGRM, GREENWOOD

Operator: P. K. Ewing, 222 Howard St. **Power:** 250 watts on 1210 kc. **Affiliation:** None. **Opened:** 1938.

Base rate: \$50.

No other information available.

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:** \$50.

Copy restrictions: None listed. **News:** Transradio.

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. **Merchandising director:** Frank Gentry. **Program director:** Maurice Thompson. **Production and publicity director:** Ralph Maddox. **Chief engineer:** Percy G. Root. **Musical director:** Jim Cockrell.

Rep: George P. Hollingsbery 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:** Accepted; copy subject to station approval. **Artists bureau:** None. **Base rate:** \$140.

Copy restrictions: Accept beer; no wine

MISSISSIPPI STATIONS—Continued

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. **Commentators:** Williard Cobb (news commentator); Pat Halverson (newscaster); Joe Paget (sports); Margaret Graham (fashions; cooking).

WSLI, JACKSON

Operator: Standard Life Broadcasting Co., Robert E. Lee Hotel. **Phone:** 3-2788. **Power:** 250 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:** T. G. Hubbard. **Musical director:** Mrs. George Philp.

Rep: Sears & Ayer, Inc. **Seating facilities:** Two studios atop Robert E. Lee Hotel, 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:** INS. **Commentators:** Paul Wilson (newscaster); Charlie Rawls (sports).

WAML, LAUREL

Operator: New Laurel Radio Station, Inc., 312 Central Ave. **Phone:** 288. **Power:** 250 watts on 1310 kc. **Affiliation:** None. **Opened:** Oct. 15, 1935.

President: D. A. Matison. **Station manager:** Hugh M. Smith. **Program director:** Bill Tracy. **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. **Commentators:** Granville Walters and Bill Tracy (newscasters); Hugh M. Smith (sports).

WSKB, McCOMB

Operator: McComb Broadcasting Corp., McColgan Hotel. **Phone:** 37. **Power:** 250

watts on 1200 kc. **Affiliation:** None. **Opened:** August, 1939. (Also maintain studios at Whitworth College, Brookhaven.)

President, chief engineer: Robert Louis Sanders. **Secretary, station and commercial manager:** George Blumenstock. **Sales director:** Jess Wilson. **Program director, artists bureau head:** Woody Assaf. **Musical director:** William Carlross. **Educational director:** Julia D. Blumenstock. **Publicity director:** Paul Cressap.

Rep: None. **Seating facilities:** Can accommodate about 1,000 persons. **Merchandising:** Help client's salesmen in gaining distribution through retail outlets. **Foreign language programs:** Not necessary in this area, excepting Spanish. **Artists bureau:** Yes; have about 30 artists on call. **Base rate:** \$30.

Copy restrictions: Beer advertising accepted; no other alcoholic beverages; patent medicine advertising limited, and subject to station approval. **E. T. library:** World. **News:** UP. **Commentators:** Frank Bundy, Jr. (news commentator; newscaster); Woody Assaf (newscaster; stock and cotton quotations); Jack Sanders (sports); Paul Cressap (newscaster); Mrs. George Blumenstock (women's features).

WCOC, MERIDIAN

Operator: Mississippi Broadcasting Co., Inc., Strand Bldg. **Phone:** 1042. **Power:** 1,000 watts on 880 kc. **Affiliation:** CBS. **Opened:** 1926. (Note: This station is owned by the publishers of the Clarke County Tribune of Quitman, Miss.)

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.

WQBC, VICKSBURG

Operator: Delta Broadcasting Co., Inc., Hotel Vicksburg. **Phone:** 312. **Power:** 1,000 watts on 1360 kc (daytime). **Affiliation:** None. **Opened:** June, 1931. (Note: This station is newspaper-affiliated with the Vicksburg Herald and Evening Post.)

President: L. P. Cashman. **Station and commercial manager:** O. W. Jones. **Program director:** Jeff Hester. **Chief engineer:** C. E. Drake.

Rep: None. **Seating facilities:** None. **Merchandising:** Any "reasonable require-

MISSISSIPPI STATIONS—Continued

ments" will be handled by the station. **Foreign language programs:** Station claims they are not useful in this area. **Artists bureau:** None. **Base rate:** \$60.

Copy restrictions: Beer and wine copy

accepted; no hard liquor; announcements are limited to 100 words; patent medicines subject to station approval. **E. T. library:** World. **News:** AP. **Commentator:** Burrell Conway (newscaster).

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 watts on 1370 kc. **Affiliation:** None. **Opened:** May, 1925.

Owner, station manager, publicity director: Oscar C. Hirsch. **Commercial manager:** Ralph L. Hirsch. **Program and musical director:** Virginia Bahn. **Chief engineer:** Oscar C. Hirsch.

MISSOURI STATIONS—Continued

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:** \$40.

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. **Commentators:** Merrill Currier (newscaster); Paul Austin (newscaster; sports).

KFUO, CLAYTON

Operator: Evangelical Lutheran Synod of Missouri, Ohio and Other States, 801 De Mun. **Phone:** Cabany 2499. **Power:** 1,000 watts on 830 kc (sunrise to sunset in Denver). **Opened:** Dec. 14, 1924.

This station is non-commercial; church-owned.

KFRU, COLUMBIA

Operator: KFRU, Inc., 9th and Elm Sts. **Phone:** 4141. **Power:** 250 watts on 1370 kc. **Affiliation:** None. **Opened:** March 13, 1925. (Note: This station is newspaper-owned by the St. Louis Star-Times.)

President: Elzey Roberts. **Station and commercial manager:** C. L. Thomas. **Program director, artists bureau head:** George Guyan. **Chief engineer:** Robert Haigh. **Musical director:** Carl Stepp. **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. **Commentators:** Guy W. Lowe and Paul Law (newscasters); George Guyan (newscaster; sports); Francis Allen (cooking); Betty Brang (fashions); Annie Lee Stag (general women's features); Hazel Haley (fan mail); Jim Campbell (farm news).

KWOS, JEFFERSON CITY

Operator: Tribune Printing Company, Adams and Capitol Avenues. **Phone:** 4000. **Power:** 250 watts on 1310 kc. **Affiliation:** Mutual. **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, Inc. **Seating facilities:** Reception room, seating 40 persons. **Merchandising:** Publicity through KWOS Advertiser; daily program listings in News and Tribune, and Sunday radio page. **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; AP.

WMBH, JOPLIN

Operator: Joplin Broadcasting Co., Keystone Hotel. **Phone:** 330. **Power:** 250 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. **Sales manager:** William H. Clark. **Program director:** Stella Lukens. **Chief engineer:** Baxter Burris. **Artists bureau head:** Charles McIntire. **Musical director:** Stella Lukens. **News editor:** Joe Carter.

Rep: Sears & Ayer, Inc. **Seating facilities:** Studio seats 60 persons. Other facilities available: First Community Church, 700; High School Auditorium, 1,200; High School Gymnasium, 500; Memorial Hall, 3,200; Connor Empire Room, 300; Connor Bal Moderne, 500; Connor Gold Room and Colonial Room, 225. **Merchandising:** Contact dealers; arrange window displays and tie-ups; hold sales conferences; contact jobbers; mail broadsides to trade when costs are paid; mail station letters to trade for cost of postage; make surveys. **Foreign language programs:** Accepted. **Artists bureau:** None. **Stock:** 210 shares held by D. J. Poynor and the Joplin Globe Publishing Co. **Base rate:** \$60.

Copy restrictions: Copy must not cause any embarrassment to audience; beer advertising accepted; no other alcoholic beverages; patient medicines accepted if meeting "standards of better advertising." **E. T. library:** NBC Thesaurus; NAB. **News:** UP. **Commentators:** Robert Grey (news commentator; newscaster); J. Charles McIntire (newscaster; sports); Ann Carol (women's features); Max Hixson (stock and grain reports); Earl Ritchie (stock market).

KCKN, KANSAS CITY

See under Kansas City, Kans.

KCMO, KANSAS CITY

Operator: KCMO Broadcasting Co., Commerce Trust Bldg. **Phone:** Victor 0900.

We're Spending A Quarter of a Million for YOU!



Erle Smith—News Editor Walt Lochman—Sports Commentator Beulah Karney—Food Consultant

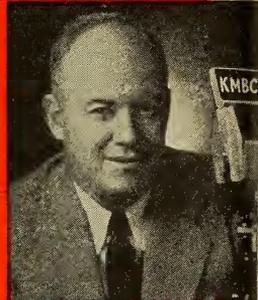
28 solid hours of service features every week, built around a talent and production staff of 47, run into money fast. But we're willing to make the investment in time and talent to provide:—



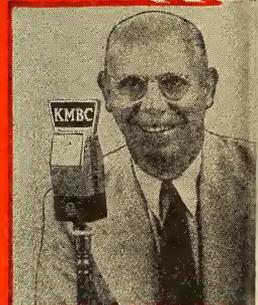
1. The oldest established farm program in Kansas City, directed by a nationally known farm personality, and including an especially edited farm newscast, live stock markets thrice daily direct from the Live Stock Exchange (arranged at the invitation of the Kansas City Live Stock Industry), as well as daily grain, poultry, and produce markets.
2. A full-time news editor, veteran of more than a dozen successful sponsorships.
3. A full-time home economics director who is ninety per cent commercial the year 'round.
4. 375 solid hours of play-by-play sports within a year.
5. And the first news broadcast on the air in Kansas City about fruits and vegetables direct from the source of supply!

You needn't match our quarter million—all you need is a one-way ticket that takes you right into the hearts and homes of two and a third million listeners in our P. D. A.!

All this, not to mention these Arthur B. Church Productions, developed at KMBC, that are doing—and ready to do—outstanding jobs for national network or spot advertisers: Texas Rangers, Caroline Ellis, Fran Heyser, Life on Red Horse Ranch, Brush Creek Follies, Phenomenon, Margaret and Gordon Munro, "Across The Breakfast Table"



Phil Evans—Director Farm Service



Bob Riley, Live Stock Market Report



Martha Hunter—The Food Scout



KMBC OF KANSAS CITY

Free & Peters NAT. REPS.

MISSOURI STATIONS—Continued

Power: 5,000 and 1,000 watts on 1450 kc. **Affiliation:** None. **Opened:** 1925.

President: Tom L. Evans. **General manager, sales director:** Jack Stewart. **Business manager:** Clarence Breazeal. **Program director:** James Coy. **Chief engineer:** Loyd Sigmon. **Musical director:** Bobby Jones. **Continuity editor:** Dave Brown. **News editor:** Wess Carr.

Rep: None. **Seating facilities:** Can accommodate 100 persons. **Merchandising:** Complete service available. **Foreign language programs:** Not accepted. **Artists bureau:** None. **Base rate:** \$120 (½ hr.).

Copy restrictions: Hard liquor advertisements not accepted. **E. T. library:** Associated; Standard; Lang-Worth. **News:** UP. **Commentators:** James Coy, Wess Carr, Grayson Enlow and Kenneth Heady (newscasters); Charles Bryant (sports); Anne Hayes (women's features).

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: D. E. (Plug) Kendrick. **General manager:** Robert Peyton. **Chief engineer:** Wayne Hatchett.

Rep: Howard H. Wilson 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. **Commentators:** Carl Kennagy (news commentator; newscaster; sports); Harry Grove (stock market and produce reports).

KMBC, KANSAS CITY

Operator: Midland Broadcasting Co., Pickwick Hotel. **Phone:** HARRISON 2650. **Power:** 5,000 watts on 950 kc. **Affiliation:** CBS. **Opened:** 1921.

President, general manager: Arthur Burdette Church. **Vice-president:** Karl Koerper. **Director of sales:** Sam H. Bennett. **National program sales:** Columbia Artists, Inc. (New York); George E. Halley (Chicago); Columbia Management, Inc. (Hollywood). **Program director:** Felix Adams. **Chief engineer:** A. R. Moler. **Studio director:** A. K. Krahl. **Musical director:** P. Hans Flath. **Research director:** Mark N. Smith. **Artist bureau head:** James

W. McConnell. **Publicity director:** Milton F. Allison. **News editor:** Erle H. Smith. **Educational director:** Kenneth L. Graham. **Farm service director:** Phil Evans.

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 liquors accepted; beer, wines restricted; offers must conform to all city, state, and federal laws; patent medicines must conform to all laws and the Pure Food and Drug Act; adhere to all NAB code stipulations. **E. T. library:** World; NAB; Lang-Worth; Davis & Schwegler. **News:** Transradio (Kansas City bureau housed at KMBC). **Commentators:** Erle Smith and John Farmer (newscasters); Walt Lochman (sports); Beulah Barney (foods); Martha Hunter (shopping news—foods); Phil Evans (agricultural news, comment and reports); Bob Riley (livestock quotations).

WDAF, KANSAS CITY

Operator: Kansas City Star Company, 1729 Grand Avenue. **Phone:** Harrison 1200. **Power:** 5,000 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:** Can accommodate about 100 persons. **Merchandising:** Rendered at actual cost. **Foreign language programs:** Not accepted. **Artists bureau:** None. **Base rate:** \$380.

Copy restrictions: No beer, wine or liquor advertising; some patent medicines ac-

Eager!—and *ABLE!*—
to serve you well
in Kansas City*



Don Davis, President



John Schilling, General Manager

WHB

—and throughout
the rich KANSAS
STATE NETWORK
TERRITORY

KEY STATION *of the* KANSAS STATE NETWORK



MISSOURI STATIONS—Continued

cepted, 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. **Commentators:** Shelby Storck (newscaster); C. E. McBride, Fred Weingarh, and Ernest Mehl (sports); Betty Lee (fashions; cooking).

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; Kansas State Network. **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:** Virgil Bingham. **Publicity director:** C. V. McGuigan. **Client service and 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:** Not accepted. **Artists bureau:** Yes; lists about 30 artists. **Base rate:** \$120 (up to 6 P.M.); \$240 thereafter).

Copy restrictions: Some patent medicines and beer accepted; no testimonials which cannot be authenticated; no adver-

tising 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. **Commentators:** Bob Caldwell, Jr. (news commentator; newscaster); C. V. McGuigan (newscaster; sports); Gene Crum (newscaster); Ernie Whitney (sports); Caroline Clark (interior decoration); J. R. Lloyd (weather); Lt. Barney Mahoney (safety); Bill Williams (livestock reports); Reuben Corbin (fruit and vegetable market reports); Don Rogers (hay and grain market reports).

WREN

See under Lawrence, Kans.

KWOC, POPLAR BLUFF

Operator: Radio Station KWOC, Barron Road, North Poplar Bluff. **Phone:** 1310. **Power:** 250 watts on 1310 kc. **Affiliation:** None. **Opened:** May 21, 1938.

Station and commercial manager: P. H. Cunningham. **Program and publicity director:** Bill Tedrick. **Chief engineer:** Don Lidenton. **Musical director:** Lola Sechrest.

Rep: None. **Seating facilities:** Can accommodate about 20 persons. **Merchandising:** Full cooperation rendered. **Foreign language programs:** Accepted. **Artists bureau:** None. **Base rate:** \$50.

Copy restrictions: Accept beer copy, but no wines or alcoholic beverages. **E. T. library:** World. **News:** AP. **Commentators:** P. H. Cunningham, Allen Wolpers and Bob Standard (newscasters); P. H. Cunningham (sports); Lola Sechrest (film gossip); Mrs. J. D. Maze (garden club).

KFEQ, ST. JOSEPH

Operator: KFEQ, Inc., Schneider Bldg., 7th & Felix. **Phone** 4-0813. **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: Barton 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: Headley-Reed Co. **Seating facilities:** Studio, 50 persons. **Merchandising:** No set rules; call on retail and wholesale ac-

MISSOURI STATIONS—Continued

counts; 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:** UP. **Commentators:** Dee D. Denver, Jr., M. Dow Mooney, and Lawrence M. Parker (newscasters); Zola Marr (fashions).

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:** L. McC. Young. **Musical director:** Ben Feld. **Promotion director:** J.

Soulard Johnson. **Station promotion:** Bob Reichenbach. **Publicity director:** Jerry Hoekstra. **Public relations:** Arthur J. Casey.

Rep: Radio Sales. **Seating facilities:** Columbia Playhouse seats 400. **Merchandising:** Advertiser-dealer-consumer merchandising plan available, including newspaper publicity service, trade mailings, illuminated display windows, etc.; additional services upon request at actual cost. **Foreign language programs:** Not accepted. **Artists bureau:** None. **Base rate:** \$575.

Copy restrictions: CBS program policies. **E. T. library:** Associated. **News:** UP-Day; UP-Night; UP-Radio; Transradio. **Commentators:** Harry W. Flannery and Bob Dunham (news commentators); John Jacobs, Paul Wills, and Bud Sherman (newscasters); France Laux, Cy Casper, Bob Lyle, Jim Alt, and Jim Conzelman (sports); Josephine Halpin (women's news commentator; fashions; drama reviews; interviews); Jane Porter (cooking; home economics); Margerite King (home economics; cooking, women's features); Charley Stookey (farm news).

KRW

KANSAS CITY'S

FASTEST GROWING STATION

KCMO

JACK STEWART, Director

MISSOURI STATIONS—Continued

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. **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 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. **E. T. library:** NBC Thesaurus. **News:** AP.

KWK, ST. LOUIS

Operator: Thomas Patrick, Inc., Hotel Chase. **Phone:** Rosedale 3210. **Power:** 5,000 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 and promotion 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:** Louis C. Nelson.

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:** Not accepted. **Artists bureau:** Setup nominal only. **Base rate:** \$275.

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. **Commentators:** Ray Dady (news commentator and analyst); Martin Bowin, J. Taylor Grant, Don Cochran, Myron J. Bennett

(newscasters); Johnnie O'Hara and Johnnie Neblett (sports); Bob Richardson (sports; automotive news and comment); Carol Gay (women's news and comment; books; films; fashions; chatter); Helen Adams (cooking; recipes; child care; home-making).

KXOK, ST. LOUIS

Operator: Star-Times Publishing Co., Star-Times Bldg. **Power:** 5,000 watts on 630 kc. **Affiliation:** None. (Note: This station is owned by the St. Louis Star Times.)

Publisher: Elzey Roberts. **Commercial manager:** Clarence Cosby. **Program director:** Blaine Cornwell.

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. **Commentators:** Bruce Barrington (news commentator); Jim Hennessey, Bert Metcalf, Bob Hille, Warren Champlin, and C. J. Moulten-Kelsey (newscasters); Alex Buchan and Ray Schmidt (sports); Rose Claire (fashions; beauty); Virginia Davis (foods).

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:** Nicholas Pagliara. **Program director:** Arthur T. Jones. **Chief engineer:** G. E. Rueppel. **Musical director:** Ralph Stein. **Publicity director:** Arthur T. Jones.

Rep: None listed. **Seating facilities:** Studio auditorium, 1,200. **Merchandising:** Capable of rendering such service at special rates. **Foreign language programs:** Have programs directed at German, Italian and Greek audiences, but broadcasts are in English. **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. **Commen-**

MISSOURI STATIONS—Continued

tators: Arthur T. Jones and William A. Durbin (newscasters); Herb MacCready (sports); Marion Reynolds (fashions; women's features); Margie Lee (cooking); H. A. Powell (livestock markets); Ray Gutting (grain markets).

WIL, ST. LOUIS

Operator: Missouri Broadcasting Corp., Melbourne Hotel. **Phone:** Jefferson 8403. **Power:** 250 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. **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: All copy must comply with recommendations of the NAB code; 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; Davis & Schwegler. **News:** Transradio. **Commentators:** Walter Forster, Mel Kampe, and Ray Manning (newscasters); Neil Norman, and Bill Durney (sports); Mrs. Schuyler Smith (personalities; social and civic news; fashions); Ray C. Schroeder ("Mr. Fixit"—news and advice; city hall news; answers to listeners' questions).

WTMV, EAST ST. LOUIS (ILL.)

Operator: Mississippi Valley Broadcasting Co., Inc., Hotel Broadview. **Phones:** Bridge 3424; East 4390. **Power:** 250 watts on 1500 kc. **Affiliation:** None. **Opened:** May 19, 1935.

President, station manager: William H. West. **Vice-president, sales manager:** Carlin S. French. **Program director:** George T. Case. **Musical director:** Doyle Blackard. **Chief engineer:** Thomas R. McLean.

Rep: Sears & Ayer, Inc. **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, Croatian, Hungarian, current. **Artists bureau:** Talent available upon request. **Base rate:** \$200.

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:** Associated. **News:** INS; local. **Commentators:** George T. Case (news commentator; sports; gossip; entertainment news); Fred Moegle (newscaster; grain reports); Joe Hogan (newscaster; stock reports); George Wood (newscaster; stock reports); Don Tolliver (newscaster; entertainment news); Jane Foster (women's features).

KDRO, SEDALIA

Operator: Drohlich Bros., 2100 W. Broadway. **Phones:** 4004-5-6. **Power:** 250 watts on 1500 kc. **Affiliation:** None. **Opened:** Sept. 15, 1939.

Owners: Drohlich Bros. **Station manager:** Robert Drohlich. **Commercial manager, publicity director:** Albert Drohlich. **Program director:** Harry Becker. **Chief engineer:** T. L. Yount. **Script director:** Brad Crandall, Jr.

Rep: Howard H. Wilson Co. **Seating facilities:** 125 persons. **Merchandising:** Complete service available at additional charge. **Foreign language programs:** Accepted, if complying with NAB code of ethics. **Artists bureau:** Station has about 15 artists and groups available. **Base rate:** \$75.

Copy restrictions: Beer advertising accepted; no other alcoholic beverages; all copy and accounts must comply with NAB code of ethics. **E.T. library:** Standard. **News:** UP. **Commentators:** Lee Pollock (newscaster); Harry Becker (newscaster; stock markets reports); Herb Kerns (sports).

KGBX, SPRINGFIELD

Operator: Springfield Broadcasting Co., 508 St. Louis Street. **Phone:** 1360. **Power:** 5,000 watts on 1230 kc. **Affiliation:** NBC Southwestern Optional Group. **Opened:** 1924 in St. Joseph, Mo.; present ownership dates from 1926, and Springfield transfer came in 1931. (Note: This station and KWTO of the same city, are affiliated with the Springfield Newspapers, Inc., through cross ownership.)

President: Thomas W. Duvall. **Station manager:** Ralph Foster. **Business manager:** Art Johnson. **National accounts manager:** John Pearson. **Program director:** George Earle Wilson. **Chief engineer:** Fritz Bauer. **Merchandising director:** Les Kennon. **Publicity director:** Carl Ward.

Rep: John E. Pearson (Chicago). **Seating facilities:** About 100. **Merchandising:** No

MISSOURI STATIONS—Continued

information given. **Foreign language programs:** No rules; population does not warrant such programs. **Artists bureau:** Yes. **Base rate:** \$100.

Copy restrictions: Allow only beer; no other set copy rules. **E. T. library:** NBC Thesaurus; Standard. **News:** UP. **Commentators:** Floyd M. Sullivan (news commentator); Tom Kelly and Joe Hainline (newscaster); Fred McGhee (newscaster; sports).

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:** Terry Moss. **Chief engineer:** Fritz Bauer. **Merchandising director:** Les Kennon. **Publicity director:** Carl Ward.

Rep: John E. Pearson (Chicago). **Seating facilities:** Studio, 30; Shrine Mosque, 5,000; American Legion Home, 1,200. **Merchandising:** No information given. **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. **Commentators:** Floyd M. Sullivan (news commentator); Fred McGhee (newscaster; sports); Tom Kelly, Bob Page, and Joe Hainline (newscasters).

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 | | |

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:** Bob Kunkel.

MONTANA STATIONS—Continued

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. **Commentators:** E. E. Cooney (newscaster; sports; entertainment news); Franz Robischon (newscaster; market, grain and livestock reports); Vern McGahan, and Bob Kunkel (newscasters); Dorothy Morris (women's features).

KRBM, BOZEMAN

Operator: KRBM Broadcasters, Hotel Baxter. **Phone:** 1420. **Power:** 250 watts on 1420 kc. **Affiliation:** NBC North Mountain group; Z net. **Opened:** Oct. 1, 1939.

President: Robert B. MacNab, Jr. **Station manager, program director:** Pat M. Goodover. **Commercial manager:** John McLeod. **Chief engineer:** Jack Boor.

Rep: Furgason & Walker, Inc. **Base rate:** Station sold only as part of Z Net (which has a base rate of \$60 per half-hour).

E. T. library: Lang-Worth; Davis & Schwegler. **News:** Transradio.

KGIR, BUTTE

Operator: KGIR, Inc., West of Butte. **Phones:** 23; 44. **Power:** 5,000 watts on 1340 kc. **Affiliation:** NBC North Mountain Group; Z Net. **Opened:** Jan. 31, 1929.

Manager: E. B. Craney.*

Rep: None. **Seating facilities:** Can accommodate about 200 persons. **Merchandising:** Any service desired rendered at cost. **Foreign language programs:** Not accepted. **Artists bureau:** Setup nominal only. **Base rate:** Station sold only as part of the Z Net with a base rate of \$60 (½ hr.); advertisers buying KGIR receive KPFA, Helena, and KRBM, Bozeman, as bonus stations.

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 announce-

ment on either end; otherwise only 30-word chainbreak announcements are sold. **E. T. library:** Davis & Schwegler; Lang-Worth; MacGregor. **News:** Tranradio. **Commentators:** Joe Carroll (newscaster; sports); Barbara R. Sprague (women's features).

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. **Program and educational director:** John Alexander. **Musical director:** Gene Price. **Continuity chief:** Dorothy Roberts. **Special events:** Deane Flett.

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. **News:** UP. **Commentators:** John Alexander and Deane Flett (newscasters); Jack McNichol (newscaster; entertainment news); Bill Tredway and Ed Wilson (sports); Josie Weir (women's news; fashions); Florence Johnson (cooking); Ted Fosse (farm news).

KPFA, HELENA

Operator: The Peoples Forum of the Air, 1306 11th Ave. **Phone:** 857. **Power:** 250 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: Furgason & Walker, Inc. **Seating facilities:** Use local theatre, seating anywhere from 300 to 1,200 persons; admission charge occasionally, but not always

* Also managing director of KPFA, Helena, Mont., and stockholder in KXL, Portland, Ore., and KRBM, Bozeman, Mont.

* Also manager of KGIR, Butte, Mont., and stockholder in KXL and KRBM.

MONTANA STATIONS—Continued

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, 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. **Commentators:** Frank Brown (sports); Lillian Stone (homemaking); Bob Zernstein (agriculture).

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. **Commentators:** Don Treloar (news commentator; sports); George Wood and Hugh Houston (newscasters); Mrs. L. Denny (homemaking).

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. **Educational director:** King Harmon. **Traffic manager:** Ernestine Flannery. **Chief engineer:** Tom E. Atherstone. **Publicity:** James Barber.

Rep: Burn-Smith Co. **Seating facilities:** Studio, 100 persons. **Merchandising:** Assist in distribution and placing of window displays; other general helps. **Foreign language programs:** Population is less than 2% foreign; station does not deem such programs necessary. **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. **Commentators:** Frank McIntyre, Hal Moon, and Bud Blanchette (newscasters); Max Yandt and Nick Mariana (sports); Ernestine Flannery (fashions); Dagmar Ann Weston (cooking; homemaking).

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: Burn-Smith. **Seating facilities:** Studio seats 30 persons. **Merchandising:** Publicity in local papers. **Foreign language programs:** 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. **Commentator:** E. A. Richmond.

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 |

KORN, FREMONT

Operator: Nebraska Broadcasting Corp., Pathfinder Hotel. **Phone:** 1060. **Power:** 250 watts on 1370 kc. **Affiliation:** Keystone Network. **Opened:** Dec. 22, 1939.

President, station and publicity director: Clark Standiford. **Commercial manager:** W. J. Binkley. **Program director:** Fred Christensen. **Chief engineer:** A. C. Blackburn.

Rep: None. **Seating facilities:** Audience room seats 180 persons. **Merchandising:** Window cards, taxi posters, and use of a display room (20x35 ft.) gratis to clients. **Foreign language programs:** No call for any thus far; such programs would be subject to stringent regulations to preserve high ethics and avoid controversial topics. **Artists bureau:** None. **Base rate:** \$60.

Copy restrictions: No alcoholic beverages (including beer and wine) accepted. **E. T. library:** Standard. **News:** UP. **Commen-**

tators: Dale McCampbell (sports); Mrs. Harry Rasmussen (home economics).

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:** Ted Mathews. **Program and musical director:** Ted Johnson. **Chief engineer:** Marvin Price.

Rep: Howard H. Wilson Co. **Seating facilities:** Auditorium, capacity 200. **Merchandising:** Send letters to dealers and salesmen, charging advertiser only for post-

*Also general manager of KFAB-KFOR, Lincoln, and KOIL, Omaha, Neb.

NEBRASKA STATIONS—Continued

age or special printing. **Foreign language programs:** Not accepted. **Artists bureau:** None. **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. **Commentators:** George Kister (newscaster; market-grain reports); Ted Johnson (newscaster); Nay O. Deines (sports); Gertrude Stahl (fashions; cooking; sewing; poetry; homemaking).

* *General manager of KFBI, Wichita, Kans.*

KHAS, HASTINGS

Operator: The Nebraska Broadcasting Co. **Power:** 250 watts on 1200 kc.

At press time this station had a construction permit only.

KGFW, KEARNEY

Operator: Central Nebraska Broadcasting Corporation, Federal Annex. **Phone:** 31551. **Power:** 250 watts on 1310 kc. **Affiliation:** None.

Station manager: Lloyd C. Thomas. **Commercial manager:** E. Anson Thomas. **Program director:** Al Ray Brown. **Chief engineer:** Walter Ely.

Rep: None. **Seating facilities:** Can accommodate from 25 to 500 persons, depending on studio used and point of program origination; several remotes maintained. **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:** Limited service. **Base rate:** \$80.

Copy restrictions: All contracts and copy subject to approval of the management and State and Federal regulations. **E. T. library:** Standard. **News:** INS. **Commentators:** Lloyd C. Thomas (news commentator); Al Ray Brown, and Lester Boshara (newscasters); Howard Baxter (sports); Winonah Bailey ("June Lee"—foods); Vera Morris (fashions).

KFAB, LINCOLN

Operator: KFAB Broadcasting Co., Hotel Lincoln (Lincoln), 17th and Farnam (Omaha). **Phones:** 2-3214 (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:** Not 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.

KFOR, LINCOLN

Operator: Cornbelt Broadcasting Corp., Hotel Lincoln. **Phone:** 2-3214. **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:** Chuck Miller. **Technical director:** Mark Bullock.

Rep: The Katz Agency. **Seating facilities:** Studios, 300; Hotel Lincoln Ballroom, 650. **Merchandising:** Complete service department maintained. **Foreign language programs:** Not accepted. **Artists bureau:** None. **Base rate:** \$74.

Copy restrictions: Accept beer; no wines or hard liquors; patent medicines carefully checked. **E. T. library:** World. **News:** INS.

WJAG, NORFOLK

Operator: Norfolk Daily News, 116 N. Fourth St. **Phone:** 432. **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: Furgason & Walker, Inc. **Seating facilities:** None. **Merchandising:** Free in Norfolk; at cost elsewhere. **Artists bureau:** None. **Base rate:** \$80.

Copy restrictions: Competitive announcements and programs to be separated by at least three minutes; cannot

NEBRASKA STATIONS—Continued

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. **Commentators:** Art Thomas (news commentator; newscaster); Bob Thomas (newscaster); Gene Carrigan (sports); "Cousin Elsie" (women's features); "Cousin Jean" (book reviews).

KGNF, NORTH PLATTE

Operator: Great Plains Broadcasting Co., 1521 W. 12th St. **Phone:** 132. **Power:** 1,000 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:** V. L. LeBarron. **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; Lang-Worth. **News:** UP.

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:** Cliff Johnson. **Technical director:** Mark Bullock. **Production manager:** Harold Hughes.

Rep: The Katz Agency. **Seating facilities:** Studios, 350 persons. **Merchandising:** Complete service department maintained. **Foreign language programs:** Not accepted. **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.

KONB, OMAHA

Operator: MSB Broadcasting Co. **Power:** 250 watts on 1500 kc.

At press time this station had a construction permit only.

KOWH, OMAHA

Operator: World Publishing Co., World Herald Bldg. **Phone:** Atlantic 2228. **Power:** 500 watts on 660 kc (operates to local sunset). **Affiliation:** NBC Basic Blue Supplementary Group. **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. **Chief engineer:** Pete Nelson.

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. **Commentators:** Ronnie Ashburn (newscaster; sports); Orville Weimer and Bert Smith (newscasters).

WOW, OMAHA

Operator: Woodmen of the World Life Insurance Society, 17th and Farnam Sts. **Phone:** Webster 3400. **Power:** 5,000 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:**

NEBRASKA STATIONS—Continued

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. **Commentators:** Foster May, Ray Olson, and Harry Burke (newscasters); Tom Daily (sports); Martha Bohlson (cooking); Charles Bruce (livestock).

KGKY, SCOTTSBLUFF

Operator: Hilliard Co., 1517½ Broadway. **Phone:** 856. **Power:** 250 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:** R. M. Stewart, L. L. and Ruth K. Hilliard. **Base rate:** \$50.

Copy restrictions: No formal rules listed. **E. T. library:** NBC Thesaurus. **News:** Transradio.

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 | | |

KENO, LAS VEGAS

Operator: Nevada Broadcasting Co. **Power:** 250 and 100 watts on 1370 kc. **At press time this station had a construction permit only.**

KFUN, LAS VEGAS

Operator: Las Vegas Broadcasting Co., Inc. **Power:** 250 and 100 watts on 1420 kc. **At press time this station had a construction permit only.**

KOH, RENO

Operator: The Bee, Inc., 143 Stevens Street, **Power:** 1,000 watts on 630 kc. **Affiliation:** NBC Pacific Coast Network.

Opened: 1928. (Note: KOH is owned by the McClatchy Newspapers.)

Manager: Wallie D. Warren. **Program director:** Merle Snider. **Chief engineer:** Hewitt Kees. **Continuity director:** Merrill Inch.

Rep: Paul H. Raymer Co. **Seating facilities:** Can accommodate 150 persons. **Merchandising:** Full service available. **Foreign language programs:** Not accepted. **Artists bureau:** None. **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. **Commentators:** Wallie D. Warren and Merle Snider (newscasters); Merrill Inch (newscaster; sports); Jerry Cobb (sports).

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 | | |

WKNE, KEENE

Operator: Twin State Broadcasting Corp., Dunbar St. **Phone:** 2080. **Power:** 1,000 watts on 1260 kc. **Affiliation:** CBS. **Opened:** Oct. 29, 1933. (Note: This station is moving from Springfield, Vt., where it used the call letters WNBX).

Manager: Herman Steinbruch. **Chief engineer:** W. F. Moore. **Program, publicity director:** W. A. Bamford.

Rep: Paul H. Raymer Co. **Seating facilities:** Can accommodate about 60 persons. **Merchandising:** Make regular coverage of the market. **Foreign language programs:** Not accepted. **Artists bureau:** Setup nominal only. **Base rate:** \$125.

Copy restrictions: Accept beer and wines; no hard liquors; accept all advertising legal in the state of Vermont and New Hampshire. **E. T. library:** Associated. **News:** UP. **Commentators:** Ozzie Wade, and Bob Freeman (newscasters; sports); Harriet Dyke (home economics); Kaye Winters (fashions; beauty hints).

WLNH, LACONIA

Operator: Northern Broadcasting Co., Masonic Temple Bldg. **Phone:** Lac 501. **Power:** 250 watts on 1310 kc. **Affiliation:** Mutual; Yankee Network; Colonial Network. **Opened:** 1922.

Station manager, musical and production director: Earle Clement. **Program director:** Sherwin Greenlaw. **Sales manager:** Al Tyler. **Chief engineer:** William MacDonald.

Rep: Joseph Hershey McGillvra. **Seating facilities:** 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 and wine ac-

cepted; no liquors; copy subject to approval of New Hampshire State Liquor Commission; patent medicines must conform to all laws. **E. T. library:** NBC Thesaurus. **News:** UP; Yankee Network News Service. **Commentators:** Sherwin Greenlaw, William Greene, and Martin Avery (newscasters); Bruce Koehler (sports); Marie Forsberg (women's features).

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 G. H. 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:** \$100.

Copy restrictions: Accept wine and beer advertising; no hard liquors. **E. T. library:** NBC Thesaurus. **News:** UP; Yankee Network News Service. **Commentators:** Stephen J. Burke (news commentator; newscaster; program reviews); Charles Evans (newscaster; sports); Alberta Sullivan (fashions; women's features; children's programs).

WHEB, PORTSMOUTH

Operator: Granite State Broadcasting Corp., Lafayette Road, P. O. Box 746. **Phone:** 2670-1. **Power:** 1,000 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 devotional programs daily; entire Sunday schedule reserved for Radio Pulpit).

NEW HAMPSHIRE STATIONS—Continued

President: H. J. Wilson. **General manager:** H. C. Wilson. **Program director, artists bureau head:** V. E. Bennett. **Chief engineer:** D. R. Stevens. **Musical director:** George Michael.

Rep: None. **Seating facilities:** Can accommodate about 50 persons. **Merchandising:** Service available at advertiser's expense. **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. **E. T. library:** MacGregor; NBC Thesaurus. **News:** UP; AP. **Commentators:** George E. Sherry, Chester Merrow, and Agnes Ryan (news commentators); Winslow Bettinson (newscaster); George Michael (sports); Helen Bankroft (women's features).

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.

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. **Commentators:** A. D. Bedell (news commentator); David Morrow, George Steinhardt, and George Levy (newscasters); Herbert Kamm, Richard Gibbons, and Bill Bowes (sports); Carolyn Warden (women's features).

* Also manager of WBRB, Red Bank, N. J.

WBAB, ATLANTIC CITY

Operator: Press Union Publishing Co., 1900 Atlantic Ave. **Phone:** 5-1111. **Power:**

250 watts on 1200 kc. **Affiliation:** CBS. **Opened:** Feb. 1, 1940. (Note: This station is newspaper-owned by the Atlantic City Press and Union).

President: A. J. Feyl. **Station and commercial manager:** Norman Reed. **Program director:** Ray Morgan. **Chief engineer:** Earle Godfrey.

Rep: Headley-Reed Co. **Seating facilities:** Two studios seat 150 and 50 persons respectively. **Merchandising:** Complete service available gratis; details depend on advertiser's requirements. **Foreign language programs:** Italian and Jewish programs accepted; English translation must be provided in advance. **Artists bureau:** None. **Base rate:** \$100.

Copy restrictions: Beer and wine advertising accepted; no hard liquors; station follows recommendations of the N.A.B. code. **E. T. library:** NBC Thesaurus; World. **News:** AP. **Commentators:** Ray Morgan and John L. McClay (newscasters; sports); Paul Martin, Ted Bauer, and Ralph Shoemaker (newscasters); Alma Price (women's features).

WFPG, ATLANTIC CITY

Operator: Neptune Broadcasting Corp. **Power:** 250 and 100 watts on 1420 kc.

At press time this station had a construction permit only.

NEW JERSEY STATIONS—Continued

WSNJ, BRIDGETON

Operator: Eastern States Broadcasting Corp., Bridgeton. **Phone:** 1-600. **Power:** 250 watts on 1210 kc. **Affiliation:** None. **Opened:** Aug. 23, 1937.

President, general manager: Howard S. Frazier. **Station, commercial, and promotion manager:** Paul Alger. **Chief engineer:** Russel Ely. **Musical director:** Lowell Ayars. **Program, continuity and publicity director:** J. 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:** Not accepted. **Artists bureau:** Can supply talent. **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:** UP. **Commentators:** G. Vernon Pepper (news commentator; newscaster); Mill March (newscaster; Hollywood chatter); Jerry Alden (newscaster; sports); Mac McGuire (newscaster; farm news).

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 license 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:** Edwin W. Tucker. **Chief operator:** Marvin Seimes. **Musical director:** Edward N. Layman.

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:** \$40 (½ hr.).

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. **Commentators:** Edwin W. Tucker, William Manns, and Walter McGuire (newscasters); Bill Markward (sports); Betty Bowen (fashions; home economics).

WAAT, JERSEY CITY

Operator: Bremer Broadcasting Corp., 50 Journal Square (Jersey City); RKO Bldg. (New York City). **Phones:** Journal Square 4-3500; Rector 2-5878; Market 3-0383; Circle 5-5780 (New York City). **Power:** 1,000 watts on 940 kc. **Affiliation:** None. **Opened:** 1926.

President, station manager: Paul H. La Stayo. **Vice-president, commercial manager:** A. B. Schillin. **Program director:** Gabrielle C. Haas. **Chief engineer:** Anthony Castellani. **Musical director:** Fabian Nicholson. **Continuity director:** Walter P. Kelly.

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. **Base rate:** \$262.50.

Copy restrictions: Accept beer and wine; no liquor; all copy subject to station approval. **E. T. library:** NBC Thesaurus; Standard. **News:** UP. **Commentators:** Jackie Farrell (sports); Mary Mitchell (heart and home problems); Claire Cowan (society); Ed Laux (Hollywood news).

WHOM, JERSEY CITY

Operator: New Jersey Broadcasting Corp., 2866 Hudson Blvd. **Phones:** Journal Square 2-2929; Plaza 3-4204 (New York City). **Power:** 1,000 and 500 watts on 1450 kc. **Affiliation:** None. **Opened:** 1930. (Note: This station also has studios in New York City at 29 W. 57th St.)

President, station manager: Paul F. Harron. **Commercial manager:** Joseph Lang. **Program and continuity director:** West W. Willcox. **Chief engineer:** Allison W. Burnham. **Musical director:** Guiseppe De Luca. **Publicity director:** Fred Coll.

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. **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:** Lang-Worth. **News:** Service not listed. **Commentators:** Herman Levine (Yiddish news commentator); R. Lupis and Gulio Ascarelli (Italian news commentators); Michael Kecki and Edward Witnowski (Polish news commentators); Frank Nagorka, Milt Samter, and Clare Fender (newscasters); Lester Gerkin (sports); Ida Amavli (fashions); Eva Wygott (cooking); Bill Goodman (aviation); Charles Balten (drama).

NEW JERSEY STATIONS—Continued

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.

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:** Thomas F. Burley. **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. **Commentators:** Louise M. Johnson, George Ford Morris, Linda Lowe, Florence Mason, Sally Gas-kill, and Art Mayhew (news commentators; comment prepared by Christian Science Monitor); Kimball Smith and Lil-

lian Mayhew (news commentators); Joe Bennett and Bill Bowes (sports); Louise Powers (fashions; furnishings); Ruby Lou Dietz (cooking); Linda Lowe (interviews with comment); Frank Taylor (music); Richard T. Clark (entertainment news; personality comment).

WTNJ, TRENTON

Operator: WOAX, Inc., 416 Bellevue Ave. **Phones:** 8140-8149. **Power:** 500 watts on 1280 kc (divides time with WCAM and WCAP). **Affiliation:** None. **Opened:** 1923.

Vice-president, general manager: F. J. Wolff.

Rep: Joseph Hershey McGillvra. **Seating facilities:** War Memorial Auditorium available, seating 2,000. **Merchandising:** Advance spot announcements, display publicity, etc. **Foreign language programs:** Accepted; Polish, Italian and Hungarian programs current. **Artists bureau:** None. **Base rate:** \$72.50.

Copy restrictions: All copy subject to station standards and government regulations. **E. T. library:** Associated; Lang-worth; Standard. **News:** UP. **Commentators:** Walter Lewis (newscaster); Lou Lautner, and Joe Kovacs (sports); Marion Mar-shall (fashions; cooking; homemaking).

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.

* Also manager of WCAP, Asbury Park, N. J.

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 | 2,980 | 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 | | |

NEW MEXICO STATIONS—Continued

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: Dale Robertson. **Production manager, program director:** Elmer Fondrew. **Chief engineer:** Leonard Dodds.

Rep: John Blair & 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:** \$90.

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. **Commentators:** Dave Kaufman and Harry Thomas (sports).

KOB, ALBUQUERQUE

Operator: Albuquerque Broadcasting Co., 424 West Gold Ave. **Phone:** 1180. **Power:** 50,000 watts on 1180 kc. **Affiliation:** NBC South Mountain Group. **Opened:** June 3, 1920.

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:** No information listed. **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. **News:** INS; UP. **Commentators:** J. C. MacGregor (news editor; newscaster); Charles Barrington (newscaster); Mary McConnell (women's features); Ned Elder (films).

KLAH, CARLSBAD

Operator: Carlsbad Broadcasting Co., Crawford Hotel. **Phone:** 244. **Power:** 250 watts on 1210 kc. **Affiliation:** None. **Opened:** December 20, 1936. (Note: This station is newspaper affiliated with the Pecos, Tex., Enterprise, and with KIUN, Pecos, Tex.).

Station manager: Jack Hawkins. **Commercial manager:** Lucille Neilson. **Pro-**

gram director: Louis C. Pitchford. **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 patent medicines; no hard liquor; all copy subject to station approval and FCC rules and regulations. **E. T. library:** NBC Thesaurus. **News:** Transradio. **Commentators:** Louis Pitchford, Jr., and Morris Vorenberg (news commentators).

KICA, CLOVIS

Operator: Western Broadcasters, Inc., 4th & Main Sts. **Phone:** 3. **Power:** 100 watts on 1370 kc. **Affiliation:** None. **Opened:** 1929.

General and commercial manager: Charles C. Alsop. **Program director:** Karl Wm. Schroeder. **Chief engineer:** Olin Johnson. **Musical director:** Mrs. J. E. Alsop. **Continuity director:** Fay Ljungdahl.

Rep: Forjoe & Co. **Seating facilities:** Rainbow Ballroom, Clovis Hotel, seats 300 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:** \$35.

Copy restrictions: Accept beer advertising; all copy subject to FCC rules and regulations. **E. T. library:** World; Associated. **News:** UP. **Commentators:** Charles Alsop (newscaster; sports); Karl Schroeder (newscaster; film and radio news); Fay Ljungdahl (fashions; cooking; women's news and features); C. J. Todd (farm news); Assen Jordon (farm news; grain and livestock markets).

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-

NEW MEXICO STATIONS—Continued

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.

KWEW, HOBBS

Operator: W. E. Whitmore, Box QQ. **Phone:** 495. **Power:** 100 watts on 1500 kc. **Affiliation:** None. **Opened:** Aug. 8, 1938.

Owner: W. E. Whitmore. **Station manager:** Orland A. Foster. **Program director:** Phil Reed. **Chief engineer:** Floyd Emanuel.

Rep: None. **Seating facilities:** Can accommodate a small audience. **Merchandising:** Window cards and circulars issued by the station; sound equipment available. **Foreign language programs:** Accepted. **Artists bureau:** None. **Base rate:** \$35.

Copy restrictions: Accept beer, wines, and alcoholic beverage accounts; no per inquiry business; all copy subject to station approval. **E. T. library:** Standard; Davis & Schwegler. **News:** Transradio.

KGFL, ROSWELL

Operator: KGFL, Inc., 502 W. 2nd St. **Phone:** 288. **Power:** 100 watts on 1370 kc. **Affiliation:** None. **Opened:** April 1, 1932. **Base rate:** \$35.

No other data available after several requests.

KVSE, SANTA FE

Operator: New Mexico Broadcasting Co., 759 Cerrillos Road. **Phone:** 2020. **Power:** 100 watts on 1310 kc. **Affiliation:** CBS. **Opened:** December, 1934.

Station manager: Ivan R. Head. **Production manager:** Ernest N. Thwaites. **Chief engineer:** Adelbert Schultz. **Spanish program director:** Henry R. Tafoya, Jr.

Rep: John Blair & Co. **Seating facilities:** None. **Merchandising:** Dealer cooperation and promotion supplied. **Foreign language programs:** Spanish program daily except Sunday. **Artists bureau:** None. **Base rate:** \$35.

Copy restrictions: All copy subject to station standards and government regulations. **E. T. library:** World. **News:** Transradio. **Commentators:** Ivan R. Head (newscaster; sports); Ernie Thwaites (newscaster; stock quotations).

NEW YORK

(3,132,300 radio homes, or 93% ownership among the State's total of 3,372,000 families. Urban ownership is 2,623,300, or 93% of urban families; rural ownership is 509,000, or 90% of rural families.)

Radio Homes by Counties

| | | | | | |
|-------------------|---------|------------------|---------|--------------------|---------|
| Albany | 55,630 | Herkimer | 16,020 | Richmond | 35,970 |
| Allegany | 10,190 | Jefferson | 21,680 | Rockland | 13,550 |
| Bronx | 326,360 | Kings | 620,000 | St. Lawrence | 21,220 |
| Broome | 35,550 | Lewis | 5,610 | Saratoga | 16,110 |
| Cattaraugus | 18,270 | Livingston | 8,890 | Schenectady | 31,630 |
| Cayuga | 16,620 | Madison | 10,720 | Schoharie | 5,460 |
| Chautauqua | 32,920 | Monroe | 106,720 | Schuyler | 3,500 |
| Chemung | 19,210 | Montgomery | 14,810 | Seneca | 5,880 |
| Chenango | 9,350 | Nassau | 75,450 | Steuben | 21,800 |
| Clinton | 9,780 | New York | 461,300 | Suffolk | 37,740 |
| Columbia | 10,650 | Niagara | 35,030 | Sullivan | 9,290 |
| Cortland | 8,460 | Oneida | 47,740 | Tioga | 6,930 |
| Delaware | 10,660 | Onondaga | 72,790 | Tompkins | 11,140 |
| Dutchess | 24,790 | Ontario | 13,810 | Ulster | 21,150 |
| Erie | 182,850 | Orange | 32,120 | Warren | 9,150 |
| Essex | 7,790 | Orleans | 7,550 | Washington | 11,510 |
| Franklin | 10,170 | Oswego | 17,610 | Wayne | 13,440 |
| Fulton | 12,900 | Otsego | 12,930 | Westchester | 124,110 |
| Genesee | 10,740 | Putnam | 3,350 | Wyoming | 7,430 |
| Greene | 7,230 | Queens | 284,480 | Yates | 4,640 |
| Hamilton | 970 | Rensselaer | 30,950 | | |

NEW YORK STATIONS—Continued

WABY, ALBANY

Operator: Adirondack Broadcasting Co., Inc., Radio Centre (also studio in Hotel Troy, Troy, N. Y.). **Phone:** 4-4194. **Power:** 250 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: J. P. McKinney & Sons. **Seating facilities:** Studio seats 250 persons; also arrangements with Strand Theatre, Warner Bros., for programs from stage; no admission charge. **Merchandising:** Spot announcements to build up program; cooperation in obtaining newspaper publicity, window displays, window signs, etc.; 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:** Standard. **Commentators:** Gren Rand, and Sherb Herrick (sports); Judy James (women's features).

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: J. P. McKinney & Son. **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; cooperation on window displays, distribution of window signs, etc.; 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:** Standard. **News:** Transradio. **Commentators:** Tip Corning, Bill Tompkins, and Forrest Willis (newscasters); Gren Rand, and Sherb Herrick (sports); Eleanor Walter (fashions; consumer information).

WMBO, AUBURN

Operator: WMBO, Inc., Metcalf Bldg., 141 Genessee Street. **Phone:** 433. **Power:** 250 watts on 1310 kc. **Affiliation:** New York Broadcasting System. **Opened:** January, 1926. (Note: WMBO is owned by Auburn Citizen-Advertiser.)

President: William O. Dapping. **Station and commercial manager, program director:** Frederick L. Keesee. **Chief engineer:** Herbert House. **Publicity director:** Dorothy Bolin.

Rep: None. **Seating facilities:** Can accommodate 50 persons. **Merchandising:** Supply publicity gratis; rates upon request for special services. **Foreign language programs:** Accepted; translation must be furnished two days prior to broadcast. **Artists bureau:** Yes. **Base rate:** \$90.

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. **Commentators:** Winfried Buck (news commentator; newscaster); Jack Deal (news commentator); "Slim" Berthelsen (sports); Dorothy Bolin (women's features).

WNBF, BINGHAMTON

Operator: Howitt-Wood Radio Co., Inc., 135 Chenango Street. **Phone:** 2-3461. **Power:** 250 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:** United Press. **Commentators:** Donn Bennett (newscaster; theatre news-comment); Durwood Finch and Oliver Treyz (newscasters); Dorothy Titchener (depart-

NBC RED NETWORK

WBEN

**THE STATION
BUFFALO TUNES IN
AT ALL HOURS**



REPRESENTED BY
EDWARD PETRY & CO., INC.

ment stores); Sara Burbank (cooking); Dotty Baker (women's features).

WBEN, BUFFALO

Operator: WBEN, Inc., Hotel Statler. **Phone:** Cleveland 6400. **Power:** 5,000 and 1,000 watts on 900 kc. **Affiliation:** NBC Basic Red. **Opened:** Sept. 8, 1930. (Note: This station is owned by the same stockholders owning the Buffalo Evening News, as is WEBR, Buffalo.)

President: Edward H. Butler. **Vice-president:** A. H. Kirchhofer. **Station manager:** Edgar H. Twamley. **Commercial manager:** Gene Wyatt. **Program director:** George R. Torge. **Dramatic director:** Edward Cullen. **Chief engineer:** Ralph J. Kingsley. **Musical director:** Robert Armstrong. **Publicity director:** Joe Haeffner.

Rep: Edward Petry & Co., Inc. **Seating facilities:** 400 in one room; 2,000 in the Hotel Statler ballroom; 3,000 in the Court St. Theatre. **Merchandising:** At cost. **Foreign language programs:** None. **Artists bureau:** None. **Base rate:** \$320.

Copy restrictions: No announcements or programs accepted on beer, wine or liquor. **E. T. library:** NBC Thesaurus; Lang-Worth; Davis & Schwegler. **News:** UP; also from Buffalo Evening News. **Commentators:** Joe Wesp (news commentator); George Torge, Charles Lewis, A. L. Taylor, Robert Denton, Edward Wegman, Edwin Reimers and William Griskey (newscasters); James J. G. Wells (sports); Cosette Merrill (women's features—as "Sally Work").

WBNY, BUFFALO

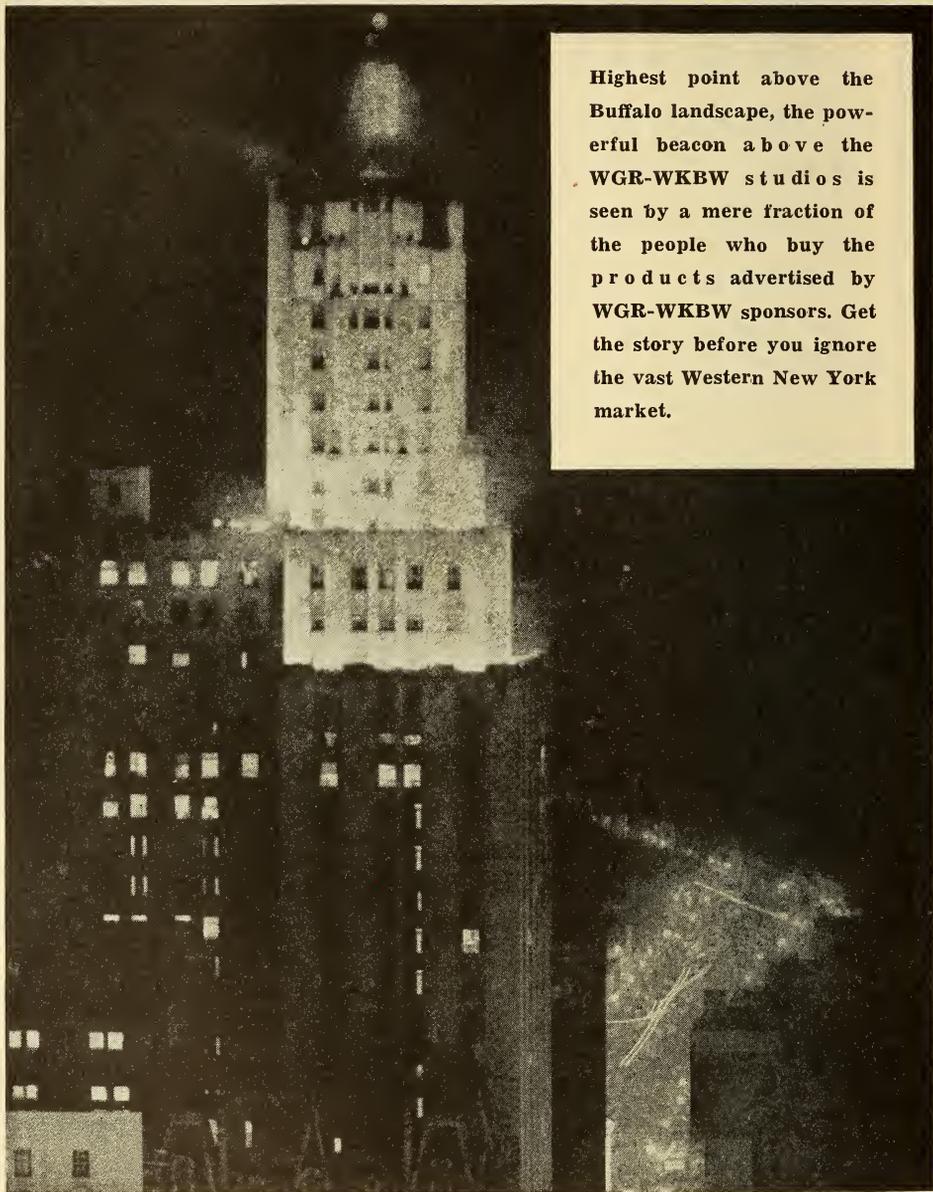
Operator: Roy L. Albertson, 485 Main Street. **Phone:** Cleveland 3365. **Power:** 250 watts on 1370 kc. **Affiliation:** New York Broadcasting System. **Opened:** March 4, 1936.

General, station and commercial manager: Roy L. Albertson. **Program director:** Robert A. Sherry. **Chief engineer:** Thomas L. Vines. **Musical director:** Art Crossen.

Rep: None. **Seating facilities:** 25 persons. **Merchandising:** None listed. **Foreign language programs:** Accepted; daily Polish program current. **Artists bureau:** None. **Base rate:** \$155.

Copy restrictions: Accept beer and wines; 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:**

BEYOND THE HORIZON!



Highest point above the Buffalo landscape, the powerful beacon above the WGR-WKBW studios is seen by a mere fraction of the people who buy the products advertised by WGR-WKBW sponsors. Get the story before you ignore the vast Western New York market.

WGR

BUFFALO BROADCASTING CORP.

WKBW

NATIONAL REPRESENTATIVES - - FREE & PETERS, Incorporated

NEW YORK STATIONS—Continued

Transradio. **Commentators:** Robert A. Sherry (newscaster); Floyd L. Keesee (sports).

WEBR, BUFFALO

Operator: WEBR, Inc. 23 North St. **Phone:** Lincoln 7133. **Power:** 250 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. **Commercial 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:** No information given. **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. **Commentators:** Cy King (news commentator); Bob Kliment (sports); Ruth Paige (fashions; cooking; women's features); Dr. Horace Frommelt ("A Catholic Scans the News").

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:** John A. Bacon. **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. **Merchandising:** Complete service available at actual cost. **Foreign language programs:** Not accepted. **Artists bureau:** None. **Base rate:** \$300.

Copy restrictions: All copy subject to station approval. **E. T. library:** World; Associated. **News:** UP; local. **Commentators:** Edward Schweikardt (news commentator); Ralph Hubbell, Charles Bailey, Sieg Smith, and Leon Slohm (sports); Esther Huff (general women's news); Clifford Jones (film-stage comment).

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:** John A. Bacon. **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. **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. **Commentators:** See under WGR, Buffalo.

WSVS, BUFFALO

Operator: Board of Education, City of Buffalo. **Power:** 50 watts on 1370 kc (operates specified hours; shares daytime with WBNY).

This station is non-commercial; city-owned.

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., Mark Twain Hotel. **Phone:** 5181. **Power:** 250 watts on 1200 kc. **Affiliation:** Mutual Broadcasting System. **Opened:** Nov. 26, 1939. (Note: This station is newspaper-owned by the Elmira Star-Gazette (Gannett).)

Manager: Dale Taylor. **Commercial manager:** Joseph M. Cleary. **Program director:** George R. Clapp. **Chief engineer:** Perry Esten. **Musical director:** Harry Springer. **Publicity director:** Glenn Williams.

Rep: J. P. McKinney & Son. **Seating facilities:** Mark Twain Hotel ballroom studio seats 500 persons. **Merchandising:** Assist client's salesmen; make personal calls on the trade; issue letters; service gratis with 26-time series; all special services rendered at actual cost. **Foreign language programs:** Accepted on restricted basis; English translation essential on

NEW YORK STATIONS—Continued

each program; announcements not accepted. **Artists bureau:** None. **Base rate:** \$70.

Copy restrictions: No alcoholic beverage advertising accepted, nor copy dealing with bodily functions; provisions of N. A. B. code enforced. **E. T. library:** NBC Thesaurus. **News:** UP. **Commentators:** Matt Richardson (news commentator); A. Ward Fenton and Kenneth Powell (newscasters); Bill Pope (sports); Dorothy Hughes (women's features); Florence Rohan (fashions); Don Rich (radio-film gossip).

WESG, ELMIRA

Operator: Cornell University, Ithaca, N. Y. **Power:** 1,000 watts on 850 kc (operates to sunset in New Orleans). **Affiliation:** CBS. **Opened:** 1921. **Base rate:** \$100.

Note: This station until recently was commercially programmed by the Elmira Star-Gazette, Inc. (Gannett). At press time the Star-Gazette withdrew its interest, and the station is now operated by Cornell University, the licensee. Further details were not available at press time.

WGBB, FREEPORT

Operator: Harry H. Carman. **Power:** 100 watts on 1210 kc (shares time with WBRB and WFAS). **Affiliation:** None. **Opened:** 1924.

Base rate: \$60.

No other data available after several requests.

WJTN, JAMESTOWN

Operator: James Broadcasting Co., Inc., Hotel Jamestown Bldg. **Phones:** 7-151; 7-152. **Power:** 250 watts on 1210 kc. **Affiliation:** NBC Basic Blue Supplementary Service; New York Broadcasting System. **Opened:** 1924.

President: Joy E. Mason. **Manager:** Simon Goldman. **Program director:** Marshall Shantz. **Chief engineer:** H. J. Kratzert.

Rep: Paul H. Raymer Co. **Seating facilities:** 1,600 in an auditorium by remote. **Merchandising:** Complete service available. **Foreign language programs:** Accepted. **Artists bureau:** Yes; has complete list of talent on hand. **Base rate:** \$80.

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; all contracts accepted subject to the station's right to cancel or offer another time upon 28 days' notice. **E. T. library:** Associated.

News: UP. **Commentators:** Marshall Shantz and John Lewis (newscasters); Tom McKee (newscaster; sports); Marianne Jones (fashions; recipes; women's features); Al Spokes (sports).

WKNY, KINGSTON

Operator: Kingston Broadcasting Corp., Governor Clinton Hotel. **Phone:** 4500. **Power:** 250 watts on 1500 kc. **Affiliation:** None. **Opened:** Dec. 16, 1939.

President, station manager, chief engineer: John R. McKenna. **Commercial manager:** Leon Bernard. **Program, musical and publicity director:** Ezra McIntosh.

Rep: None. **Seating facilities:** Theatres in Kingston, Catskill, Hudson available. **Merchandising:** All services billed at cost to the advertiser. **Foreign language programs:** Not accepted. **Artists bureau:** Complete roster of talent available. **Base rate:** \$100.

Copy restrictions: Hard liquor not accepted; will take beer and wine advertising; all copy subject to approval of the management. **E. T. library:** World. **News:** INS. **Commentators:** Ezra McIntosh (news commentator; newscaster); Ted Courtney (sports); Drury Hardigan, and Jack Bennett (newscasters); Everice Parsons (home bureau); Mary McManus (films); Anne Herzog (interior decorating); Rosalyn Perlman (geography); Dr. Herbert I. Bloom (books); Robert Van Kleeck (local news).

WGNY, NEWBURGH

Operator: WGNY Broadcasting Co., Inc., 161 Broadway. **Phone:** 4600. **Power:** 250 watts on 1220 kc (daytime). **Affiliation:** None. **Opened:** 1933. (Note: This station is owned by the Speidel Newspapers, Inc.—Poughkeepsie Courier, etc.).

President: Merritt C. Speidel. **Director:** E. A. Chappell. **Business manager:** W. D. McLaughlin. **Executive manager and program director:** H. W. Cassill. **Commercial manager:** W. E. Dunkelbarger. **Chief engineer:** Patrick F. Simpson. **Musical director:** Jack Stotesbury. **Studio manager:** Dick Crans.

Rep: None. **Seating facilities:** Auditorium will accommodate about 100 persons. **Merchandising:** Attention is called to programs via special radio page in the Poughkeepsie Sunday Courier; courtesy announcements given on new programs; window stickers, etc. **Foreign language programs:** Not accepted. **Artists bureau:** Currently being established. **Base rate:** \$60.

NEW YORK STATIONS—Continued

Copy restrictions: Beer and light wine copy accepted, but no hard liquor; medical accounts must submit copy two weeks in advance, agree to the station's right to make changes conforming with suggestions of authorities to whom the copy has been submitted, and agree that the station has the right to cancel the program for repeated violations. **E. T. library:** Associated. **News:** Transradio. **Commentators:** William Jenkins, Raymond J. Dulye, Tom Yates, and Wesley McGinn (newscasters); Mary Bogardus and Peggy Pascoe (home economics; homemaking; gardening); Edward A. Dolph (stock market trends); Joe Rake ("community corner"); Ruth Shafer (fashions); Dick Crans and Gordon Redding (sports).

WABC, NEW YORK CITY

Operator: Columbia Broadcasting System, Inc., 485 Madison Ave. **Phone:** Wick-ersham 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. **Sales manager:** Arthur Hull Hayes. **Program director:** George Allen. **Chief engineer:** Henry Grossman. **Artists bureau head:** H. I. Rosenthal. **Publicity director:** Luther J. Reid. **Sales promotion manager:** Jules Dundes.

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:** \$1,350.

Copy restrictions: Policies of the CBS observed. **E. T. library:** Associated. **News:** UP; INS.

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, WVFV, WLTH). **Affiliation:** None. **Opened:** 1926.

President, station manager: Aaron Kronenberg. **Chief engineer:** A. Haas. **Program director:** Roy Maypole. **Director of Irish programs:** James A. Hayden. **Director of Spanish programs:** Pasquale Quintana. **Director of Yiddish programs:** Samuel H. Cohen. **Director Ukrainian programs:** Rodian Slipyi. **Director of Scotch programs:** Joe McKeown. **Director of Hungarian programs:** Kalman Polangi. **Musical director:** Jean Fleishman.

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, Chinese, 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. **Commentators:** Joseph A. Connolly (Irish news); Paul Prodis (Greek news); Tersh Laslow (Hungarian news); Rodian Slipyi (Ukrainian news); Henin Chin (Chinese news); Eddie Jarl (Scandinavian news); Joe McKeown (Scotch news); Sam Cohen (Yiddish news); Bob Harold (newscaster); Harry Berger, and Harry Alexander (sports).

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, WVFV). **Affiliation:** None. **Opened:** 1926.

Managing director: Peter Testan. **Commercial manager:** Arnold J. Jaffe. **Program and publicity director:** Bert Child.

Rep: None. **Seating facilities:** Can accommodate about 50 persons. **Merchandising:** Maintain publicity service department; sales department will advise and cooperate in dealer promotion campaigns and any other form of merchandising desired. **Foreign language programs:** Accept Italian, Jewish, German, Polish, Scandinavian and Irish programs; rates on application. **Artists bureau:** Yes. **Base rate:** \$200.

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:** Jewish news periods current. **Commentators:** Louis B. Fine, and Beinish Epstein (news commentators); Barbara Brodsley (women's features).

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.



WMCA'S NEW 5KW TRANSMITTER

Two and one-half years ago WMCA opened new studios at 1657 Broadway. Today they are considered the finest and most perfectly equipped of any independent unit in the metropolitan area.

Now with pardonable pride we point to the completion of another progressive step in our continuous modernization — WMCA's new transmitter located a scant $6\frac{1}{4}$ miles from Times Square.

Its high fidelity RCA 5DX

power plant with its three 325-foot towers directs its signal toward New York, New Jersey, Long Island, and Connecticut flooding the most thickly populated sections.

Thirty miles of copper wire spread fanwise underneath the towers and buried in the salt marsh insure a perfect ground system.

As always, WMCA strides ahead continuing to justify its cue line familiar to all New Yorkers:

{ WMCA "First On Your Dial" NEW YORK }



WBNX, NEW YORK CITY

Operator: WBNX Broadcasting Corp., 260 E. 161st St. **Phone:** Melrose 5-0333. **Power:** 5,000 watts on 1350 kc (divides time with WAWZ). **Affiliation:** None. **Opened:** 1927.

Vice-president, general manager: W. C. Alcorn. **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.

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 5-7530 (New York City). **Power:** 250 and 100 watts on 1500 kc (shares certain hours with WWRN). **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:** No service listed. **Commentators:** Wel Wright (news and political commentator); Clive Davis (newscaster; oddities in the news); Addison Armour, Larry Collier, Ray Baker, and Bill Faison (newscasters); Chris St. James, and Gene O'Callahan (sports); Mary St. John Kane (psychology; fashions); Babs Brodley (women's sports); Naomi Postal (theatres; films); Julius Postal (entertainment news); Dan Russell (business; economics).

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:** James V. McConnell. **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.

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; medical copy subject to approval of Academy of Medicine; commercial copy 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. **Commentators:** Bryce Oliver (news analysis); Prof. Charles Hodges, Ludwig Lore, and Emil Lengyel (European and war news; comment); Stanley Richards (theatre comment); Joseph Shipley (theatre and books).

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. Lebhar, Jr. **Station manager:** Frank Roehrenbeck. **Program manager:** Fred Raphael. **Chief engineer:** Paul Fuelling. **Musical conductors:** Don Albert, Dick Ballou. **Production manager:** Maurice Barrett. **Public relations:** A. L. Simon.

Rep: Operate own Chicago office at 360 N. Michigan Avenue. **Seating facilities:** Studio A, 150; Studio B, 100; Studio No. 1403, 50. **Merchandising:** None. **Foreign language programs:** None. **Artists bureau:** Complete service; artists booked directly plus booking tieups 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. **Commentators:** George Hamilton Combs, Jr., and Bryce Oliver (news commentators); William Bond, William Shepard, Robert Stevenson, and Henry Gladstone (newscasters); Jimmy Powers, Dick Fishell, Bert Lee and Sam Taub (sports); Polly Martin (fashions; sports; women's features); Amie Bruun (civic affairs); Sam Taylor (films); Bide Dudley (theatre).

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:** New York Broadcasting System. **Opened:** 1924.

General and sales manager: Carl Calman. **Program director:** Hazel Bower. **Chief engineer:** Paul Von Kunits. **Musical director:** Louis Katzman. **Traffic manager, New York Broadcasting System:** Albert A. Grobe. **Continuity editors:** Ted Byron, William Dewart. **Publicity director:** B. S. Bercovi.

Rep: International Radio Sales. **Seating facilities:** 50 persons. **Merchandising:**



Team up with the one
with the heaviest wallop

SERVING NEW YORK AND NEW JERSEY 24 HOURS A DAY

NEW YORK STATIONS—Continued

Complete service available at actual cost. **Foreign language programs:** Not accepted. **Artists bureau:** None. **Base rate:** \$225.

Copy restrictions: Accept beer and wine, but no hard liquors; all copy subject to station approval and government regulations. **E. T. library:** World. **News:** INS. **Commentators:** B. S. Bercovici (news commentator); Don Dunphy, Bill Harding, and Ted Webbe (sports); Dorothy Wilcock (fashions; recipes; women's features); Joan Hobart (fashions); Martin Weldon (stage-screen comment; books); Diana Foster (women's news).

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: Consult the National Broadcasting Co. **Base rate:** \$1,200.

WLTH, NEW YORK CITY

Operator: WLTH-New York, 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:** Clifton Foss. **Merchandising manager:** Jack Welt.

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; present regular programs in Scandinavian, Spanish and Hungarian. **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; MacGregor. **News:** No service listed. **Commentator:** Mark Wilner (news commentator—Jewish); Norman H. Warembud (newscaster); Rubin Goldberg

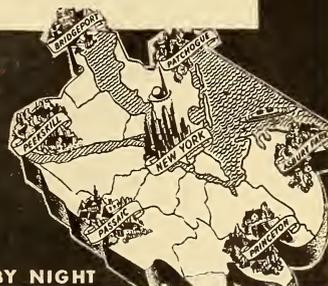
WNEW DELIVERS!

6 powerful reasons why:

1. ONE-THIRD THE COST of any New York network station. **2. THE NATION'S BIGGEST MARKET.** (The 50-mile metropolitan trading area.) **3. TWICE THE AUDIENCE** of any other New York independent station. (Hooper-Holmes and other surveys.) **4. RADIO'S OUTSTANDING PROGRAMS.**

("Start the Day Right" with Hal Moore, "Make Believe Ballroom" with Martin Block, "Milkman's Matinee" with Stan Shaw.) **5. LOCAL ADVERTISERS know** WNEW moves most goods—fastest. **6. MORE COMMERCIAL TIME** is bought on WNEW than on any station in New York.

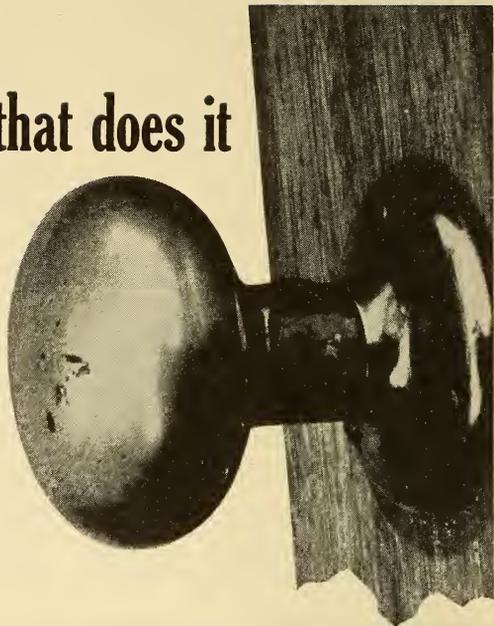
WNEW NEW YORK



100 WATTS BY DAY • 1250 KILOCYCLES • 1000 WATTS BY NIGHT

it's the twist that does it

—not the
knob



If we were an advertiser selecting a radio station, we'd give more than a moment's thought to this remark regarding the doorknob. For it illustrates rather simply one unique quality that makes WOR the most power-full dollar for dollar advertising investment in New York.

For example, when you buy WOR you buy more than 50,000 watts guaranteed to cover an area containing approximately 4,250,000 homes with radios.

You buy 50,000 watts skillfully twisted away from ocean dead-space on the East and the thinly populated portions of those states on the West. *You buy 50,000 watts multi-*

plied more than two times by a unique directive-array system which spears them on cities where people listen, and buy what they are told to buy.

Your program idea may have the potential power to move millions, but obviously it begins with a disadvantage if it fails to be carried by the station that is delivering the messages of America's greatest time-buyers to more people with radios, more power-fully than any station anywhere.

that power-full station—

WOR

NEW YORK STATIONS—Continued

(newscaster—Jewish); Wanda Rogers and Harriet Forbes (women's features); Molly Jacobson (cooking school—Jewish).

WMCA, NEW YORK CITY

Operator: Knickerbocker Broadcasting Co., Inc., 1657 Broadway. **Phone:** Circle 6-2200. **Power:** 5,000 and 1,000 watts on 570 kc. **Affiliation:** Inter-City Broadcasting System. **Opened:** Feb. 6, 1925.

President: Donald Flamm. **Executive vice-president:** Donald S. Shaw. **Vice-president, counsel:** William Weisman. **Vice-president:** Leslie Evan Roberts. **Secretary, assistant to the president:** Sidney Flamm. **National sales director:** Charles Stark. **Chief engineer:** Frank Marx. **Artists bureau head:** Charles Wilshin. **Musical director:** Lee Grant. **Publicity and special events director:** Leon Goldstein.

Rep: Virgil Reiter & Co. (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. **Commentators:** Johannes Steel (news commentator); Bob Carter and Joe O'Brien (sports); Allie Lowe Miles (women's features).

WNEW, NEW YORK CITY

Operator: WODAAM Corp., 501 Madison Ave. **Phone:** Plaza 3-3300. **Power:** 5,000 and 1,000 watts on 1250 kc (shares time with WHBI on Sunday and Monday). **Affiliation:** None. **Opened:** Feb. 13, 1934.

Station manager: Bernice Judis. **Commercial managers:** Herman Bess, Walter Duncan. **Sales promotion director:** Halsey V. Barrett. **Traffic manager:** Irene Davis. **Program director:** Have a program board. **Chief engineer:** M. J. Weiner. **Musical director:** Merle Pitt. **Production director:** William McGrath. **Continuity editor:** Ruth Frank. **Publicity and special features director:** Richard K. Bard.

Rep: John Blair & Co. **Seating facilities:** Studios, 200 persons. **Merchandising:** Maintain such a department. **Foreign language programs:** None. **Artists bureau:**

Yes; about 45 artists listed. **Base rate:** \$430.

Copy restrictions: Accept beer, wine and medicines; no reducing medicines or radio schools. **E. T. library:** Associated. **News:** A. P. **Commentators:** Richard Stark, John Jaeger, and Hal Moore (newscasters); Earl Harper (sports); David Lowe (film and theatre news).

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. **Vice-president in charge 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 news:** Dave Driscoll. **Publicity director:** Jerry Danzig. **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. **Commentators:** Arthur Hale (news commentator; newscaster); Wythe Williams, Major Leonard Nason, Paul Schuber, Gabriel Heatter, and Raymond Gram Swing (news commentators); Arthur Mann and Victor Lusinchi (front line corre-

NEW YORK STATIONS—Continued

spondents); Waverly Root (Paris correspondent); John Steel (London correspondent); Sigrid Schultz (Berlin correspondent); Mark Hawley, George Putman, Frank Singiser, and Sidney Walton (newscasters); Stan Lomax and Sam Balter (sports); Pegeen Fitzgerald and Martha Deane (women's features); Ed Fitzgerald (general comment); George Fisher (Hollywood).

WOV, NEW YORK CITY

Operator: Greater New York Broadcasting Corp., 132 West 43rd St. **Phone:** Bryant 9-6080. **Power:** 5,000 watts on 1100 kc. **Affiliation:** None. **Opened:** Sept. 1, 1926.

General manager: (Miss) Hyla Kiczales. **Commercial manager:** Ralph Nardella. **Program director:** John C. Schramm. **Chief engineer:** Robert E. Study. **Artists bureau head:** Sydney Leipzig. **Musical director:** Julio Occhiboi. **Publicity director:** David G. Casem.

Rep: None. **Seating facilities:** None. **Merchandising:** None. **Foreign language programs:** Italian programs accepted. **Artists bureau:** Yes; lists 280 artists, 1 orchestra leader, 4 writers, 15 producers; and 16 announcers. **Base rate:** \$360.

Copy restrictions: Copy must adhere to all Federal Trade Commission rulings; hard liquor advertising not accepted. **E. T. library:** Standard; Lang-Worth. **News:** INS. **Commentators:** B. P. Adams, Roger Shaw, and John Fox (news commentators); Tom Spadaro (sports).

WQXR, NEW YORK CITY

Operator: Interstate Broadcasting Co., Inc., 730 Fifth Ave. **Phone:** Columbus 5-6366. **Power:** 5,000 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: None. **Seating facilities:** Studio, 50 persons. **Merchandising:** Services rendered at cost. **Foreign language programs:** Not accepted. **Artists bureau:** None. **Base rate:** \$350.

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:** AP; New York Herald Tribune. **Commentators:** Quincy Howe and Estelle M. Sternberger (news commentators); William D. Strauss, Robert Chase, and Rex Keith Benware (newscasters); Lisa Sergio (international affairs; art; books; human interest material); Alistair Cooke (stage and screen); Irving Deakin (ballet).

WVFW, NEW YORK CITY

Operator: Paramount Broadcasting Corp., 1 Nevin St., Brooklyn. **Phone:** Triangle 5-0313. **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

A NEW APPROACH TO THE NEW YORK MARKET

WBNX

Now **5000 WATTS**
DAY and NIGHT
Directional over New York
YOUR BEST NATIONAL SPOT BUY

THE New York Metropolitan Area—completely covered by the half millivolt signal of WBNX—contains eleven million persons of whom 69% are foreign born.

WBNX offers a highly specialized and intimate approach to this vast group with programs which appeal, also, to the English dialing audience.

WBNX-NEW YORK

NEW YORK STATIONS—Continued

patent medicines; beer and wine copy accepted; commercials must be submitted 24 hours prior to broadcast. **E. T. library:** None. **News:** No service listed. **Commentators:** Israel Rosenberg (Jewish newscaster); Bernie Bloom (sports); Betty Pitt (fashions); Ceil Taylor (cooking; child training); Ruth Garvin (beauty); Richard Gould (college gossip); Frances Lipp (literary personalities).

WWRL, NEW YORK CITY

Operator: Long Island Broadcasting Corp., 41-30 58th St., Woodside, L. I. **Phone:** Newtown 9-3300. **Power:** 250 watts on 1500 kc (divides time with WCNW). **Affiliation:** None. **Opened:** August, 1926.

President, general manager, chief engineer: W. H. Reuman. **Office manager:** Edith Dick. **Program director:** Dudley J. Connolly. **Production and musical director:** Adolph Goebel. **Director of foreign programs:** Lou Cole. **Special events director:** Allen Strong. **Public relations:** Emil Dorer.

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; Davis & Schwegler. **News:** Local. **Commentators:** James J. Wilson (local news commentator); Sanford Baker (newscaster); Jacko Maxwell, and Allen Strong (sports); Esther Wallace (fashions; cooking; timely topics); Jean Patrick (current events at LaGuardia field); Martha Harrison (society); Kay Saron (interior decoration); Arthur Ford (Hollywood gossip); Sylvester Point Kowski (civil service).

WHLD, NIAGARA FALLS

Operator: The Niagara Falls Gazette Publishing Co. **Power:** 1,000 watts on 1260 kc (daytime only). **Affiliation:** None. **Opened:** 1940.

Rep: Headley-Reed Co.

Base rate: \$75.

Note: This station had only recently been put in operation at press time. Complete details are therefore unavailable.

WSLB, OGDENSBURG

Operator: St. Lawrence Broadcasting Corp., 2315 Knox St. **Phone:** 500. **Power:** 250 watts on 1370 kc. **Affiliation:** None. **Opened:** April 20, 1940.

President, commercial manager: Joseph R. Brandy. **Station manager, program director:** Harold J. Frank. **Chief engineer:** Clifford L. Gorsuch.

Rep: DeLisser-Boyd, Inc. **Seating facilities:** None listed. **Merchandising:** Issue cards, notify dealers of new campaigns, etc., without charge. **Foreign language programs:** No policy formulated. **Artists bureau:** None. **Base rate:** \$50.

Copy restrictions: Hard liquor advertising not accepted; all copy must meet with State and Federal regulations, and be subject to the approval of the management. **E. T. library:** NBC Thesaurus. **News:** UP. **Commentators:** Prof. Charles Lightbody (news commentator); William Kent, Ken Wilson, John Goerss, Earl Kelly, and Harold J. Frank (newscasters); J. R. Brandy (newscaster; sports); Dan McConville (sports); Anne Meredith (women's features; social news); Mary Lou Callanan, and Mary Hook (women's features).

WHDL, OLEAN

Operator: WHDL, Inc., Exchange National Bank Bldg. **Phone:** 3300. **Power:** 250 watts on 1420 kc (daytime). **Affiliation:** None. **Opened:** Nov. 4, 1934. (Note: Station also has studios in Bradford, Pa., and St. Bonaventure College; WHDL is owned by the Olean Times-Herald, a Gannett newspaper).

Station manager: Thomas L. Brown. **Program director:** Charles Sebastian. **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; World. **News:** UP from Olean Times-Herald. **Commentators:** H. R. Helsby (news commentator); Arthur Wakelee, and Fred Meyer (newscasters); Rocco Tito (sports); Dr. John A. Armstrong (civic affairs).

WMFF, PLATTSBURG

Operator: Plattsburg Broadcasting Corp., Hotel Cumberland. **Phone:** 1600. **Power:** 250 watts on 1310 kc. **Affiliation:** NBC Basic Blue Supplementary. **Opened:** 1935.

NEW YORK STATIONS—Continued

Treasurer, station and commercial manager: George F. Bissell. **Chief of production, news and publicity:** Donald Hart. **Chief engineer:** Jack Nazak. **Musical director:** Donald Hart.

Rep: George P. Hollingbery Co. **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; list about 30 artists. **Base rate:** \$75.

Copy restrictions: Accept beer, wine, liquor; all continuity subject to station approval. **E. T. library:** NBC Thesaurus. **News:** Transradio. **Commentators:** Donald Hart, Arthur Redwood, and Mrs. Kenneth C. Bowman (newscasters); Jack O'Reilly (newscaster; sports); Hortense Graves and Betty Swift (cooking).

WKIP, POUGHKEEPSIE

Operator: Poughkeepsie Broadcasting Corp. **Power:** 250 watts on 1420 kc.

At press time this station's construction

permit had only recently been covered. For all details consult the management.

WHAM, ROCHESTER

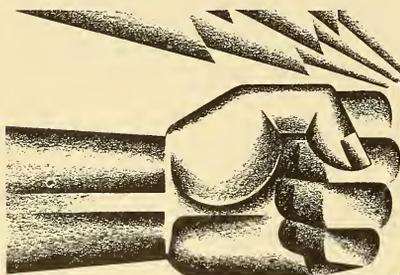
Operator: Stromberg-Carlson Telephone Mfg. Co., Sagamore Hotel. **Phone:** Stone 1862. **Power:** 50,000 watts on 1150 kc. **Affiliation:** NBC Basic Red and Blue. **Opened:** 1922.

General manager: William Fay. **Assistant manager:** John Lee. **Commercial manager:** J. W. Kennedy, Jr. **Program director:** Charles Siverson. **Technical supervisor:** Kenneth J. Gardner. **Musical director:** Charles Siverson. **Publicity director:** Art Kelly.

Rep: George P. Hollingbery Co. **Seating facilities:** None listed. **Merchandising:** Pre-announcements and direct program publicity rendered gratis; other services rendered by outside organizations at cost. **Foreign language programs:** Not accepted. **Artists bureau:** None. **Base rate:** \$380.

Copy restrictions: No beer, wine, whiskey or other alcoholic beverages; all copy must pass requirements of good taste, truthfulness and "public good." **E. T. li-**

IN WESTERN NEW YORK



WHAM

THE FORCE BEHIND A SALES SUCCESS

Sales drives, backed by the power of WHAM's 50,000 watts, are profitable in Western New York. WHAM's power is double-edged—it not only reaches every one of this area's 900,000 radio homes, but it carries the local and national programs listeners prefer. Radio dials, tuned to WHAM's clear channel, await your sales message. And the whole of the WHAM 43 county area is yours for approximately one-third the cost of localized coverage.

50,000 Watts — Clear Channel — Full Time
NBC Blue and RED Networks

National Representatives: GEORGE P. HOLLINGBERY CO.

WHAM

ROCHESTER, N. Y.

"The Stromberg-Carlson Station"

NEW YORK STATIONS—Continued

brary: World. News: UP. **Commentators:** Fritz Brownell (news commentator); Tom Murray (newscaster; farm news); Jack Ross, Tom Pritchard, and Melvin Bartell (newscasters); Al Sisson (sports); Hazel Cowles (fashions; cooking; women's features); Joan Harding (merchandise); John Springer (film news and reviews); Edwin Murphy and John Barrows (Catholic news).

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. **Educational director:** Elizabeth Gledhill. **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 ament 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:** Not accepted. **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. **Commentators:** Al Sigl (news commentator); Harry Le Brun and Ken French (newscasters); Lowell MacMillan (sports); Charlotte Edwards (women's features); Dorothy Benton (gossip).

WSAY, ROCHESTER

Operator Brown Radio Service and Laboratory, Taylor Bldg. **Phone:** Stone 702.

Power: 250 watts on 1210 kc. **Affiliation:** Mutual Broadcasting System. **Opened:** Sept. 26, 1936.

General manager, chief engineer: Gordon P. Brown. **Commercial manager:** Mortimer A. Nusbaum. **Sales manager:** Winston H. Thornburg. **Program director:** Kenneth Loysen.

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:** \$160.

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. **Commentators:** Frank Silva (news commentator; sports); Marian Karasick (fashions; cooking); Betty Scott (shopping guide; styles); Mort Nusbaum (popular music).

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. **Chief engineer:** Albert J. Kanze.

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:** Transradio. **Commentators:** Edward L. Trudeau and I. H. Roberts, Jr. (newscasters); William H. Carpenter (newscaster; sports); Richard C. Grinnell (sports); Ruth E. O'Connell and Virginia Carpenter (women's features).

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**

NEW YORK STATIONS—Continued

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:** \$420.

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 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 The-saurus. **News:** UP. **Commentators:** James Healey (news commentator); Albert Zink, Wilbur Morrison, Victor Campbell, Thomas Martin, and Howard Tupper (newscasters); Leo Bolley, Waite Hoyt, and Gene O'Haire (sports); Betty Lennox (cooking); Martha Brooks (shopping); Emerson Markham, Merrill Phillips, and Ed. W. Mitchell (agri-cultural comment).

WFBL, SYRACUSE

Operator: Onondaga Radio Broadcasting Corp., Onondaga Hotel. **Phone:** 2-1147. **Power:** 5,000 watts on 1360 kc. **Affiliation:** CBS. **Opened:** January, 1922.

President: Samuel H. Cook. **Vice-presi-dent:** Robert G. Soule. **Station manager:** Samuel Woodworth. **Commercial manager:** Charles F. Phillips. **Program director, artists bureau head:** George M. Perkins. **Musical director:** Thelma MacNeil Curren. **Publicity director:** Harvey D. Sanderson.

Rep: Free & Peters, Inc. **Seating facili-ties:** Roof garden, 350 persons; ballroom, 1,500; two theatres also available for cer-tain hours. **Merchandising:** Maintain cen-trally located display window for use of

**WFBL
SYRACUSE**

... *Now!*
5000 Watts NIGHTS!

With WFBL's increased power from 1000 to 5000 watts nights, your adver-tising dollar now works for you even harder, reaches more people with greater force.

Measure WFBL's worth to you not only by programs and service, but by its coverage, as well. Remember, it gives you the greatest coverage of any station in the Syracuse and Central New York area. Coverage that multiplies your present sales by a new and greater potential—5000 watts BOTH day and night!

ONONDAGA RADIO BROADCASTING CORP.
Syracuse, N. Y.

MEMBER BASIC NETWORK COLUMBIA BROADCASTING SYSTEM
National Representatives—Free & Peters, Inc.

NEW YORK STATIONS—Continued

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:** \$225.

Copy restrictions: All copy for beer, wine and patent medicines subject to approval and government regulations; no hard liquor copy accepted. **E. T. library:** World. **News:** INS. **Commentators:** Prof. C. Grove Haines (war background); Jim De Line, Jack O'Neil, John Batchelder, and Jack Curren (newscasters); Leo Bolley and Bud Wilkinson (sports); Jessie Brown (women's events); Lyn O'Neil (fashions; cooking; society); Fred Demong (regional market reports); Neal Moylan (special events).

WOLF, SYRACUSE

Operator: Civic Broadcasting Corp., Chimes Bldg. **Phone:** 2-7211. **Power:** 100 watts on 1500 kc. **Affiliation:** None. **Opened:** May 9, 1940.

President, station and commercial manager: T. S. Marshall. **Program director:** Louis W. Kaiser. **Chief engineer:** Lawrence Reilly. **Artists bureau head:** Wynne Sandefur. **Musical director:** Fred Shults. **Publicity director:** Martin Burstein.

Rep: Gellatly, Inc. **Seating facilities:** Auditorium studio can accommodate about 100 persons. **Merchandising:** Limited amount of window cards, sales letters, etc., provided gratis; additional services billed at cost. **Foreign language programs:** Programs only accepted; announcements must be in English. **Artists bureau:** Yes; talent list not available at this time. **Base rate:** \$120.

Copy restrictions: Beer, wine, and patent medicine copy subject to approval of the station. **E. T. library:** Standard. **News:** Transradio. **Commentators:** Robert Anthony, Hamilton Woodle, Roger Goodrich, Jerome Roberts, and Donald Volpe (newscasters); Red Parton, and Bob O'Hara (sports); Harriet Douglas (shopper's program); Wynne Sandefur, also known as Ann Wynn and Wynne Parrish (home-making; fashions; news).

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. **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 salesman'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:** Not accepted. **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. **Commentators:** Edmund R. Vadeboncoeur (news commentator); William Rothrum (newscaster; sports); Elliott Gove, Jan Costley, Ed Jones, and Kenneth Eggleston (newscasters); Nick Stemmler (sports); Ruth Chilton (women's features director); Patricia Allen (society); Marian Rodgers and Sally Franklin (foods); Ben Stanley (markets); Don Rich (radio).

* Also president of WTRY, Troy, N. Y., and WNBX (WKNE), Keene, N. H.

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: Wynant J. Williams.

NEW YORK STATIONS—Continued

Program and musical director: Algernon O. Niles. **Chief engineer:** Hiram D. Harris. **Publicity director:** Floyd 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:** None.

WTRY, TROY

Operator: Troy Broadcasting Co., Inc., 92 Fourth St. **Phone:** Troy 2100. **Power:** 1,000 watts on 950 kc (daytime only). **Affiliation:** New York Broadcasting System. **Opened:** April 15, 1940.

President: Harry C. Wilder.* **Station manager:** Fred R. Ripley. **Commercial manager:** W. A. Rippe. **Program director:** Woodbury Carter. **Chief engineer:** Al Chismark. **Musical director:** Tony Sharpe. **Women's director:** Kay Moser. **Publicity director:** A. F. Kinbacher.

Rep: Paul H. Raymer Co. **Seating facilities:** Proctor Theatre, seating 2,468, available. **Merchandising:** Courtesy announcements, distribution of window displays and point-of-sale aids, mailings, and service of merchandise man rendered without charge; extra activities billed at actual cost. **Foreign language programs:** Not accepted. **Artists bureau:** None. **Base rate:** \$50.

Copy restrictions: Beer and wine accounts accepted only if programs are used; hard liquor advertising not accepted; all copy subject to approval of the management. **E. T. library:** World; Lang-Worth; Hollywood Producers. **News:** UP. **Commentators:** Andy Kinbacher, Don Lyon, and Cecil Walker (newscasters); Al Parker (newscaster; financial reports); Jerry Lansing (newscaster; financial reports); Roy Schudt (sports); Kay Moser (women's features); Nick Carter (farm news).

* Also president of WSYR, Syracuse, N. Y., and WKNE, Keene, N. H.

WIBX, UTICA

Operator: WIBX, Inc., 187 Genessee Street. **Phone:** 2-2101. **Power:** 250

watts on 1200 kc. **Affiliation:** CBS. **Opened:** 1925.

President, general manager: Scott Howe Bowen. **Business manager:** E. Kendall Johnson. **Program director:** Elliott Stewart. **Chief engineer:** Hubert M. Hathaway. **Traffic director:** Walter Griswold. **Merchandising director:** Nathan W. Cook. **Publicity director:** Michael R. Hanna.

Rep: M. L. Swars (New York City); Virgil P. Reiter (Chicago). **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:** Transradio.

WFAS, WHITE PLAINS

Operator: Westchester Broadcasting Corp., Hotel Roger Smith. **Phone:** White Plains 6400. **Power:** 250 watts on 1210 kc (divides time with WGBB and WBRB). **Affiliation:** None. **Opened:** Aug. 11, 1932.

President: J. Noel Macy (publisher, Westchester newspapers). **Vice-president, managing director:** Frank A. Seitz. **Treasurer:** William Fanning. **Secretary:** Harry Lippold. **Commercial manager:** Anthony Hyde Francis. **Program director:** Ran Kaler. **Chief engineer:** Harry C. Laubenstein.

Rep: Headley-Reed Co. **Seating facilities:** Can accommodate about 300 persons. **Merchandising:** Information on application to the station. **Foreign language programs:** Not accepted. **Artists bureau:** None. **Base rate:** \$100.

Copy restrictions: Copy must adhere to N.A.B. code stipulations. **E. T. library:** World; Lang-Worth. **News:** Through Westchester County Publishers, Inc. **Commentators:** Frank A. Seitz (newscaster); John Dillon (sports); Betty Patterson (women's features).

NORTH CAROLINA

(408,600 radio homes, or 55% ownership among the State's total of 736,000 families. Urban ownership is 161,900, or 79% of urban families; rural ownership is 246,700, or 47% of rural families.)

Radio Homes by Counties

| | | | | | |
|------------------|--------|-------------------|--------|--------------------|--------|
| Alamance | 5,650 | Franklin | 3,030 | Pamlico | 1,120 |
| Alexander | 1,320 | Gaston | 10,400 | Pasquotank | 3,030 |
| Alleghany | 790 | Gates | 1,060 | Pender | 1,670 |
| Anson | 3,160 | Graham | 580 | Perquimans | 1,180 |
| Ashe | 2,100 | Granville | 3,150 | Person | 2,280 |
| Avery | 1,180 | Greene | 1,720 | Pitt | 6,430 |
| Beaufort | 4,430 | Guilford | 22,740 | Polk | 1,190 |
| Bertie | 2,580 | Halifax | 5,710 | Randolph | 4,380 |
| Bladen | 2,330 | Harnett | 4,110 | Richmond | 4,250 |
| Brunswick | 1,830 | Haywood | 3,540 | Robeson | 7,120 |
| Buncombe | 16,660 | Henderson | 3,140 | Rockingham | 6,060 |
| Burke | 3,230 | Hertford | 1,770 | Rowan | 8,250 |
| Cabarrus | 5,500 | Hoke | 1,340 | Rutherford | 4,670 |
| Caldwell | 3,330 | Hyde | 920 | Sampson | 4,190 |
| Camden | 610 | Iredell | 6,260 | Scotland | 2,350 |
| Carteret | 2,430 | Jackson | 1,820 | Stanly | 3,570 |
| Caswell | 1,660 | Johnston | 6,030 | Stokes | 2,200 |
| Catawba | 5,680 | Jones | 990 | Surry | 4,640 |
| Chatham | 2,570 | Lee | 2,130 | Swain | 1,230 |
| Cherokee | 1,670 | Lenoir | 4,640 | Transylvania | 1,190 |
| Chowan | 1,470 | Lincoln | 2,580 | Tyrrell | 570 |
| Clay | 550 | McDowell | 2,280 | Union | 4,650 |
| Cleveland | 6,340 | Macon | 1,460 | Vance | 3,250 |
| Columbus | 3,980 | Madison | 2,060 | Wake | 13,650 |
| Craven | 4,440 | Martin | 2,500 | Warren | 2,240 |
| Cumberland | 5,630 | Mecklenburg | 23,520 | Washington | 1,270 |
| Currituck | 800 | Mitchell | 1,440 | Watauga | 1,560 |
| Dare | 710 | Montgomery | 1,780 | Wayne | 6,850 |
| Davidson | 6,390 | Moore | 3,360 | Wilkes | 3,720 |
| Davie | 1,590 | Nash | 6,370 | Wilson | 5,800 |
| Duplin | 3,720 | New Hanover | 8,330 | Yadkin | 1,890 |
| Durham | 12,550 | Northampton | 2,690 | Yancey | 1,470 |
| Edgecombe | 6,170 | Onslow | 1,570 | | |
| Forsyth | 20,020 | Orange | 2,590 | | |

WISE, ASHEVILLE

Operator: Radio Station WISE, Inc., Langren Hotel. **Phone:** 1213. **Power:** 250 watts on 1370 kc. **Affiliation:** NBC Southeastern Group. **Opened:** Oct. 20, 1939.

Owner, station manager, publicity director: Harold H. Thoms. **Commercial manager:** Baxter Barkley. **Program director:** Bernard Macy. **Chief engineer:** Ralph Kiibler.

Rep: Bryant, Griffith & Brunson, Inc. **Seating facilities:** Large viewing room, opening from lobby of the Langren Hotel, seats 100. **Merchandising:** Distribute window cards and furnish special publicity to the client gratis. **Foreign language programs:** Only ones accepted so far have been on world topics via NBC. **Artists bureau:** None. **Base rate:** \$80.

Copy restrictions: Alcoholic beverage advertising not accepted. **E. T. library:** Standard. **News:** Transradio. **Commenta-**

tors: Zeb Lee and Kenneth Beachboard (newscasters); Tom Cushing (sports).

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 executive director: Don S. Elias. **Commercial manager:** John E. Thayer. **Program and production director:** Bob Bingham. **Assistant program director:** Steve Douglas. **Chief engineer:** Cecil B. Hoskins.

Rep: None. **Seating facilities:** No information given. **Merchandising:** Cooperate in usual services, including listings and publicity in the Citizen and Times, without charge; special services rendered at actual

NORTH CAROLINA STATIONS—Continued

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:** World; Associated. **News:** UP. **Commentators:** Bob Bingham and Steve Douglas (newscasters; sports); Norine Lowe (fashions; cooking; film reviews); Mardi Liles (farm-grain-produce reports).

WBT, CHARLOTTE

Operator: Columbia Broadcasting System, Inc., Wilder Bldg. **Phone:** 3-8833. **Power:** 50,000 watts on 1080 kc. **Affiliation:** CBS. **Opened:** 1921.

General manager: A. E. Joscelyn. **Sales manager:** Royal E. Penny. **Program director:** Charles 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 Broad-

casting 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:** \$350.

Copy restrictions: Policies of Columbia Broadcasting System. **E. T. library:** None. **News:** UP. **Commentators:** William Winter (news analysis); Russ Hodges (newscaster; sports); Don Kerr (newscaster); Lee Kirby (sports); Marie Devant (women's features); Grady Cole (farm news, activities, and commodity market reports); Bill Bivens (market reports; agricultural news).

WSOC, CHARLOTTE

Operator: WSOC, Inc., Mecklenburg Hotel. **Phones:** 7130, 7138, 7139. **Power:** 250 and 100 watts on 1210 kc. **Affiliation:** NBC Southeastern Group; Mutual. **Opened:** Oct. 14, 1933.

President, general manager: Earle J. Gluck. **Commercial manager:** W. C. Irwin. **Sales promotion manager, publicity director:** Paul W. Norris. **Program director:**

Believe It or Not!—

the GREENSBORO (N. C.) Market is BIGGER than either Richmond or Atlanta!

Startling? Well, it's true! Just cast your eyes on the figures at the right for proof that the 50-mile circle around Greensboro is the richest and most populous equal area in the South, bar none!

Night and day, WBIG blankets this region of riches—plus a tremendous secondary area—at surprisingly low cost! Why not get *all* the facts—*now*?

POPULATION

| | |
|-------------|---------|
| Greensboro* | 915,360 |
| Richmond* | 612,000 |
| Atlanta* | 876,000 |



INDUSTRIAL PAYROLL

| | |
|-------------|--------------|
| Greensboro* | \$98,000,000 |
| Richmond* | 34,200,000 |
| Atlanta* | 45,900,000 |



FARM INCOME

| | |
|-------------|--------------|
| Greensboro* | \$75,300,000 |
| Richmond* | 32,787,000 |
| Atlanta* | 58,090,000 |



*50-mile radius

WBIG

5000 W. DAY — 1000 W. NIGHT
CBS Affiliate . . Edney Ridge, Director
GREENSBORO, NORTH CAROLINA

NORTH CAROLINA STATIONS—Continued

Charles G. Hicks. **Musical director:** Boe Norris. **Artists bureau head, assistant program director:** George Brengel.

Rep: Headley-Reed Co. **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), offered gratis except for postage costs; 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. **Commentators:** George Brengel (news commentator; newscaster); Charles Hicks and Glenn Adams (newscasters); Paul Norris (newscaster; sports; film news); Bomar Lowrance (sports); Mrs. F. D. Powell (women's features—as "Aunt Sally").

WDNC, DURHAM

Operator: Durham Radio Corp., Chapel Hill St. **Phone:** R-155. **Power:** 250 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, musical and educational director:** Robert J. Stratton. **Chief engineer:** Raymond A. Dalton.

Rep: Howard H. Wilson Co. **Seating facilities:** Auditorium studio seats 75; two small studios, one seating 15. **Merchandising:** Weekly publicity and program releases; annual remote studios at local exposition; 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. **Commentators:** Woody Woodhouse (newscaster; baseball); Robert Estes (newscaster); Clay Daniel (newscaster; entertainment news); Kenneth Gerard (football;

basketball); Mrs. J. Frank Jarman (fashions—as "Betty Lou").

WCNC, ELIZABETH CITY

Operator: The Albemarle Broadcasting Co., Colonial Ave. **Phone:** 1370. **Power:** 250 watts on 1370 kc. **Affiliation:** None. **Opened:** Sept. 26, 1939.

President, station manager: T. W. Aydlett. **Commercial manager:** Nathan Frank. **Program and musical director, artists bureau head, publicity director:** Paul Moyle. **Chief engineer:** Lewis Hiland.

Rep: None. **Seating facilities:** Can accommodate about 100 persons. **Merchandising:** Newspaper tie-ins offered without charge. **Foreign language programs:** Accepted. **Artists bureau:** Setup nominal only. **Base rate:** \$65.

Copy restrictions: Beer and wine accounts accepted; no hard liquor. **E. T. library:** World. News: UP. **Commentators:** George W. Haskett (news commentator); Paul Moyle (newscaster; sports); Tommie Williams, and Louis Rigsbee (newscasters); Jennie Ruth McAliley (fashions; cooking); Edith Midgett (society).

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. **Phone:** 732. **Power:** 250 watts on 1420 kc. **Affiliation:** None. **Opened:** March 24, 1939.

Owner: F. C. Todd. **Station manager:** Pat McSwain. **Commercial manager:** F. C. Abernethy. **Program director:** Earl Holder. **Chief engineer:** Clarence Morse.

Rep: None. **Seating facilities:** Can accommodate about 50 persons. **Merchandising:** Will render reasonable amount of assistance gratis. **Foreign language programs:** Not accepted; station claims no audience for them in this area. **Artists bureau:** None. **Base rate:** \$50.

Copy restrictions: No commercial advertising whatsoever accepted on Sundays; no alcoholic beverage advertising; provisions of the N. A. B. code enforced. **E. T. library:** Standard. News: UP. **Commentators:** Pat McSwain (news commentator; sports); Dick Gray and Don Mack (newscasters; sports); Howard Turner (newscaster); Naomi Cunningham (fashions; cooking).

NORTH CAROLINA STATIONS—Continued

WGBR, GOLDSBORO

Operator: Eastern Carolina Broadcasting Co., P. O. Box 372. **Phone:** 1550. **Power:** 250 watts on 1370 kc. **Affiliation:** Carolina Network. **Opened:** Aug. 14, 1939.

Station director, chief engineer: M. H. Lance. **Commercial manager:** Robert L. Zealy. **Program director:** Mrs. John R. Morris. **Continuity director:** Harry Bright.

Rep: None. **Seating facilities:** None in studios; but station can arrange for outside accommodations. **Merchandising:** Any "reasonable" service rendered gratis; by "reasonable" is meant an amount of service not disproportionately high to the advertiser's expenditure for station time. **Foreign language programs:** Not considered feasible in this area. **Artists bureau:** None. **Base rate:** \$45.

Copy restrictions: Accept beer and wine advertising; no other alcoholic beverages; patent medicine copy accepted subject to approval by the station. **E. T. library:** World. **News:** Transradio. **Commentators:** Jan King and David Sievers (newscasters); Harry Bright (newscaster; sports); Mrs. John R. Morris (women's features).

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:** Frank Harden. **Chief engineer:** Earl Allison. **Musical director:** Margaret Banks. **Publicity:** Virginia Wil-son McKinney.

Rep: George P. Hollingbery Co. **Seating facilities:** Sportrena, capacity 1,000; admission 20c. on current program. **Merchandising:** Contact distributors and jobbers; contact retail outlets; furnish letters to trade; arrange window displays and check placements; place counter cards; arrange route lists for salesmen; furnish market surveys; house organ. **Artists bureau:** Yes; has 50 artists under contract. **Base rate:** \$100.

Copy restrictions: No alcoholic beverages accepted; no products presenting question of "good taste"; after 6 P.M. commercials may consume 10% of total time, with allowance of additional 40 seconds on 15-minute programs; daytime programs allowed 15% commercial leeway, with 40 extra seconds for 15-minute periods. **E. T. library:** World; Lang-Worth; NAB; Davis & Schwegler. **News:** Transradio. **Commentators:** Francis Elliott (news commentator); Frank Harden (newscaster; sports); Floyd Ryel and Phil Cameron

(newscasters); Dick Whitney (sports); Mrs. Frank Morton (fashions; decorating; as "Mary Jane"); Charles M. Brown (radio news; sports); Ruth Cameron (home economics).

WGTC, GREENVILLE

Operator: Greenville Broadcasting Co. **Power:** 250 watts on 1500 kc.

At press time this station had a construction permit only.

WHKY, HICKORY

Operator: Catawba Valley Broadcasting Co., Inc. **Power:** 250 watts on 1370 kc.

At press time this station had a construction permit only.

WMFR, HIGH POINT

Operator: Radio Station WMFR, Inc., 156½ S. Main St. **Phone:** 4593. **Power:** 250 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.

WFTC, KINSTON

Operator: Jonas Weiland, Kinston. **Phone:** 1200. **Power:** 250 watts on 1200 kc. **Affiliation:** Mutual Broadcasting System; Carolina Broadcasting System. **Opened:** March 1, 1937.

Owner and station manager: Jonas Weiland. **Commercial manager:** Bob Brenner. **Program director:** Ray Woodard. **Chief engineer:** Glen Neuville.

Rep: Burn-Smith Co., Inc. **Seating facilities:**

NORTH CAROLINA STATIONS—Continued

ties: Studio seats 75 persons; auditorium seating facilities can accommodate 1,000. **Merchandising:** Services available; window card displays handled at cost. **Foreign language programs:** Will accept, if accompanied by running English translation. **Artists bureau:** Yes. **Stock:** Entirely held by Jonas Weiland. **Base rate:** \$65.

Copy restrictions: Station reserves right to edit all scripts. **E. T. library:** Standard; Lang-Worth; MacGregor. **News:** Transradio. **Commentator:** Ray Woodard (newscaster; sports).

WPTF, RALEIGH

Operator: WPTF Radio Co., Commercial Bldg. **Phone:** 8311. **Power:** 5,000 watts on 680 kc (has construction permit for 50,000 watts). **Affiliation:** NBC Southeastern Group. **Opened:** 1924.

President: J. R. Weatherspoon. **Station manager:** Richard H. Mason. **Commercial manager:** J. H. Field, Jr. **Program director:** Graham B. Poyner. **Chief engineer:** Henry Hulick. **Publicity director:** Add Penfield.

Rep: Free & Peters, Inc. **Seating facilities:** Can accommodate 40 persons. **Merchandising:** Limited service offered; letters to dealers; 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; no alcoholic beverages; all medical accounts subject to approval of medical director. **E. T. library:** NBC Theatrus; Lang-Worth; NAB. **News:** UP. **Commentators:** Carl Goerch (news commentator); Wesley Wallace, and Bob Dufour (newscasters); Add Penfield (sports).

WRAL, RALEIGH

Operator: Capitol Broadcasting Co., Inc., 130½ So. Salisbury St. **Phone:** 6411. **Power:** 250 watts on 1210 kc. **Affiliation:** Mutual. **Opened:** March 20, 1939.

President: A. J. Fletcher. **General manager:** Gillespie B. Murray. **Program and musical director:** Fred Fletcher. **Sales manager:** Fred W. Ayer. **Chief engineer:** L. B. Terry. **Continuity and publicity director:** William M. Carpenter.

Rep: Sears & Ayer, Inc. **Seating facilities:** One studio seats 30, another 20; city auditorium, seating 1,000, available. **Merchandising:** Car and window cards; sales letters; displays. **Foreign language programs:** Accepted only as sustaining features. **Artists bureau:** No formal setup; station can, however, supply talent. **Base rate:** \$72.

Copy restrictions: Wines or alcoholic beverages not accepted; patent medicines

accepted only if approved by the Medical Society. **E. T. library:** Associated. **News:** Transradio. **Commentators:** Tom Bost (news commentator); Ken Givens and Fred Fletcher (newscasters); J. B. Clark (sports); Virginia Schudt (cooking; fashions); Allyn Robinson (religious news); Bob Bowers (entertainment news); Leigh Stevens (government reports); Rabbi Grossfeld (Jewish news).

WCBT, ROANOKE RAPIDS

Operator: J. Winfield Crew, Jr. **Power:** 250 watts on 1200 kc.

At press time this station had a construction permit only.

WEED, ROCKY MOUNT

Operator: William Avera Wynne, Box 391. **Phone:** 1420. **Power:** 250 watts on 1420 kc. **Affiliation:** None. **Opened:** September, 1933.

Station head, general manager: W. Avera Wynne. **Assistant manager in charge of sales:** B. W. Frank. **Program director:** Eddie Burwell. **Musical director:** Wally Williams. **Continuity director:** Tommy Snowden. **Accountant:** Roy Bechtol. **Chief engineer:** Ike Murphy.

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. **News:** Transradio. **Commentators:** Gill Shaw (newscaster; sports); Tommy Snowden (newscaster); Margaret Hadley Staton (women's features).

WSTP, SALISBURY

Operator: Piedmont Broadcasting Corp., Yarkin Hotel. **Phone:** 2121. **Power:** 250 watts on 1500 kc. **Affiliation:** Mutual. **Opened:** Jan. 2, 1939.

President: Bryce P. Beard. **Vice-president:** James F. Hurley. **Station and commercial manager, publicity director:** John W. Shultz. **Program director:** Bob Van Camp. **Chief engineer:** J. R. Yost.

Rep: Bryant, Griffith & Brunson. **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 request for same in this

NORTH CAROLINA STATIONS—Continued

area. **Artists bureau:** None. **Base rate:** \$57.50.

Copy restrictions: Wine and beer advertising accepted; all copy checked against, and subject to, station policy. **E. T. library:** Associated. **News:** Transradio. **Commentators:** Walter Haislip (news commentator; newscaster); Johnny Shultz (newscaster; sports); Bob Van Camp and Earl Caton (newscasters); Naomi Randleman (women's features).

WMFD, WILMINGTON

Operator: R. A. Dunlea, Hotel Wilmington. **Phone:** 484. **Power:** 250 and 100 watts on 1370 kc. **Affiliation:** None. **Opened:** April 18, 1935.

Station manager: R. A. Dunlea. **Program director:** H. W. Lee. **Chief engineer:** William Crist.

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 The-saurus. **News:** Transradio. **Commentators:** Harry W. Lee, Richard A. Dunlea, and Robert Bowden (newscasters); Julia Mae Johnston (cooking).

WGTM, WILSON

Operator: WGTM, Inc., 115 W. Nash St. **Phone:** 2188. **Power:** 250 watts on 1310 kc. **Affiliation:** Mutual Broadcasting System. **Opened:** July 18, 1937.

General manager: H. W. Wilson. **Commercial manager:** Allen Wannamaker. **Program director:** Billy Steadman. **Chief engineer:** Jack Hudson. **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:** \$50.

Copy restrictions: Accept beer, wine and patent medicines "recognized by the medical profession"; no hard liquor; all copy subject to station censorship. **News:** Transradio. **Commentators:** Henry Sullivan and Clinton Faris (newscasters; sports); Al-

berta Carr (fashions); Billy Steadman (agriculture).

WAIR, WINSTON-SALEM

Operator: C. G. Hill, George D. Walker, and Susan H. Walker, Van Dyke Building. **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 100 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 except beer; medicine accounts subject to inspection by medical adviser; all copy subject to station approval. **E. T. library:** World; NAB. **News:** Transradio. **Commentators:** Dr. Francis C. Anscome (news analyst); William Gordon (newscaster); Rosser Fowlkes (sports); Lynn Davies (fashions; cooking; books; films); Bill Sharpe (local news).

WSJS, WINSTON-SALEM

Operator: Piedmont Publishing Co., 416-420 N. Marshall St. **Phone:** 4141. **Power:** 250 watts on 1310 kc. **Affiliation:** NBC Southeastern Group. **Opened:** April 17, 1930. (Note: This station is newspaper-owned by Winston-Salem Journal and Twin City Sentinel).

Station manager: Norris L. O'Neil. **Sales manager:** Harold Essex. **Program director:** John Miller. **Chief engineer:** Phil Hedrick. **Publicity director:** Harold Essex.

Rep: Headley-Reed 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. **E. T. library:** Lang-Worth; Davis & Schwegler. **News:** UP. **Commentators:** Glen Adams (newscaster); Johnny Miller (sports); Ada Browning (cooking); Dorothy Nicholson (fashions).

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: John Blair & 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:** No information given. **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:** Standard. **News:** AP. **Commentators:** Wayne Griffin, Mervin Clough, and Robert McLeod (newscasters); Fay Brown (sports).

KDLR, DEVILS LAKE

Operator: KDLR, Inc., 1025 Third St. **Phone:** 1090. **Power:** 250 watts on 1210 kc. **Affiliation:** Mutual; North Central Broadcasting System. **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:** \$25 (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. **Commentators:** Hildur Marie Wick (newscaster; fashions; cooking; women's features); Bert Wick (newscaster; sports); Donald Donahue and William Weaver (sports).

WDAY, FARGO

Operator: WDAY, Inc., Black Bldg. **Phone:** 6800. **Power:** 5,000 watts 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. **Produc-**

NORTH DAKOTA STATIONS—Continued

tion manager: Dave Henley. **Musical director:** A. Andrews. **Educational director:** Howard Nelson. **Farm editor:** Bob Dobbin. **Publicity and promotion director:** Bill Dean.

Rep: Free & Peters, Inc. **Seating facilities:** Studio, 150 persons. **Merchandising:** Pre-announcements; promotional plugs throughout duration of contract; mentions in newspapers and shopping papers; window displays and street signs in downtown districts; bus signs on Fargo-Moorehead buses; dealer displays and cooperation; notification of all Fargo and Moorehead dealers; tear sheets, copies of announcements, and photographs of all promotional work furnished sponsor and agency at regular intervals. **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. **Commentators:** Jack Dunn (news commentator; newscaster); Howard Nelson, Ken Kennedy, and Bill Dean (newscasters); Don Elder (newscaster; sports); Margaret Foss (home economics); Esther Noess (county extension agent); Dick Burris (agriculture); Bob Dobbin (markets); Dave Henley (entertainment news).

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, programs recommended for territory. **Artists bureau:** None. **Base rate:** \$24 (½ hr.).

Copy restrictions: Beer and light wines accepted; no hard liquor or patent medicine advertising; only restriction on copy

is that it be in good taste. **E. T. library:** Lang-Worth; Davis & Schwegler. **News:** Transradio. **Commentators:** Jimmy Valentine and John Mosely (newscasters); Bill Walker (newscaster; sports); Elmer Hanson and George Chance (sports); Gail Peterson (society); Mrs. W. G. Boylan (markets); Ed Butler (local radio column).

KRMC, JAMESTOWN

Operator: Roberts MacNab Co., Midland Railroad Bldg. **Phone:** 100. **Power:** 250 watts on 1370 kc. **Affiliation:** Mutual; North Central Broadcasting System. **Opened:** March 14, 1937.

Station and commercial manager: B. Harland Ohde. **Chief engineer:** Lloyd Amoo. **Program director:** Verna Bekken.

Rep: None. **Seating facilities:** One studio (capacity not listed); Jamestown Armory, 1,200. **Merchandising:** Place window displays, cards, etc. **Foreign language programs:** Accepted; German and Scandinavian preferable. **Artists bureau:** None. **Base rate:** \$60.

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.

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. **Assistant manager, 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:** \$50.

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. **Commentators:** "Mac" McCann (newscaster).

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: Ethel

* Also general manager of KOVC, Valley City, N. D., and KDAL, Duluth, Minn.

NORTH DAKOTA STATIONS—Continued

H. Cooley. **Station manager, program and publicity director:** Richard J. Schmidt. **Chief engineer:** Carroll W. Baker. **Artists bureau head:** Leslie E. Maupin. **Musical director:** Kathryn Baker.

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:** \$75.

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. **Commentators:** John B. Cooley (news commentator); Leslie E. Maupin, C. W. Baker, and Richard J. Schmidt (newscasters); Floyd L. Wynne (newscaster; sports; markets); Mary Lee

Ross (home economics); Ethel H. Cooley (agricultural specialist).

KOV, VALLEY CITY

Operator: KOVC, Inc., 312 Fifth Ave. **Phone:** 408. **Power:** 250 watts on 1500 kc. **Affiliation:** None. **Opened:** Oct. 19, 1936.

General manager: Dalton Le Masurier*. **Station and program director, commercial manager:** Robert E. Ingstad. **Chief engineer:** Kermit Holm.

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. **Commentator:** Robert E. Ingstad (newscaster; sports).

* See footnote to KFJM, Grand Forks.

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 | | |

OHIO STATIONS—Continued

WADC, AKRON

Operator: Allen T. Simmons, First Central Tower. **Phones:** Hemlock 5151-2-3. **Power:** 5,000 watts on 1320 kc. **Affiliation:** CBS. **Opened:** April 8, 1925.

Owner, general manager, station manager: Allen T. Simmons. **Promotion, educational, and publicity director:** R. B. Wilson. **Program director, musical director:** H. L. Hageman. **Chief engineer:** John Aitkenhead, Jr.

Rep: George P. Hollingbery Co. **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.

Commentators: Harold Hageman and Roger Adams (newscasters); Ray Spencer (sports); Louise Taylor (fashions; society); Velma Golding (home economics); A. M. Griffin (farm commentator).

WAKR, AKRON

Operator: Summit Radio Corp. **Power:** 1,000 watts on 1530 kc.

At press time this station had a construction permit only.

WJW, AKRON

Operator: WJW, Inc., 41 S. High St. **Phone:** Jefferson 6111. **Power:** 250 watts on 1210 kc. **Affiliation:** None. **Opened:** October 1932.

President: W. M. O'Neil. **Commercial manager:** R. L. Bowles. **Publicity director:** Bill Griffiths. **Production manager:** Russ Salter.

Rep: Headley-Reed Co. **Seating facilities:** Akron Armory, 3,500 persons. **Merchandising:** Complete service available; devote space in local paper to new clients. **Foreign language programs:** Rules not listed. **Artists bureau:** No talent listed, although a setup is nominally maintained. **Base rate:** \$130.

Copy restrictions: Advertising of beer, wines and alcoholic beverages accepted. **E. T. library:** World. **News:** UP. **Commentator:** Bill Griffiths (newscaster).

★
L. B. Wilson presents... ★ ★

★ ★ ★ ★ ★
WCKY

POWERFUL AS ANY STATION IN THE

OHIO STATIONS—Continued

WICA, ASHTABULA

Operator: WICA, Inc., 221 Center St. **Phones:** 1211; 1311. **Power:** 1,000 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 W. Walrath. **Chief engineer:** George E. Gautney. **Artists bureau head:** Gerald C. O'Brien. **Musical director:** Harold Leaman. **Publicity:** Handled by Thurse F. Sigman Advertising.

Rep: Furgason & Walker. **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: Beer advertising accepted; no other alcoholic beverages. **E. T. library:** Associated. **News:** UP. **Commentators:** Thurse Sigman (newscaster); Walter Walrath (sports); Pauline Hopkins (fashions; cooking).

WHBC, CANTON

Operator: The Ohio Broadcasting Co., 550 S. Market Ave. **Phone:** 7166. **Power:** 250 watts on 1200 kc. **Affiliation:** Mutual Broadcasting System. **Opened:** May 1, 1925.

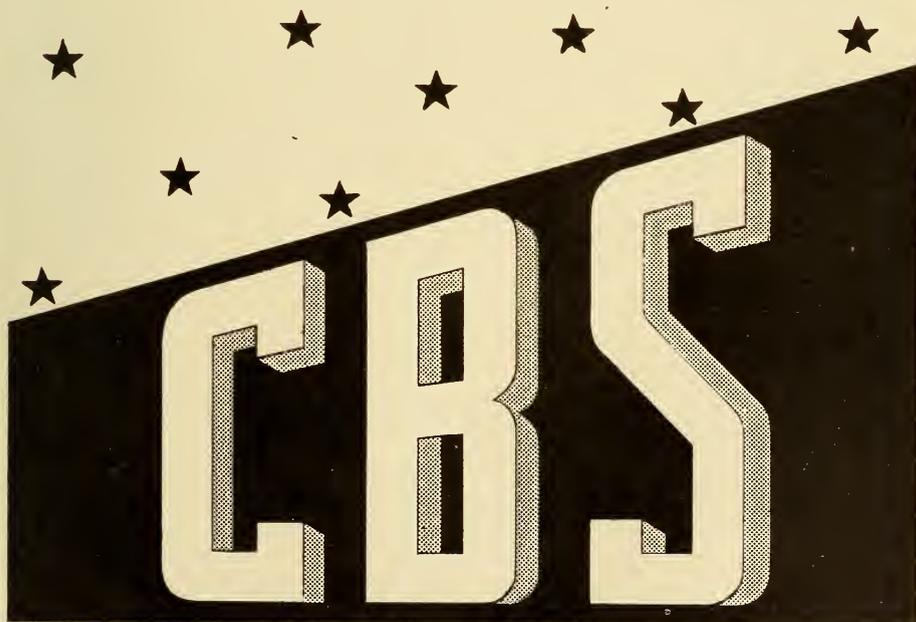
General manager: Felix Hinkle. **Commercial manager:** Bill Kirkendale. **Program director:** S. T. Mayers. **Chief engineer:** Kenneth Sliker. **Publicity director:** Frank Grosjean.

Rep: None. **Seating facilities:** Master studio available. **Merchandising:** Complete service rendered at actual cost. **Foreign language programs:** Accepted. **Artists bureau:** Setup nominal. **Base rate:** \$100.

Copy restrictions: No hard liquors; patent medicine copy must be worded in a manner acceptable to the average listener, and is subject to station approval. **News:** UP. **Commentators:** Truesdale Mayers, Jack Watts, and Bob Geis (newscasters); Joe Wilson (sports); Janet Baker (women's features).

WCKY, CINCINNATI

Operator: L. B. Wilson, Inc., Hotel Gibson. **Phone:** Cherry 6565. **Power:** 50,000



ENTIRE UNITED STATES

OHIO STATIONS—Continued

watts on 1490 kc. **Affiliation:** CBS. **Opened:** Sept. 16, 1929.

President, general manager: L. B. Wilson. **Sales manager:** E. C. Krautters. **Public relations director:** Elmer H. Dressman. **Merchandising manager:** Thomas Mitchell. **Station program manager:** Bev. Dean. **Chief engineer:** C. H. Topmiller. **Traffic manager:** Jeanette Fuller. **Chief accountant:** Marie Schulte.

Rep: Free & Peters, Inc. **Seating facilities:** Studio, 75 persons; Gibson ballroom 500. **Merchandising:** Meetings with wholesaler and jobber salesmen, chain store employees, broker salesmen and manufacturers' representatives; WCKY is a member of the Cincinnati Association of Manufacturers' Representatives (food), Cincinnati Retail Grocers and Meat Dealers' Association and the Ohio Valley Druggists Association, and maintains active contact with these men; personal calls on buyers for wholesale and chain trade to inform them of programs; call on retail dealers to place displays and report on stock and competitive stock, copy of which report is forwarded to company and agency; publicity 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:** \$500.

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. **News:** Transradio. **Commentators:** Rex Davis and Jack Foster (newscasters; sports); Bill Robbins (newscaster); Verona Hughs (fashions; cooking; homemaking); W. B. Schlomer (weather and river reports); Mr. Peden (livestock prices).

WCPO, CINCINNATI

Operator: Scripps-Howard Radio, Inc., B. F. Keith Bldg., **Phone:** Main 3314. **Power:** 250 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.)

General manager: Mortimer C. Watters. **Commercial manager:** John P. Smith. **Program director:** Andre Carlon. **Continuity director:** Albert Stephan. **Auditor:** John G. Sweeney. **Promotion director:** Robert Bentley. **Traffic manager:** Evelyn Eppinger. **Publicity director:** Tom McCarthy.

Rep: The Branham Co. **Seating facilities:** Three studios, capacity about 150. **Mer-**

chandising: 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:** \$120.

Copy restrictions: All continuity subject to station approval; wine and liquor advertising not accepted. **E. T. library:** Associated; Standard. **News:** From Cincinnati Post; UP. **Commentators:** Tom McCarthy (news commentator; newscaster); Tim Elliott, Andre Carlon, and Joe Graham (newscasters); Harry Hartman (sports); Jane Ellen Easteay (social news; recipes; Hollywood news; women's features).

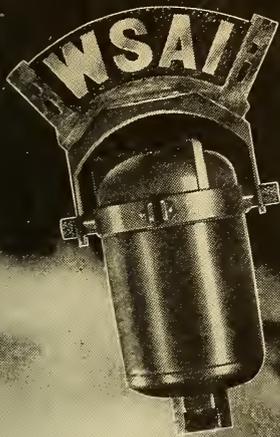
WKRC, CINCINNATI

Operator: The Cincinnati Times-Star Co., Hotel Alms. **Phone:** Woodburn 0550. **Power:** 5,000 and 1,000 watts on 550 kc. **Affiliation:** Mutual Broadcasting System. **Opened:** May 5, 1924. (Note: This station is newspaper-owned by the Cincinnati Times-Star.)

General manager: Hulbert Taft, Jr. **Commercial manager:** Herman E. Fast. **Program and musical director:** Ruth Lyons. **Chief engineer:** John Tiffany. **Production manager:** Lin Mason. **Educational director:** Bernice Williams Foley. **Special events director:** George Sutherland. **Publicity director:** Margaret Maloney.

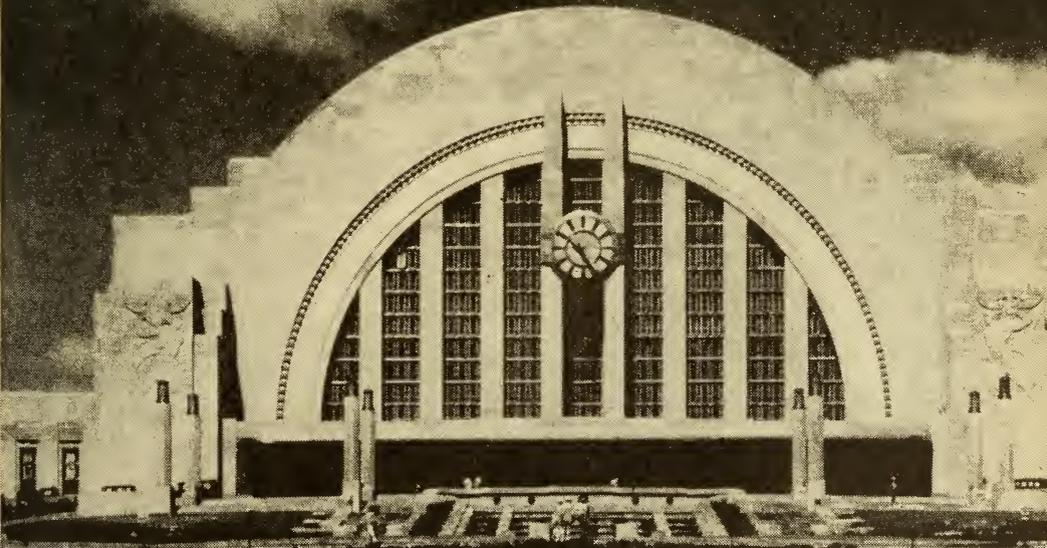
Rep: Weed & Co. **Seating facilities:** Auditorium studio seats 125 persons. **Merchandising:** Monthly merchandising letter to 1,450 retail and wholesale grocers and 488 wholesale and retail druggists; make surveys of from 20-50 retail outlets to determine sponsor's program popularity; window display 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 30 theatres. **Foreign language programs:** No rules. **Artists bureau:** None. **Base rate:** \$200.

Copy restrictions: All copy and programs subject to approval of the station. **E. T. library:** Standard. **News:** AP. **Commentators:** Joseph Sagmaster and Joseph Garretson, Jr. (news commentators); Charles V. Lutz and Bill Welch (newscasters); Dwight Mallon (newscaster; stock market); George Sutherland (sports); Ruth Lyons (fashions; women's news); Virginia List (cooking); George Fithian (drama; literature).



2 GATEWAYS TO CINCINNATI

TWO gateways lead into the \$600,000,000 Cincinnati market. Arriving at the world's most beautiful railway terminal, pictured here, your item is in the city limits. . . . To get it into the homes and hearts and buying habits of Greater Cincinnati, use WSAI. Cincinnati's Own Station opens up the market for your item by getting your sales messages into Greater Cincinnati's 400,000 homes — by backing your program with thorough promotion. In short, by making your product a "must" on the buying lists of 1,600,000 consumers



WSAI . . . Cincinnati's Own Station

REPRESENTED BY INTERNATIONAL RADIO SALES • NEW YORK • CHICAGO • LOS ANGELES



MANY MARKETS are served and sold by WLW. It is the daily listening habit of millions of consumers living within its primary area. Merchants serving these consumers are naturally guided by the resulting preference for WLW-advertised brands.

REPRESENTATIVES:

NEW YORK—TRANSAMERICAN BROADCASTING AND TELEVISION CORPORATION, CHICAGO—WLW, 230 NORTH MICHIGAN AVENUE.



WLW THE NATION'S
most Merchandise-able
STATION

OHIO STATIONS—Continued

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 Basic. **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 sales manager:** Eldon Park. **Technical advisor and assistant to the vice-president:** G. E. Branch. **Publicity director and assistant to the vice president:** Cecil Carmichael. **Program director:** George C. Biggar. **Technical supervisor:** R. J. Rockwell. **Sales service manager:** J. E. Rudolph. **Artists bureau head:** W. McClusky. **Musical director:** Josef Cherniavsky. **Research and promotion director:** William Oldham. **Merchandising director:** Beulah Strawway. **Continuity director:** Lee House.

Rep: Transamerican Broadcasting & Television Corp., New York; maintain own office in Chicago. **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; World. **News:** INS; AP. **Commentators:** Peter Grant, Michael Hinn, and Harvey Miller (newscasters); Roger Baker, Dick Bray, and Nixson Denton (sports); Jane Sheridan (homemaking); Ed Mason (agricultural features).

WSAI, CINCINNATI

Operator: The Crosley Corp., 1329 Arlington St. **Phone:** Kirby 4800. **Power:** 5,000 watts on 1330 kc. **Affiliation:** NBC Red and Blue Basic. **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. **Sales manager:** Archie Grinalds. **Technical advisor and assistant to vice-president:** G.

E. Branch. **Publicity director and assistant to vice-president:** Cecil Carmichael. **Sales promotion manager:** Richard A. Ruppert. **Program director:** Clair Shadwell. **Technical supervisor:** R. J. Rockwell. **Artists bureau head:** George C. Biggar. **Musical director:** Josef Cherniavsky. **Research director:** William Oldham. **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 88 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; World; Lang-Worth. **News:** INS; AP. **Commentators:** Peter Grant and Michael Hinn (newscasters); Roger Baker and Dick Bray (sports); Marsha Wheeler (women's news; home economics).

WCLE, CLEVELAND

Operator: United Broadcasting Co., 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:** Robert Greenberg. **Program manager:** Russell Richmond. **Chief engineer:** E. L. Gove. **Musical supervisor:** Louis Rich. **Musical director:** Willard Pott. **Publicity director:** Milton C. Hill.

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:** \$123.75.

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; beer and wines accepted if copy does not intend to

OHIO STATIONS—Continued

spread further use of these beverages; no hard liquors. **E. T. library:** Lang-Worth. **News:** UP. **Commentators:** Newman Burnett, Alun Jenkins, Lew Henry, and Harry Brown (newscasters); Jack Graney and Pinky Hunter (sports); Florence LaGanke (cooking; home economics); Eleanor Hanson (fashions; cooking; women's news); Lew Henry (farm news); Henry Hiser and Phil Coad (livestock reports); Lehman Otis (news editor); Ray McCoy (associate news editor).

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. **Merchandising manager:** Ellis C. Vander Pyl. **Program director:** Carl George. **Production manager:** David Baylor. **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; board display of premiums and give-aways. **Foreign language programs:** Will accept Sunday mornings only. **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 and wine accepted at any time; liquor not accepted; patent medicine acceptance limited insofar as restricted by government agencies; all copy subject to station approval and government regulations. **E. T. library:** World. **News:** INS. **Commentators:** Carl George, Wayne Mack, Maurice Condon, Ted Hanna, and Ralph Worden (newscasters); Bob Kelley (sports); Ruth Merriam Wells (cooking hints; recipes; home economics); Nancy Dixon (news of stores); Sidney Andorn (local gossip); Jack Paar (Hollywood news).

*Also president of WJR, Detroit, Mich., and KMPC, Beverly Hills, Calif.

WHK, CLEVELAND

Operator: United Broadcasting Co., 1311 Terminal Tower. **Phone:** Prospect 5800. **Power:** 5,000 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:** Robert Greenberg. **Chief engineer:** E. L. Gove. **Program manager:** Russell Richmond. **Musical supervisor:** Louis Rich. **Musical director:** Willard Pott. **Publicity director:** Milton C. Hill.

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:** Lang-Worth. **News:** UP. **Commentators:** Lehman Otis (city council proceedings); Newman Burnett, Alun Jenkins, Lew Henry, and Harry Brown (newscasters); Carl Mark (special events director); Ray McCoy (associate news editor); Jack Graney and Pinky

OHIO STATIONS—Continued

Hunter (sports); Eleanor Hanson (fashions; cooking; women's news); Jean Abbey (fashions; home economics).

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. **Musical director:** Lee Gordon. **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:** None; complete roster of talent available, however. **Base rate:** \$460.

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. **Commentators:** Harry Burge and John Murphy (newscasters); Tom Manning (newscaster; sports); Jane Weaver (home topics; fashions; cooking; golf); E. F. Potter (stock market reports); Ralph Mize (weather reports).

WBNS, COLUMBUS

Operator: WBNS, Inc., 33 N. High St. **Phone:** Adams 9265. **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. Orr. **Program director:** Jack Price. **Chief engineer:** Lester Nafzger. **Musical director:** Lowell Riley. **Promotion director:** Jim Yerian. **Publicity director:** Jerome C. Reeves.

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; maintain display window and house organ; 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 and wine accepted after 10 P.M.; patent medicines accepted only after station approves copy; "good taste angle carefully guarded." **E. T. library:** Associated; World. **News:** Transradio; AP. **Commentators:** Jim Cooper (newscaster; news commentator); Fern Sharp (women's features).

WCOL, COLUMBUS

Operator: WCOL, Inc., 33 North High St. **Phone:** Main 4581. **Power:** 250 watts on 1200 kc. **Affiliation:** NBC Basic Red and Blue Supplementary. **Opened:** September, 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. **Commentators:** David Penn and Bill Wallace (newscasters); Charlie Warren (sports); Mildred Warner (women's news).

WHKC, COLUMBUS

Operator: United Broadcasting Co., 22 E. Gay Street. **Phone:** Adams 1101. **Power:** 500 watts on 640 kc (to sunset in Los Angeles). **Affiliation:** Mutual Broadcast-

OHIO STATIONS—Continued

ing System. **Opened:** 1921. (Note: This station is owned by the Cleveland Plain Dealer, also owners of WHK and WCLE, Cleveland).

General and station manager: Carl M. Everson. **Commercial manager:** Harry H. Hoessly. **Program director:** George Beebout. **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 United Broadcasting Co., 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:** Lang-Worth; Davis & Schwegler. **News:** UP. **Commentators:** Bob French (news commentator; newscaster); John B. Moses, Larry Lawrence, and George Beebout (newscasters); Budd Sweeney (sports); Virginia Bear (home economics); "The Boy Friend" (anonymous male commentator for women, giving fashions, recipes, etc.).

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:** James M. LeGate. **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 250. **Merchandising:** Calls on dealers; mailings to trade; mention of sponsor's program on broadcast summaries; deliver dis-

play material; 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. **Commentators:** Dick Cull (news commentator; grain-livestock markets); John Stilli (news commentator); Dick Roll (newscaster; sports); Lester Spencer and Lloyd Anderson (newscasters); Si Burick (sports); "Cornelia" (fashions); "Madeline" (cooking); Audrey Wilcke (women in the news; clubs); O. L. Cunningham (farm news); Georgia Burke Herman (women's farm news); H. C. Renolette (4-H club activities).

WING, DAYTON

Operator: WSMK, Inc., Loew's Theatre Bldg. **Phone:** AD 3288. **Power:** 500 and 250 watts on 1380 kc. **Affiliation:** NBC Basic Supplementary Group. **Opened:** 1922.

General manager: Ronald B. Woodyard. **Production manager:** Walter Patterson. **Program manager:** Chester Porterfield.

Rep: Radio Advertising Corp. **Seating facilities:** 400 persons. **Merchandising:** Complete service, including publicity, window displays, etc., available; cost varies with contract. **Foreign language programs:** Not accepted. **Artists bureau:** Yes. **Base rate:** \$140.

Copy restrictions: Beer and light wine accounts accepted; patent medicines carefully checked prior to acceptance. **E. T. library:** NBC Thesaurus. **News:** Transradio; INS. **Commentators:** Douglas Fleming (newscaster); Ranny Daly (sports); Martha Gowdy and Marjorie Hayduck (women's features).

WLOK, LIMA

Operator: The Fort Industry Co., Lima Trust Bldg. **Phone:** Main 1316. **Power:** 100 watts on 1210 kc. **Affiliation:** NBC. **Opened:** Dec. 15, 1936. (Note: The Fort Industry Co. also operates WSPD, Toledo.)

President: George B. Storer*. **Vice-president:** J. H. Ryan†. **Managing director, commercial manager, sales manager:** Don Ioset. **Program director:** Howard Donahue. **Chief engineer:** R. E. Shettler.

* Also president of WSPD, Toledo, and WWVA, Wheeling, W. Va.

† Also vice-president of above-named stations.

OHIO STATIONS—Continued

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:** \$69.50.

Copy restrictions: Accept beer and wines; no hard liquor. **E. T. library:** NBC Thesaurus; Davis & Schwegler; Lang-Worth. **News:** INS. **Commentators:** Harry Jay (newscaster); Howard Donahoe (sports); Ralph Elvin (sports; farm features); Helen Noonan (women's features).

WMAN, MANSFIELD

Operator: Richland, Inc., 140 Park Ave., West. **Phone:** Canal 1771. **Power:** 250 watts on 1370 kc. **Affiliation:** None. **Opened:** Dec. 3, 1939.

Station and commercial manager: O. E. Fields. **Program director:** Gwen Fields. **Chief engineer:** Howard Jonard. **Musical director:** Earl P. Black.

Rep: None. **Seating facilities:** Studio seats 100 persons. **Merchandising:** Cooperate with clients on request. **Foreign language programs:** Accepted, subject to approval of program department. **Artists bureau:** None. **Base rate:** \$48.75 (½ hr.).

Copy restrictions: "Standard practices" observed. **E. T. library:** NBC Thesaurus. **News:** UP. **Commentators:** Carl Raymond, Harry Lytell and Richard Oberlin (newscasters); Oscar Ruhl (sports); Bessie Blackman (fashions; beauty; women's features).

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:** Robert Horn. **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. **Commentators:** Robert Horn (newscaster); Paul Wagner and Lloyd Henderson (sports); Ann Smith (women's features); George E. Wood (farm news); Rev. Laurence L. Hucksoll (religious news).

WIZE, SPRINGFIELD

Operator: Radio Voice of Springfield, Inc. **Power:** 100 watts on 1310 kc.

At press time this station had a construction permit only.

WSTV, STEUBENVILLE

Operator: The Valley Broadcasting Co. **Power:** 250 watts on 1310 kc (specified hours; all hours not used by WSAJ, Grove City, Pa.).

At press time this station had a construction permit only.

WSPD, TOLEDO

Operator: The Fort Industry Co., Commodore Perry Hotel. **Phone:** Adams 3175. **Power:** 5,000 watts on 1340 kc. **Affiliation:** NBC Basic Red. **Opened:** April 15, 1921. (Note: The Fort Industry Co. also operates WLOK, Lima.).

President: George B. Storer. **Vice-president, general manager:** J. Harold Ryan. **Commercial manager:** Edward Y. Flanigan. **Program director:** Russell A. Gohring. **Production manager:** Robert K. Richards. **Chief engineer:** William Stringfellow. **Publicity director:** Merrill N. Pheatt.

Rep: The Katz Agency. **Seating facilities:** Studio seats 75 persons. **Merchandising:** Any reasonable assistance rendered; market surveys, wholesaler and dealer contacts, distribution of displays, letters to merchants, etc.; other special services rendered at cost. **Foreign language programs:** Accepted, if run during daytime. **Artists bureau:** None. **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; Davis & Schwegler. **News:** INS. **Commentators:** James W. Uebelhart, Edward C. Ames, and Miecieszaw Friedel (newscasters); Jack Solon (newscaster; market reports); Cornelius J. Desmond (sports); Mary Lucille Roth (home economics); Elmore Williams (agriculture); Rev. R. Lincoln Long (religion); Gordon Duncan (travelogue).

WTOL, TOLEDO

Operator: Community Broadcasting Co., Bell Bldg. **Phone:** Adams 3291. **Power:** 250 watts on 1200 kc. **Affiliation:** NBC Basic Blue Supplementary group. **Opened:** Feb. 27, 1938.

OHIO STATIONS—Continued

President: Frazier Reams. **Vice-president, general manager:** Arch Shawd. **Promotion manager:** Herb Gilleland. **Program director:** George Morgan. **Chief engineer:** Frank B. Ridgeway.

Rep: Radio Advertising Corp. **Seating facilities:** Two studios, seating 40 and 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:** \$120.

Copy restrictions: No hard liquor advertising; all commercial copy subject to station approval. **E. T. library:** Associated; Standard. **News:** UP. **Commentators:** Ralph Sisson (news commentator); Herb Gilleland (newscaster; entertainment news); Karl Nelson and Joe Fields (newscasters); Stanley Wyszatycki (Polish newscaster); Bob Ingham (sports); Ruth Landwehr (fashions; films; women's news).

WFMJ, YOUNGSTOWN

Operator: William F. Maag, Jr., 101 W. Boardman St. **Phone:** 34121. **Power:** 250 watts on 1420 kc. **Affiliation:** NBC Basic Blue Supplementary Group. **Opened:** Sept. 6, 1939. (Note: The owner of this station is also publisher of the Youngstown Vindicator.)

General manager: William F. Maag, Jr. **Commercial manager:** Leonard Nasman. **Program director:** Lee Bland. **Chief engineer:** Frank Dieringer. **Musical director:** L. R. Boals.

Rep: Headley-Reed Co. **Seating facilities:** Studio 1 will seat up to 300 persons. **Merchandising:** Complete facilities available without charge. **Foreign language programs:** Not accepted. **Artists bureau:** None. **Base rate:** \$100.

Copy restrictions: All stipulations of the N.A.B. code must be strictly followed as to product and copy. **E. T. library:** Standard; MacGregor; Lang-Worth. **News:** UP. **Commentators:** Robert Wylie and Frank B. Ward (sports).

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. **Station director:** J. L. Bowden.

Rep: Radio Advertising Corp. **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. **Commentators:** Will Douglas, Wayne Johnson, Charlie Lake, and Dwight Merriam (newscasters); Don Gardner (sports); Georgia Davidson (homemaking); Dr. Henry V. Sterns (music); Bert Dowling (stock market).

WHIZ, ZANESVILLE

Operator: WALR Broadcasting Corp., 48-52 N. Fifth St. **Phone:** Main 644. **Power:** 250 watts on 1210 kc. **Affiliation:** NBC Basic Supplementary Group. **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:** "All local cooperation possible" offered. **Foreign language programs:** Accepted. **Artists bureau:** Set-up nominal only. **Stock:** 250 shares outstanding; principal holders are West Virginia Broadcasting Corp. (WWVA, Wheeling). **Base rate:** \$69.50.

Copy restrictions: Beer and patent medicines accepted; liquor not accepted. **E. T. library:** Standard; Lang-Worth. **News:** INS. **Commentators:** Jim Minium, and Allen Haid (newscasters); Nate Milder (sports); Mary Branas (fashions; cooking; women's news); William Bem Bower (farm news).

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, North Broadway. **Phone:** 1212. **Power:** 250 watts on 1200 kc. **Affiliation:** Mutual; Oklahoma Network. **Opened:** Sept. 26, 1934.

Owner, station head: C. C. Morris. **Station and commercial manager:** James F. Griffith. **Program director:** Jack Cahill. **Chief engineer:** J. Leiland Seay.

Rep: Arthur H. Hagg & Associates. **Seating facilities:** Limited; capacity not listed. **Merchandising:** Publicity, personal contacts, displays, etc., rendered. **Foreign language programs:** Not accepted. **Artists bureau:** None. **Base rate:** \$50.

Copy restrictions: No beer, wine or hard liquor advertising; no (local) commercials accepted for Sunday broadcasting. **E. T. library:** None. **News:** Transradio. **Commentators:** Kenneth Lowe, Steve Cowan and James Griffith (newscasters).

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. **Program director:** Dolly Dutton.

Rep: None. **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. **Commentators:** Eugene Colley (newscaster; sports); Ramon Martin (newscaster); Dolly Dutton (fashions; cooking).

KASA, ELK CITY

Operator: E. M. Woody, Casa Grande Hotel. **Phone:** 730. **Power:** 100 watts on

OKLAHOMA STATIONS—Continued

1210 kc. **Affiliation:** Keystone Broadcasting System. **Opened:** Oct. 18, 1932.

Owner: E. M. Woody. **Station and commercial manager, publicity director:** F. E. Mayhew. **Program director, artists bureau head:** Johnny Carman. **Chief engineer:** George Fenter. **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. **Commentators:** F. E. (Tiny) Mayhew (news commentator; sports); Johnny Carman and Charles Welch (newscasters); Betty Adams (women's features); L. C. Freeman (poultry); Layne Betty (agriculture).

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: Arthur H. Hagg & Associates. **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 listed. **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. **Commentators:** Dale Simpson (newscaster; sports); Bill Butterfield and George Reeves (newscasters); Carl Dalbey (newscaster; grain reports); Mabel Waken (household hints); Harold Baker (grain reports).

KBIX, MUSKOGEE

Operator: Oklahoma Press Publishing Co., Barnes Bldg. **Phone:** 303. **Power:** 100

watts on 1500 kc. **Affiliation:** Mutual Broadcasting System; Oklahoma Network. **Opened:** May 1, 1936. (Note: This station is newspaper-owned by the Muskogee Daily Phoenix and Times-Democrat.)

Vice-president: Tams Bixby, Jr. **Station manager:** O. C. Benjamin. **Sales manager:** Frank Rough. **Chief engineer:** Lester Harlow. **Program director, merchandising manager:** Mark Weaver.

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. **Commentators:** Paul A. Bruner, Mark Weaver, Sigrid Floren and John Black (newscasters); Harold Baker (newscaster; sports); Sarah Doane (society; fashions; gossip; women's features); L. C. Gentry (farm news).

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., Plaza Court. **Phones:** 3-4333; 3-4646. **Power:** 250 watts on 1310 kc. **Affiliation:** None. **Opened:** 1925.

President: John D. Thomas. **Vice-president:** Charles Edward Johnson. **Secretary-treasurer:** M. S. McEldowney. **Station manager:** Matt H. Bonebrake. **Program director:** Marvin Krause.

Rep: None. **Seating facilities:** Studios A and B seat 100 persons each. **Merchandising:** Complete service available. **Foreign language programs:** Not accepted. **Artists bureau:** Station can supply necessary talent. **Base rate:** \$120.

Copy restrictions: Beer and wine copy accepted; no hard liquor; patent medicines taken only subject to station approval. **E. T. library:** Associated; NAB; MacGregor; Standard. **News:** UP. **Commentators:** Norman Rogers (newscaster); Russell Black (newscaster; Hollywood gossip); Ted Andrews (newscaster; sports); Ann Jordan (women in the news; fashions; cooking).

OKLAHOMA STATIONS—Continued

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, Oklahoma.)

Manager: Neal Barrett. **Commercial manager:** Jack Howell. **Program director:** Jack Mitchell. **Director of promotion and publicity:** W. S. Lukenbill. **Musical director:** Paul Christensen. **Chief engineer:** M. W. Thomas.

Rep: Free & Peters, Inc. **Seating facilities:** Studio A seats 100; Studio B, 50. **Merchandising:** Regular service rendered gratis; additional services furnished at cost. **Foreign language programs:** Not accepted. **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:** World. **News:** UP. **Commentators:** Jack Mitchell, John Rogers, Jack Swineford, and Stewart Dean (newscasters); Bob Duren (sports); Catherine Cunningham (cooking; fashions; women's news).

KTOK, OKLAHOMA CITY

Operator: Oklahoma Broadcasting Co., Inc., 1800 W. Main St. **Phones:** 3-8352-3. **Power:** 250 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:** Harold Shreve. **Merchandising and promotion director:** Paul H. Buening. **Chief engineer:** Bernard Tullius.

Rep: Arthur H. Hagg & Associates. **Seating facilities:** Studio A, 50 persons. **Merchandising:** Complete service available. **Foreign language programs:** No demand for such programs in this territory. **Artists bureau:** Can supply all talent requirements. **Base rate:** \$120.

Copy restrictions: Beer advertising accepted; no wine or hard liquors. **E. T. library:** Standard; NAB; Lang-Worth. **News:** UP; local. **Commentators:** Richard Peters (newscaster; reports on men's clubs); Dick Johnson (sports); Kay Parker (fashions; homemaking); Rada Sue Garrett (cooking).

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.; same owners control KLZ, Denver, and KVOR, Colorado Springs.)

Secretary-treasurer: Edgar T. Bell. **Station manager:** Gayle V. Grubb. **Commercial manager:** R. E. Chapman. **Program director:** Guy Runnion. **Musical director:** Allan Clark. **Traffic manager:** Daryl McAllister. **Continuity chief:** George Hamaker. **Special events director:** Perry Ward. **Publicity director:** Robert Eastman.

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. **Commentators:** Tommy Thompson and Robert Eastman (newscasters); Charles Inglis and Perry Ward (sports); Mrs. Mart Adams (homemaking—as "Aunt Susan"); Edyth Wallace (women's problems); Julie Benell (fashions and film news); George Coffelt (stock and grain reports); Terry O'Sullivan ("Odds and Ends"); Daryll McAllister (children's funny paper hour).

KHBG, OKMULGEE

Operator: Okmulgee Broadcasting Corp., McCulloch Bldg. **Phone:** 3646. **Power:** 250 watts on 1210 kc. **Affiliation:** None. **Opened:** October, 1937.

President, station manager: Pat Buford. **Commercial manager:** Lucille Buford. **Program director:** Verne Hiner. **Chief engineer:** Roger Hively. **Musical director:** Jane Winn. **Publicity director:** Hillis Bell.

Rep: None. **Seating facilities:** Can accommodate about 250 persons. **Merchan-**

OKLAHOMA STATIONS—Continued

dising; Can handle window cards and special publicity; direct mail issued to dealers when advertiser is attempting to increase his retail accounts. **Foreign language programs:** No rules listed. **Artists bureau:** None. **Base rate:** \$20 (½ hr.).

Copy restrictions: Beer advertising accepted; no hard liquors. **E. T. library:** NBC Thesaurus; Standard. **News:** UP. **Commentators:** Verne Hiner (news editor); Leo Cross (newscaster; sports); Bill Fairley (special events); Charles Boyd (newscaster); Carol King (cooking); Bliss Harris (fashions; women's news).

WBBZ, PONCA CITY

Operator: Adelaide L. Carrell (Executrix of C. L. Carrell Estate), 615 W. Grand Avenue. **Phone:** 2300. **Power:** 250 watts on 1200 kc. **Affiliation:** Mutual Broadcasting System; Oklahoma Network. **Opened:** 1027.

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. **E. T. library:** Standard. **News:** None listed.

KGFF, SHAWNEE

Operator: KGFF Broadcasting Co., Inc., Aldridge Hotel. **Phone:** 4390. **Power:** 250 watts on 1420 kc. **Affiliation:** Mutual; Oklahoma Network. **Opened:** Dec. 10, 1930. (Note: Station has interlocking control with the Shawnee News and Star newspapers, plus other papers in Nebraska, Missouri, Kansas, and New Mexico).

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: Arthur H. Hagg & Associates. **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. **Commentators:** Joe Lee and Weldon Stamps (newscasters); Frank Jackson (newscaster; news oddities; sports); Charles Cassidy and Orville Sherman (sports and special events); Maxine Eddy (fashions; cooking; society; women's features).

KOME, TULSA

Operator: Oil Capital Sales Corp., 910 S. Boston St. **Phone:** 3-4121. **Power:** 250 watts on 1310 kc. **Affiliation:** Mutual; Oklahoma Network. **Opened:** Dec. 25, 1938.

General manager and publicity director: Jack Whitney. **Commercial manager:** Harold Grimes. **Program director:** Joseph Gifford. **Chief engineer:** James Manship. **Musical director:** Myrt Alexander.

Rep: Arthur H. Hagg & Associates. **Seating facilities:** Auditorium studio, 200. **Merchandising:** Service available; details not listed. **Foreign language programs:** Not accepted. **Artists bureau:** None. **Base rate:** \$75.

Copy restrictions: Beer accepted; no other alcoholic beverages; abide by NAB Code of Ethics. **E. T. library:** Standard. **News:** Transradio. **Commentators:** James Neil (newscaster; news editor); Bill Hixon (sports); Jane Austin (fashions; cooking; homemaking).

KTUL, TULSA

Operator: Tulsa Broadcasting Co., Inc., National Bank of Tulsa Bldg. **Phone:** 2-3191. **Power:** 5,000 watts on 1400 kc. **Affiliation:** CBS. **Opened:** Jan. 22, 1934. (Note: Same stockholders also own KOMA, Oklahoma City, and operate a two-station hookup: "The Oklahoma Metropolitan Line").

Vice-president: William C. Gillespie. **Sales manager:** Lawson Taylor. **Program director:** Jack Hoffman. **Merchandising and publicity director:** John Esau. **Production manager:** Carlyle Stevens. **Musical director:** Lillian Smithline. **Chief engineer:** Nathan Wilcox. **Continuity chief:** Robert Alexander.

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. **Ar-**

OKLAHOMA STATIONS—Continued

ists 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:** Associated. **News:** UP. **Commentators:** Eddie Lyon (news commentator; newscaster); Don O'Brien (newscaster; sports); Ken Linn (newscaster); Kathrynne Carlyle (etiquette; women's news).

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:**

Edward C. Coontz. **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:** \$280.

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. **Commentators:** Ken Miller (newscaster); A. B. "Bud" Jackson, Jr. (sports); Dorothy McCune (women's features).

OREGON

(285,400 radio homes, or 95% ownership among the State's total of 299,000 families. Urban ownership is 147,000, or 94% of urban families; rural ownership is 138,400, or 97% of rural families.)

Radio Homes by Counties

| | | | | | |
|-----------------|--------|------------------|--------|------------------|---------|
| Baker | 4,930 | Harney | 1,780 | Morrow | 1,400 |
| Benton | 4,820 | Hood River | 2,650 | Multnomah | 102,890 |
| Clackamas | 14,530 | Jackson | 10,230 | Polk | 4,960 |
| Clatsop | 6,000 | Jefferson | 630 | Sherman | 810 |
| Columbia | 5,840 | Josephine | 3,680 | Tillamook | 3,500 |
| Coos | 8,600 | Klamath | 9,180 | Umatilla | 6,840 |
| Crook | 950 | Lake | 1,410 | Union | 5,050 |
| Curry | 1,070 | Lane | 16,330 | Wallowa | 2,180 |
| Deschutes | 4,340 | Lincoln | 3,060 | Wasco | 3,760 |
| Douglas | 6,960 | Linn | 7,610 | Washington | 9,210 |
| Gilliam | 950 | Malheur | 3,130 | Wheeler | 710 |
| Grant | 1,830 | Marion | 16,830 | Yamhill | 6,750 |

KAST, ASTORIA

Operator: Astoria Broadcasting Co., 1006 Taylor Ave. **Phone:** 95. **Power:** 250 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. Program**

director: Sylvia L. Chandler. **Chief engineer:** Raymond Williams.

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;

OREGON STATIONS—Continued

region has 6,000 Finnish-speaking people. **Artists bureau:** None. **Base rate:** \$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. **Commentators:** James C. Wallace and Frank E. Marrion (newscasters); Barbara J. Beard (fashions; cooking; women's features).

KBKR, BAKER

Operator: Louis P. Thornton, Baker Loan Trust Bldg. **Phone:** 140. **Power:** 250 watts on 1500 kc. **Affiliation:** None. **Opened:** Dec. 3, 1939.

Station manager: E. W. Lippincott. **Commercial manager:** Fred Pelger. **Program director:** Herbert Haley. **Chief engineer:** R. R. Sutton.

Rep: None. **Seating facilities:** None. **Merchandising:** Assist in "all ways possible"; services rendered without charge. **Foreign language programs:** Not accepted. **Artists bureau:** None. **Base rate:** \$12.50 (½ hr.).

Copy restrictions: Advertising of alcoholic beverages not accepted; beer and wine advertising accepted after 10 P.M. **E. T. library:** MacGregor; Davis & Schwegler. **News:** UP. **Commentators:** Ellwood W. Lippincott, and Herbert Haley (newscasters); Dr. E. L. Fons (sports); Helen Horting (women's features).

KBND, BEND

Operator: The Bend Bulletin, 1121 Wall St. **Phone:** 848. **Power:** 250 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:** Robert Dickinson. **Chief engineer:** Gene Lovejoy.

Rep: Cox and Tanz; John Keating. **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. **Commentators:** Chet Wheeler (newscaster); Hal Byer (newscaster; sports).

KOAC, CORVALLIS

Operator: Oregon State Agricultural College. **Power:** 1,000 watts on 550 kc.

This station is non-commercial.

KODL, THE DALLES

Operator: Western Radio Corp. **Power:** 250 and 100 watts on 1200 kc.

At press time this station had a construction permit only.

KORE, EUGENE

Operator: Frank L. Hill and C. G. Phillips doing business as the Eugene Broadcast Station, Kore Bldg. **Phone:** 3. **Power:** 250 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. **Commentators:** William Tugman (news commentator); Day Foster and Freeman Patton (newscasters); Jack McCarty and Jim Lawson (sports); Marjorie Jackson (fashions; cooking).

KUIN, GRANTS PASS

Operator: Southern Oregon Broadcasting Co., Box 43. **Phone:** 192. **Power:** 250 watts on 1310 kc. **Affiliation:** None. **Opened:** Dec. 16, 1939. (Note: This station is newspaper-affiliated with the Grants Pass Daily Courier).

Station and commercial manager: John G. Bauriedel. **Program director:** C. C. Turner, Jr. **Chief engineer:** Wm. R. Rambo. **Musical director:** Edward Malone. **Educational director:** M. B. Winslow.

Rep: None. **Seating facilities:** None. **Merchandising:** Window tie-ins, dealer-distributor contacts, and newspaper publicity arranged without charge. **Foreign language programs:** Not accepted. **Artists bureau:** None. **Base rate:** \$20.

OREGON STATIONS—Continued

Copy restrictions: Advertising of alcoholic beverages not accepted. **E. T. library:** World; MacGregor. **News:** AP. **Commentators:** William Rambo, and Edward Malone (newscasters); Claude C. Turner, Jr. (sports).

KFJL, KLAMATH FALLS

Operator: KFJL Broadcasters, Inc., 215 Main St. **Phone:** 5155. **Power:** 100 watts on 1210 kc. **Affiliation:** None. **Opened:** Aug. 4, 1923.

President: J. A. Kincaid. **Station manager:** George Kincaid. **Program director:** Jack Keating. **Chief engineer:** Lon Hunt.

Rep: John Blair & Co. **Base rate:** \$35.

Copy restrictions: Announcements limited to 100 words or one minute; no beer, wine, or liquor advertising accepted. **E. T. library:** World. **News:** UP. **Commentators:** Carroll Hansen (newscaster; sports); Aaron Funk (newscaster); Rubelle Leighty (women's features).

KLBM, LA GRANDE

Operator: Harold M. Finlay and Mrs. Eloise Finlay, Bouvy Bldg. **Phone:** 220. **Power:** 250 watts on 1420 kc. **Affiliation:** None. **Opened:** Sept. 30, 1938. (Note: Harold M. Finlay is also publisher of the La Grande Morning Observer.)

Manager: Harold M. Finlay. **Program director:** Raymond McKenzie.

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:** Standard. **News:** UP.

KOOS, MARSHFIELD

Operator: KOOS, Inc. Hall Building. **Phone:** 432. **Power:** 250 watts on 1200 kc. **Affiliation:** Mutual; Don Lee Broadcasting System. **Opened:** July, 1928. (Note: Sheldon F. Sackett, president of KOOS, is also publisher of the Coos Bay Times.)

President: Sheldon F. Sackett. **General manager:** Ben E. Stone. **Commercial manager:** A. Thomas Morris. **Chief operator:** Roger L. Spaugh.

Rep: Burn-Smith Co., Inc. **Seating facilities:** None (can use local theatre when need arises). **Merchandising:** Full service available. **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: None. **News:** UP. **Commentators:** Roger L. Spaugh and Donald Anderegg (newscasters); Mark DeLaunay and Arnold Spaniol (sports); Ruth Wade (fashions).

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:** \$70.

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. **Commentators:** Logan Nininger (newscaster; sports); Ray Scott (newscaster).

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. **Commercial manager:** Ted Kooreman. **Sales manager:** Charles E. Couche. **Director commercial relations:** Harry Buckendahl. **Production manager:** Ted W. Cooke. **Program director:** Henry M. 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:** \$75 (½ hr.).

Copy restrictions: Alcoholic beverage and medicinal spot advertising not accepted. **E. T. library:** World; Associated; Lang-Worth; NAB. **News:** INS; UP. **Com-**

OREGON STATIONS—Continued

mentators: Duncan B. McLeod, Robert Harris, and Robert Henderson (newscasters); Stanley Church (sports).

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 1160 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.)

Manager: W. Carey Jennings. **Sales manager:** Paul H. Connet. **Production manager:** H. Q. Cox. **Traffic manager:** Ralph H. Greer. **Chief engineer:** Harold C. Singleton. **Musical director:** Abe Bercovitz.

Rep: Edward Petry & Co., Inc. **Seating facilities:** Studio A, 150 persons; studio C, 125 (facilities shared with KGW). **Merchandising:** Publicity and information accorded through newspaper affiliate. **Foreign language programs:** Not accepted. **Artists bureau:** Yes; Stephen M. Janick, manager. **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. **Commentators:** Willis Ross, R. E. Thomlinson, and Philip Irwin (newscasters); Rollie Truitt (sports); Nancy Morris (cooking; homemaking); Katherine Jones and Vere Kneeland (fashions); Grace Elliot (film reporter); Will R. Mock, Jr. (civic events).

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).

Manager: W. Carey Jennings. **Sales manager:** Paul H. Connet. **Production manager:** H. Q. Cox. **Traffic manager:** Ralph H. Greer. **Chief engineer:** Harold C. Singleton. **Musical director:** Abe Bercovitz.

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:** Yes; Stephen M. Janick, manager. **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. **Commentators:** Willis Ross, R. E. Thomlinson, and Philip Irwin (newscasters); Rollie Truitt (sports); Nancy Morris (cooking; homemaking); Katherine Jones and Vere Kneeland (fashions); Grace Elliot (film reporter); Will R. Mock, Jr. (civic events).

KOIN, PORTLAND

Operator: KOIN, Inc., New Heathman Hotel. **Phone:** Atwater 3333. **Power:** 5,000 watts on 940 kc. **Affiliation:** CBS. **Opened:** 1924. (Note: This station is affiliated with

When You Think
OREGON
Think
KOIN

Portland's
CBS Outlet

FREE & PETERS
National Representatives

OREGON STATIONS—Continued

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. **Director of commercial relations:** Harry Buckendahl. **Production manager, artists bureau head:** Johnnie Walker. **Program and educational 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:** \$110 (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. **Commentators:** Arthur R. Kirkham (newscaster; sports); James Tremont Wyatt, Duncan McLeod, and Marc Bowman (newscasters); Stanley B. Church (sports); Margaret Allen (women's features); Ivan Jones (general comment).

KWJJ, PORTLAND

Operator: KWJJ Broadcast Co., Inc., 622 S. W. Salmon St. **Phone:** AT 4393. **Power:** 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:** \$28 (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:** UP. **Commentators:** Eddie McElroy and Frank Hemingway (newscasters); Art Morey (sports).

KXL, PORTLAND

Operator: KXL Broadcasters, KXL Building. **Phone:** Broadway 6451. **Power:** 250 watts on 1420 kc (divides time with KBPS—three hours daytime per week only). **Affiliation:** With KFPY and KGIR. **Opened:** 1926.

President, station and commercial manager: T. W. Symons, Jr.*

Rep: None. **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.

*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. **Program director:** Gilbert E. Walters.

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. **Commentators:** Harris Ellsworth (news commentator); Marshall Pengra (newscaster; sports); Bill Thomas, Henry Chandler, Jr., Max J. Frye, and Gilbert E. Walters (newscasters).

KSLM, SALEM

Operator: Oregon Radio, Inc., 633 N. Front St. **Phone:** 6131. **Power:** 1,000 watts

OREGON STATIONS—Continued

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, Jr.

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:** Davis & Schwegler. **News:** UP. **Commentators:** Herbert Johnston, Jr. (newscaster); sports; "interesting facts"; Thomas Nelson (newscaster); Maxine Buren (home economics).

PENNSYLVANIA

(2,206,400 radio homes, or 90% ownership among the State's total of 2,452,000 families. Urban ownership is 1,553,900, or 92% of urban families; rural ownership is 652,500, or 85% of rural families.)

Radio Homes by Counties

| | | | | | |
|------------------|---------|------------------|--------|----------------------|---------|
| Adams | 8,500 | Elk | 6,900 | Montour | 2,940 |
| Allegheny | 315,590 | Erie | 43,330 | Northampton | 39,710 |
| Armstrong | 17,030 | Fayette | 40,030 | Northumberland | 28,780 |
| Beaver | 32,850 | Forest | 1,230 | Perry | 5,190 |
| Bedford | 8,050 | Franklin | 14,790 | Philadelphia | 467,940 |
| Berks | 56,240 | Fulton | 1,960 | Pike | 1,990 |
| Blair | 32,900 | Greene | 9,030 | Potter | 4,240 |
| Bradford | 12,210 | Huntingdon | 8,350 | Schuylkill | 49,570 |
| Bucks | 22,520 | Indiana | 15,350 | Snyder | 4,450 |
| Butler | 17,970 | Jefferson | 11,230 | Somerset | 16,030 |
| Cambria | 40,550 | Juniata | 3,320 | Sullivan | 1,620 |
| Cameron | 1,220 | Lackawanna | 66,850 | Susquehanna | 7,850 |
| Carbon | 13,420 | Lancaster | 46,910 | Tioga | 7,930 |
| Centre | 10,210 | Lawrence | 22,250 | Union | 4,170 |
| Chester | 28,420 | Lebanon | 15,850 | Venango | 14,960 |
| Clarion | 7,810 | Lehigh | 41,710 | Warren | 9,930 |
| Clearfield | 18,010 | Luzerne | 92,070 | Washington | 43,140 |
| Clinton | 7,480 | Lycoming | 23,490 | Wayne | 6,630 |
| Columbia | 11,180 | McKean | 13,370 | Westmoreland | 62,460 |
| Crawford | 16,040 | Mercer | 23,010 | Wyoming | 3,750 |
| Cumberland | 17,260 | Mifflin | 8,990 | York | 41,130 |
| Dauphin | 40,890 | Monroe | 6,950 | | |
| Delaware | 67,990 | Montgomery | 60,680 | | |

WCBA, ALLENTOWN

This station is owned and operated by the Lehigh Valley Broadcasting Co., and is affiliated with WSN of the same city. For all data, see WSN.

WSAN, ALLENTOWN

Operator: Lehigh Valley Broadcasting Co., 39-41 N. Tenth St. **Phone:** 9511. **Power:** 500 watts on 1440 kc. **Affiliation:** NBC Supplementary Basic Service. **Opened:** 1923. (Note: This station is newspaper-owned by the Allentown Call; WCBA, of the same city is affiliated with WSN.)

President: Major J. C. Shumberger. **Managing director:** B. Bryan Musselman. **Program director, artists bureau head, musical director:** George Y. Snyder. **Chief engineer:** William McCutcheon.

Rep: None. **Seating facilities:** Studio accommodates about 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

PENNSYLVANIA STATIONS—Continued

carefully investigated; "sponsors are urged to act upon advice of station continuity director." **E. T. library:** World; Lang-Worth. **News:** UP. **Commentators:** Harold Lampel (news commentator); Shel Walker and Bill Davies (newscasters); Johnny Van Sant (sports).

WFBG, ALTOONA

Operator: The Gable Broadcasting Co., 1320 Eleventh Ave. (business office). **Phone:** 6467. **Power:** 100 watts on 1310 kc. **Affiliation:** NBC Basic Red Supplementary Group. **Opened:** Aug. 24, 1924.

President: George P. Gable. **Managing director:** Roy Thompson. **Chief engineer:** James E. Moffatt.

Rep: None. **Seating facilities:** None. **Merchandising:** Distribute window cards, arrange for window displays, and contact dealers via mail; slight charge for services. **Foreign language programs:** Accepted; station maintains Italian and German half-hour programs; continuity must be submitted in English as well as the foreign language. **Artists bureau:** None. **Base rate:** \$86.

Copy restrictions: All stipulations of the N.A.B. code strictly observed. **E. T. library:** World. **News:** INS.

WCED, DU BOIS

Operator: Tri-County Broadcasting Co. **Power:** 250 watts on 1200 kc.

At press time this station had a construction permit only.

WEST, EASTON

Operator: Associated Broadcasters, Inc., 516 Northampton St. **Phone:** 8001. **Power:** 250 watts on 1200 kc. **Affiliation:** Mutual; Mason-Dixon Radio Group. **Opened:** 1936.

President: Clair R. McCollough*. **Station and commercial manager:** Elwood Anderson. **Program director:** Wilbert Markle. **Chief engineer:** J. E. Mathiot. **Artists bureau head:** Pauline Davis. **Musical director:** Eugene Bethman. **Publicity director:** Shimer Serfass.

Rep: Paul H. Raymer Co. **Seating facilities:** None. **Merchandising:** Offer usual services, including publicity and listings in newspaper radio columns. **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. **Commentators:** Ted Pierce (sports); Pauline Davis (fashions; cooking; household hints).

* See footnote to WGAL, Lancaster, Pa.

WERC, ERIE

Operator: Presque Isle Broadcasting Co. **Power:** 250 and 100 watts on 1500 kc.

At press time this station had a construction permit only.

WLEU, ERIE

Operator: WLEU Broadcasting Corp., Commerce Bldg. **Phone:** 22-129. **Power:** 250 watts on 1420 kc. **Affiliation:** NBC Basic Blue Supplementary Service; Quaker State Network; Pennsylvania State Network. **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:** \$110.

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. **Commentators:** Leon Dryfoos (news commentator); Jim Hamilton (newscaster; stock reports); Ken Weber and Jimmie O'Shea (newscasters); Arthur Ingram (sports); Joan Clark (fashions; cooking; furniture; women's features).

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 and promotion director:** Rupe Werling.

Rep: None. **Seating facilities:** Studio seats 75; larger auditorium available. **Merchandising:** Complete facilities; details not listed. **Foreign language programs:** No information given. **Artists bureau:** None. **Base rate:** \$65.

Copy restrictions: Beer and wine accepted; no hard liquor. **E. T. library:** None. **News:** UP. **Commentators:** Jim McCann (news commentator; newscaster); Douglas Arthur (newscaster; entertainment news); Hal Tunis (newscaster; sports); Rupe Werling (newscaster; local

PENNSYLVANIA STATIONS—Continued

gossip; school comment); Zella Drake Harper (fashions; cooking; films; entertainment news); Nathaniel F. Silsbee (aviation).

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.)

Managing director: G. S. (Pete) Wasser. **Assistant manager:** Howard Lewis.

Rep: William G. Rambeau Co. **Seating facilities:** Auditorium studio seats 180. **Merchandising:** None. **Foreign language programs:** Have programs directed towards Poles and Slovaks, but all announcements must be in English. **Artists bureau:** None. **Base rate:** \$76.

Copy restrictions: None listed. **E. T. library:** None. **News:** No service listed. **Commentators:** J. Herbert Angell (newscaster); Ruth Maxwell (books; travel).

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. **Local sales representative:** R. A. Maxwell. **Production director:** E. K. Smith. **Chief engineer:** Richard Duncan. **Musical director:** David Shoop. **Promotion and publicity director:** Dick Redmond.

Rep: John Blair & Co. **Seating facilities:** Shriner's Zembo Mosque, 3,000; State Forum, 1,800; Rio Theatre, 1,000. **Merchandising:** Write letters to dealers informing them of new programs and plugging the product; audition shows for sales organizations, etc.; distribute counter display cards supplied by advertiser; if program runs long enough, station makes showcards; if program has picture stars, tie-ups with theatres, and sometimes trailers, are arranged; publicity given in the Harrisburg Telegraph. **Foreign language**

programs: Not accepted. **Artists bureau:** No booking arrangements, but can contact talent for the sponsor. **Base rate:** \$150.

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:** Standard; Lang-Worth. **News:** UP. **Commentators:** A. K. Redmond and John Van Cronkhite (news commentators); Ed Smith, George Cahan and Joe Tonkin (newscasters); Ed Gundaker (newscaster; sports); Nobe Frank (sports); Russ Brinkley (farm reports).

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; Mutual Broadcasting System; Mason-Dixon Radio Group. **Opened:** 1921.

Station executive: Clair R. McCollough.* **Station manager:** C. G. Moss. **Commercial manager:** George C. Smith. **Program and musical director:** Clyde Moser. **Chief engineer:** J. E. Mathiot. **Artists bureau head:** Elizabeth Hughes.

Rep: Paul H. Raymer Co. **Seating facilities:** Victoria Theatre, 1,700; occasional broadcasts from the Chestnut Street Auditorium, 500. **Merchandising:** Usual services rendered, including publicity and listings in newspapers. **Foreign language programs:** Accepted. **Artists bureau:** Setup nominal only. **Base rate:** \$125.

Copy restrictions: All copy must conform to station standards. **E. T. library:** World. **News:** UP. **Commentators:** Dave Bennett (sports); Kay Brothers (fashions; cooking; household hints).

* See footnote to WGAL, Lancaster, Pa.

WAZL, HAZLETON

Operator: Hazleton Broadcasting Service, Inc., Broad & Laurel Sts. **Phone:** 1488. **Power:** 250 watts on 1420 kc. **Affiliation:** Mutual Broadcasting System; Mason-Dixon Radio Group. **Opened:** 1932.

Station executive: Clair McCollough.* **Station and commercial manager:** Victor C. Diehm. **Program and musical director:** Thomas Tito. **Chief engineer:** J. E. Mathiot. **Artists bureau head:** Kathryn Kahler. **Publicity director:** James Peiser.

Rep: Paul H. Raymer Co. **Seating facilities:** None listed. **Merchandising:** Usual services rendered, including pub-

* See footnote to WGAL, Lancaster, Pa.

PENNSYLVANIA STATIONS—Continued

licity and listing in newspaper radio columns. **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. **Commentators:** Vic Diehm (sports); Kathryn Kahler (fashions; cooking; household hints).

WJAC, JOHNSTOWN

Operator: WJAC, Inc., Tribune Annex. **Phone:** 24-361. **Power:** 250 watts on 1370 kc. **Affiliation:** NBC Basic Red Supplementary Group. **Opened:** March, 1925. (Note: This station is owned by the Johnstown Tribune.)

President: Walter W. Krebs. **General manager:** J. C. Tully. **Program director:** J. P. Foster. **Chief engineer:** N. L. Straub.

Rep: Cox and Tanz. **Seating facilities:** None. **Merchandising:** Yes; complete information upon request. **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:** \$100.

Copy restrictions: None listed. **E. T. library:** NBC Thesaurus; Standard; Lang-Worth. **News:** UP. **Commentators:** George Simon (newscaster); Ray Scott (sports); Jane Nichols (fashions; recipes; women's features).

WGAL, LANCASTER

Operator: WGAL, Inc., 8 W. King St. **Phone:** 5252. **Power:** 250 watts on 1500 kc. **Affiliation:** NBC Basic Supplementary Service; Mutual Broadcasting System; Mason-Dixon Radio Group. **Opened:** 1922.

Station executive: Clair R. McCollough.* **Station and commercial manager:** Walter O. Miller. **Program and musical director:** Ernest Stanzola. **President, chief engineer:** J. E. Mathiot. **Publicity director:** Ruth Hergemother.

Rep: Paul H. Raymer Co. **Seating facilities:** Can accommodate 250 persons. **Merchandising:** Usual services rendered, including publicity and listings in newspaper columns. **Foreign language programs:** Will accept. **Artists bureau:** Setup nominal only. **Base rate:** \$100.

Copy restrictions: All copy must conform to station standards. **E. T. library:** Davis & Schwegler; Lang-Worth; Transco. **News:**

Transradio. **Commentators:** Dave Brandt (sports); Jane Bradshaw (fashions; cooking; household hints).

WKST, NEW CASTLE

Operator: WKST, Inc., Cathedral Bldg. **Phone:** 5050. **Power:** 1,000 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:** Herbert S. Kirk. **Chief engineer:** Howard Concella. **Publicity director:** Len Taylor.

Rep: Burn-Smith Co., Inc. **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:** \$85.

Copy restrictions: No 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. **Commentators:** Ray Wallace (news commentator; sports); Karl Bates and Len Taylor (newscasters); George Gailey (farm reports).

WKPA, NEW KENSINGTON

Operator: Allegheny-Kiski Broadcasting Co. **Power:** 250 watts on 1120 kc (daytime only).

At press time this station had a construction permit only.

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 manager:** Ernest H. Gager. **Sales man-**

* Also station executive of WORK, York, Pa.; WKBO, Harrisburg, Pa.; WDEL, Wilmington, Del.; WILM, Wilmington, Del.; WAZL, Hazleton, Pa., and WEST, Easton, Pa.

WIP

"Philadelphia's Pioneer Voice"

610 K.C.

NOW

5,000 WATTS

24 Hours A Day

35 S. NINTH STREET

**In the Gimbel Bldg.
Philadelphia**

BENEDICT GIMBEL, JR.
President

EDWARD A. DAVIES
Director of Sales

PENNSYLVANIA STATIONS—Continued

ager: Griffith B. Thompson. **Sales promotion manager:** Lambert Beeuwkes. **Publicity director:** Jas. A. Aull.

Rep: National Broadcasting Co. **Seating facilities:** Auditorium, 200 persons; admission by ticket. **Merchandising:** Services rendered to clients at cost. **Foreign language programs:** Not accepted. **Artists bureau:** None listed. **Base rate:** \$440.

Copy restrictions: Lectures and educational talks not accepted between 6 P.M. and midnight, except by special arrangement; time of broadcast subject to change to other periods on 28 days' notice to accommodate network broadcasts, excepting in the case of independent announcements, which may be moved to other periods if available, and as arranged by the station manager on 24 hours' notice; closing date is two weeks in advance of initial program, and program material must be arranged one week in advance of broadcast date—no change within two days preceding broadcast; all programs subject to station approval; beer and light wines are accepted; patent medicine acceptance dependent on the approval of KYW program and Westinghouse continuity acceptance departments. **E. T. library:** NBC Thesaurus. **News:** UP. **Commentators:** Kerby Cushing and Joe O'Byrne (sports); William Lang (newscaster); John Thorpe (agriculture).

WCAU, PHILADELPHIA

Operator: WCAU Broadcasting Co., 1622 Chestnut St. **Phone:** Locust 7700; New York office: 485 Madison Ave., WI 2-2000. **Power:** 50,000 watts on 1170 kc. **Affiliation:** CBS. **Opened:** 1921.

President, station manager: Dr. Leon Levy. **Assistant managers:** Harry E. Ehrhart, Horace W. Feyhl. **Philadelphia commercial manager:** John S. K. Hamman. **New York commercial manager:** Robert A. Street. **Program director:** Stan Lee Broza. **Chief engineer:** John G. Leitch. **Publicity director:** Kenneth W. Stowman. **Educational director:** Harry Marble. **Musical director:** Joey Kearns.

Rep: Virgil Reiter & Co. (Chicago only); Bertha Bannan (Boston only); Paul H. Raymer Co. (Los Angeles; San Francisco). **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. **Commentators:** Taylor Grant (news commentator); Harry Marble and Harry McIlvain (newscasters); Laura May Stuart (fashions; homemaking; women's features); Powers Gouraud (gossip); Alan Scott ("Philadelphia Oddities").

WDAS, PHILADELPHIA

Operator: WDAS Broadcasting Station, Inc., 1211 Chestnut St. **Phone:** Locust 7400. **Power:** 250 watts on 1370 kc. **Affiliation:** None. **Opened:** 1922.

President: Alexander W. Dannenbaum, Sr. **Vice-President and station manager:** Patrick J. Stanton. **Commercial manager:** Alexander W. Dannenbaum, Jr. **Program director:** Harold Davis. **Chief engineer:** Frank Unterberger. **Musical director:** Joseph Schreiberman. **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.

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. **Commentators:** M. Leonard Matt, Charles Ingersoll, and Nathan Fleisher (news commentators); Robert Knox and Gene Edwards (newscasters); Harold Davis (newscaster; sports); Jerry Stone (newscaster; theatre news); Pat Stanton (newscaster);

PENNSYLVANIA STATIONS—Continued

film and book comment); Lance McCurley (sports); Phyllis Cornell (cooking).

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. **Assistant to the general manager:** Fred Dodge. **Sales director:** John E. Surrick. **Program director:** James Allan. **Chief engineer:** Arnold Nygren. **Production manager:** Don Martin. **Musical director:** Erva Giles. **Educational director:** William Galleher. **Publicity and promotion manager:** Fred Dodge.

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. **Commentators:** George Earle Raiguel (international news comment); Alston Stevens, Tony Wheeler, Fred Temple, and Roy La Plante (newscasters); Hal Simonds (sports); Martha Laine (interviews; fashions); Ruth Barrett (interviews; chatter); Harriett Stem (women's news); William Galleher (agriculture; grain reports).

WHAT, PHILADELPHIA

Operator: Independence Broadcasting Co., Inc., 539 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: John B. Knox. **General manager:** Milton Laughlin. **Production and publicity director:** Samuel Serota.

Rep: None. **Seating facilities:** None listed. **Merchandising:** Arrange for window cards and have 500 lines of newspaper space. **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:** \$50.

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:** 5,000 watts on 610 kc. **Affiliation:** Mutual; Inter-City Broadcasting System. **Opened:** March 16, 1922.

President: Benedict Gimbel, Jr. **Vice-president in charge of sales:** Edward A. Davies. **Program director:** Murray Arnold. **Technical supervisor:** Clifford C. Harris. **Production director:** Edward Wallis. **Musical director:** Joe Frassetto. **Public relations:** Robert L. Horn.

Rep: Radio Advertising Corp. **Seating facilities:** Studio A, 150 persons; auditorium, 1,200 persons. **Merchandising:** Use 2,000 lines weekly in the Philadelphia Record and Daily News for free sponsor plugs. **Foreign language programs:** Not accepted. **Artists bureau:** None. **Base rate:** \$293.12.

Copy restrictions: Accept beer and wine; rigid supervision over all copy. **E. T. library:** World. **News:** Transradio. **Commentators:** Howard Jones, John Facenda, and John Paul Weber (newscasters); George "Stoney" McLinn (sports).

WPEN, PHILADELPHIA

Operator: William Penn Broadcasting Co., 22nd and Walnut Sts. **Phone:** Rittenhouse 4140. **Power:** 1,000 watts on 920 kc. **Affiliation:** None. **Opened:** 1929.

General manager: Arthur Simon. **Program director:** Thomas B. Smith. **Chief engineer:** Charles Burtis. **Musical director:** Joseph Franzosa. **Publicity director:** Lillian Slater.

Rep: None. **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

PENNSYLVANIA STATIONS—Continued

and federal laws and station standards. **E. T. library:** Lang-Worth. **News:** INS. **Commentators:** Joseph Dillon, Lonny Starr, and Tom Livezey (newscasters); Ira Walsh (sports); Mable Love (household hints).

WTFL, PHILADELPHIA

Operator: Foulkrod Radio Engineering Co., Inc., 4212-14 N. Broad St. **Phones:** Gladstone 1310 (Bell); North 1031 (Keystone). **Power:** 100 watts on 1310 kc (shares time with WHAT). **Affiliation:** None. **Opened:** Nov. 15, 1925.

President, program director: E. Douglas Hibbs. **Station and commercial manager:** Henry N. Cocker. **Chief engineer:** L. M. Biederman.

Rep: None. **Seating facilities:** Studio C, 50 persons. **Merchandising:** Services rendered at cost. **Foreign language programs:** Polish, German and Lithuanian programs current. **Artists bureau:** None. **Base rate:** On request.

Copy restrictions: Accept beer and wine, and patent medicines; copy must conform to FCC and FTC rules and regulations. **E. T. library:** Lang-Worth. **News:** INS.

KDKA, PITTSBURGH

Operator: Westinghouse Electric and Mfg. Co., Grant Bldg. **Phone:** Grant 4200. **Power:** 50,000 watts on 980 kc. **Affiliation:** NBC Basic Blue. **Opened:** Nov. 2, 1920.

Station manager: John A. Holman. **Commercial manager:** W. E. Jackson. **Program manager:** George Heid. **Chief engineer:** Joseph E. Baudino. **Artists bureau head:** E. J. Calahan. **Sales promotion manager:** W. B. McGill.

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 station approval. **E. T. library:** NBC Thesaurus. **News:** UP. **Commentators:** Don Hirsch, William Hinds,

Robert Shield, Dave Garroway, Bill Sutherland, Ed Schaughency, and Paul Shannon (newscasters); Jack Hollister, Rosey Rowswell, and Bill Sutherland (sports); Evelyn Gardiner (home economics); Janet Ross (fashions).

KQV, PITTSBURGH

Operator: KQV Broadcasting Company, Chamber of Commerce Bldg. **Phone:** Grant 4860. **Power:** 1,000 watts on 1380 kc. **Affiliation:** Mutual Broadcasting System; Quaker Network. **Opened:** 1919.

President: H. J. Brennen*. **Station manager:** John J. Laux. **Commercial manager:** Robert M. Thompson, Sr. **Program director:** Joe Villella. **Musical director:** Barron Elliott. **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:** Not accepted. **Artists bureau:** None. **Base rate:** \$250.

Copy restrictions: Accept beer and wine; no liquor; patent medicine copy must be approved by legal department; all copy checked for good taste and truthfulness. **E. T. library:** Standard; NAB; Davis & Schwegler. **News:** Transradio. **Commentators:** Lee Sellers and Louis L. Kaufman (news commentators); J. Herbert Angell, Jimmy Thompson, and Al Gray (newscasters); Johnny Boyer (sports); Carolyn Curtis (fashions); Hal Terkel (aviation); Howard McCartney (films).

* Also president of WJAS, Pittsburgh.

WCAE, PITTSBURGH

Operator: WCAE, Inc., Hotel William Penn. **Phone:** Atlantic 6900. **Power:** 5,000 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:** Cliff Daniel. **Chief engineer:** James Schultz. **Musical director:** Earl Truxell. **Publicity director:** James Murray. **Sales manager:** Willard Schroeder.

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

PENNSYLVANIA STATIONS—Continued

words; all copy subject to station approval or revision. **E. T. library:** World. **News:** INS. **Commentators:** Norman Twigger, Bob Donley, and Ralph Fallert (newscasters); Chet Smith (sports); Polly Malone (cooking; fashions); Jean Abbey (fashions).

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:** Not ac-

* Also president of KQV, Pittsburgh.

cepted. **Artists bureau:** None. **Base rate:** \$384.

Copy restrictions: Wine programs taken after 10:30 P.M.; no liquors. **E. T. library:** None. **News:** Transradio. **Commentators:** Beckley Smith, Ken Hildebrand, Jack Logan, and Ernest Neff (newscasters); Nancy Dixon (shopping service).

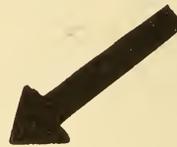
WWSW, PITTSBURGH

Operator: Walker and Downing Radio Corp., Hotel Keystone. **Phone:** Grant 5200. **Power:** 250 watts on 1500 kc. **Affiliation:** Quaker Network. **Opened:** May 31, 1931. (Note: This station is newspaper-owned by the Pittsburgh Post-Gazette.)

President: Paul Block. **Vice-president:** Oliver J. Keller. **Treasurer:** Leo Wise. **Secretary and general 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:** Not accepted. **Artists bureau:** Setup nominal only. **Base rate:** \$125.

SUCCESS STORY!



WILKINS Amateur Hour . . . **SIXTH** consecutive year . . .
RATING NEVER LESS THAN 50 PERCENT AND UP TO 75 PERCENT OF THE RADIO AUDIENCE . . . Sundays, 3:00 to 4:00 p.m. . . . Kaufmann's (Pittsburgh's largest advertiser) **SIXTH** consecutive year. Transradio News 15-minutes, twice daily, 6 days a week . . . Rating never less than 46 percent and up to 58 percent of the radio audience.

THE COLUMBIA STATION
IN PITTSBURGH

WJAS

PENNSYLVANIA STATIONS—Continued

Copy restrictions: Beer and wine advertising accepted "with restrictions"; all copy must conform to station standards and government regulations. **E. T. library:** Standard; Associated. **News:** INS; also from parent paper. **Commentators:** John Davis (news commentator; newscaster); Ray Schneider (newscaster; stock market comment); Lee Sellers (newscaster); Joe Tucker and Rosey Rowswell (sports); Nan Grayson (film news); Walt Frammer (backstage interviews; film gossip); Dr. Bernard Clausen (forum programs).

WEEU, READING

Operator: Berks Broadcasting Co., 533 Penn St. **Phone:** 7335. **Power:** 1,000 watts on 830 kc (daytime). **Affiliation:** NBC Basic Red Supplementaries. **Opened:** 1932.

President, station manager: Clifford M. Chafey. **Commercial manager:** Robert J. Magee. **Program director:** Paul J. Breedy. **Chief engineer:** H. O. Landis.

Rep: George P. Hollingbery Co. **Seating facilities:** None. **Merchandising:** Facilities maintained; services rendered gratis. **Foreign language programs:** Not accepted. **Artists bureau:** None. **Base rate:** \$150.

Copy restrictions: Stipulations of the N. A. B. code are followed. **E. T. library:** Standard; Lang-Worth. **News:** Transradio.

WRAW, READING

Operator: Reading Broadcasting Co., 533 Penn St. **Phone:** 7335. **Power:** 250 watts on 1310 kc. **Affiliation:** NBC Basic Red Supplementary Group. **Opened:** 1923.

President: Clifford M. Chafey.* **Station manager:** Raymond A. Gaul. **Commercial manager, publicity director:** Robert G. Magee. **Program and musical director:** Paul J. Breedy. **Chief engineer:** Harold O. Landis.

Rep: George P. Hollingbery Co. **Base rate:** \$120.

Copy restrictions: Alcoholic beverage advertising accepted only after 10 P.M.; all copy subject to station approval. **E. T. library:** NBC Thesaurus. **News:** Transradio.

* Also president of WEEU, Reading.

WARM, SCRANTON

Operator: Union Broadcasting Co. **Power:** 250 watts on 1370 kc.

At press time this station had a construction permit only.

WGBI, SCRANTON

Operator: Scranton Broadcasters, Inc., 1000 Wyoming Ave. **Phone:** 6296. **Power:**

1,000 and 500 watts on 880 kc (divides time with WQAN). **Affiliation:** CBS. **Opened:** Jan. 12, 1925.

President: Frank Megargee. **General manager:** George D. Coleman. **Station manager:** R. E. McDowell. **Chief engineer:** K. R. Cooke.

Rep: John Blair & Co. **Seating facilities:** 50. **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 and wine advertising; all copy must comply with the NAB Code of Ethics and rulings of the Federal Trade Commission. **E. T. library:** Standard. **News:** Transradio. **Commentators:** Bill Pierce, John Groller, Jack Guinan, and Francis McLaughlin (newscasters); Dave Griffiths (sports); Wynne Weston (cooking).

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:** 4113. **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: Howard H. Wilson Co. **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:** \$50.

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. **Commentators:** John MacDonald (news commentator); Harold Polonus, Bill McDowell, Jerry

PENNSYLVANIA STATIONS—Continued

Harshman, Joe Shatto, and Dick Nelson (newscasters); Herb Eyeman (newscaster; stocks); Elliott Jones (newscaster; sports); Tommy Gibbons, and Johnny Pepe (sports); Margaret James (fashions); Ruth Jones (women's news); Paul Gamble (film gossip).

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: Cox and Tanz. **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. **Commentators:** Reg Merriden (news commentator; newscaster); Paul Miller and Homer Smith (newscasters); Spike Simpson (sports).

WMBS, UNIONTOWN

Operator: Fayette Broadcasting Corp., Fayette Title and Trust Bldg. **Phone:** Uniontown 800. **Power:** 250 watts on 1420 kc. **Affiliation:** None. **Opened:** July 15, 1937.

Station manager: Joseph C. Burwell. **Commercial manager, publicity director:** Michael E. Slagel. **Program and musical director:** Sullivan Sages. **Chief engineer:** Kenneth 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. **Commentators:** Joseph Burwell, Charles Underwood and Louis Bennett (newscasters); Robert Lawson (sports).

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 1, 1922.

General manager: Hal Seville. **Commercial manager:** Dick Evans. **Program and musical director:** Kenneth Beghold. **Chief engineer:** John H. Stenger, Jr.

Rep: Weed & Co. **Seating facilities:** Can accommodate about 1,800 persons. **Merchandising:** Complete department maintained. **Foreign language programs:** No information given. **Artists bureau:** Yes. **Base rate:** \$75.25.

Copy restrictions: Hard liquor advertising not accepted. **E. T. library:** Lang-Worth. **News:** UP. **Commentators:** Jimmie Jennings (local news commentator); Ken Beghold, John Porterfield, and Richard E. Mawson (newscasters); Dick Evans and Jack Starr (sports).

WBRE, WILKES-BARRE

Operator: Louis G. Baltimore, 62 S. Franklin St. **Phone:** 3-3101. **Power:** 250 watts on 1310 kc. **Affiliation:** NBC Red and Blue Supplementary Basic Service; Quaker Network. **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:** \$95.

Copy restrictions: Accept beer, wine, and legitimate patent medicine advertising; cooperate with "Truth in Advertising" department of local Chamber of Commerce. **E. T. library:** Davis & Schwegler; Lang-Worth. **News:** Transradio; local news. **Commentators:** E. A. "Tiny" Hamrick, S. J. Collini, and Ben Howells (newscasters); Franklin Coslett (newscaster; sports); Arnold Kraft (sports).

WRAC, WILLIAMSPORT

Operator: WRAC, Inc., 244 W. Fourth St. **Phone:** 2-6116. **Power:** 250 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.)

PENNSYLVANIA STATIONS—Continued

President: Ernest M. Case. **Treasurer:** W. Van Person. **Vice-president:** R. T. S. Steele. **Station manager:** George E. Joy. **Commercial manager:** T. M. Metzger. **Program director:** Irving R. Berndt. **Chief engineer:** Louis N. Persio. **Publicity director:** J. W. Mackey.

Rep: J. P. McKinney & Son. **Seating facilities:** Can accommodate 150 persons (admission by card only). **Merchandising:** Complete service rendered. **Foreign language programs:** None on station. **Artists bureau:** Setup nominal. **Base rate:** \$75.

Copy restrictions: No wine, beer or hard liquor advertising accepted. **E. T. library:** World; Standard. **News:** UP. **Commentators:** Paul Breining, Robert Ickes, and Irving Berndt (newscasters); Sol Wolf (sports); Dorothy Laylon (women's features).

WORK, YORK

Operator: York Broadcasting Co., Inc., 13 S. Beaver St. **Phone:** 6629. **Power:**

1,000 watts on 1320 kc. **Affiliation:** NBC Supplementary Basic Service; Mutual Broadcasting System; Mason-Dixon Radio Group. **Opened:** March 21, 1932.

Station executive: Clair R. McCollough.* **Station and commercial manager:** J. Robert Gulick. **Program and musical director:** Harold Miller. **Chief engineer:** J. E. Mathiot. **Artists bureau head:** Wilhelmina Hollinger. **Publicity director:** John Neff.

Rep: Paul H. Raymer Co. **Seating facilities:** None. **Merchandising:** Usual services rendered including publicity and listings in newspaper radio columns. **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. **Commentators:** Harold Miller (sports); Mrs. W. A. Emig (fashions; cooking; household hints).

* See footnote to 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 | | |

PAWTUCKET

(Call letters not assigned)

Operator: Pawtucket Broadcasting Co. **Power:** 1,000 watts on 1390 kc.

At press time this station had a construction permit only.

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, 1922.

President: John Shepard III. **Supervisor:** Malcolm Parker. **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 (Josephine White) in Boston. **Base rate:** \$200.

Copy restrictions: Beer and wines accepted; patent medicine copy submitted to Proprietary Assn. **E. T. library:** Associated. **News:** Yankee Network News Service; local news. **Commentators:** Harold Clark, James Zerga, David Brooks, and Mowry Lowe (newscasters); Carolyn Wallace (women's features and variety); Do-

RHODE ISLAND STATIONS—Continued

lores Day (shopping). WEAN also carries the program of Yankee Network, Mutual-Colonial Network, and NBC commentators.

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. **Commentators:** Arthur Brunner, Winfield Scott, and William Troy (newscasters); Arthur Markey (sports); Mrs. Howard P. Wood (cooking); Grace Hall (fashions).

WPRO, PROVIDENCE

Operator: Cherry and Webb Broadcasting Co., 15 Chestnut St. **Phone:** Plantations 9776. **Power:** 5,000 watts on 630 kc. **Affiliation:** CBS. **Opened:** As WLSI in 1919; as WPAW in 1924.

President: William S. Cherry, Jr. **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:** Not accepted. **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. **Commentators:** Irwin M. Tobin (news commentator); Ed Pearson, Sterling Ludgate, Harmon Hyde, and Kenneth Curto (newscasters); Joe Fay (sports); Dorothy M. Hunniford (women's features).

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 | | |

SOUTH CAROLINA STATIONS—Continued

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 W. Bray. **Program and musical director:** Dan Ferguson. **Chief engineer:** Robert L. Easley. **Artists bureau head:** Edith Hall. **Publicity director:** Helen Hall.

Rep: International Radio Sales. **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:** \$75.

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.

WCSC, CHARLESTON

Operator: South Carolina Broadcasting Co., Inc., Francis Marion Hotel. **Phone:** 7611. **Power:** 1,000 and 500 watts on 1360 kc. **Affiliation:** CBS. **Opened:** 1930.

President, station manager: John M. Rivers. **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. **Commentators:** Charles McMahon and Russell Long (newscasters); Phil Sutterfield (sports); Gladys Sage (women in the news; cooking; fashions; women's features).

WTMA, CHARLESTON

Operator: Atlantic Coast Broadcasting Co., 134 Meeting St. (commercial office), Wagener Terrace (studios). **Phones:** 5522 (commercial office); 2-2961 (studios). **Power:** 250 watts on 1210 kc. **Affiliation:** NBC Southeastern Group. **Opened:** June 15, 1939. (Note: This station is owned by the publishers of the Charleston News & Courier, and Charleston Post).

Station manager, publicity director: W. D. Workman, Jr. **Program director:** C.

Wylie Calder. **Chief engineer:** D. M. Bradham. **Musical director:** Kenneth Dent.

Rep: George P. Hollingbery Co. **Seating facilities:** Studios accommodate 50 and 25 persons respectively; main auditorium at Dock St. Theatre available, seating 600; Green Room, 150; additional studio, 50. **Merchandising:** Newspaper publicity, distribution of window cards and posters, and special exploitation and promotion in co-operation with local dealers rendered without charge. **Foreign language programs:** Not accepted. **Artists bureau:** None. **Base rate:** \$80.

Copy restrictions: Conform to N.A.B. Code of Ethics. **E. T. library:** Associated. **News:** AP. **Commentators:** George R. Griswold (news commentator; newscaster); Major Peter Gething (news analyst); Kenneth Dent (newscaster; farm news); C. Wylie Calder, and Bill Workman (sports); Meredith Smith, and Alicia Rhett (fashions; cooking; homemaking); Vernon Bushong (farm news and comment).

WCOS, COLUMBIA

Operator: Carolina Advertising Corp., 1202 Main St. **Phone:** 2-5601. **Power:** 250 watts on 1370 kc. **Affiliation:** None. **Opened:** Oct. 1, 1939.

Station and commercial manager: Roy A. Powell. **Program director:** Olin Tice. **Chief engineer:** C. A. Thoman. **Publicity director:** David Robinson.

Rep: Furgason & Walker, Inc. **Seating facilities:** Studio A seats 100 persons. **Merchandising:** Help advertiser make local contacts, issue publicity, etc.; services rendered gratis. **Foreign language programs:** No restrictions on such programs, but they are subject to station approval. **Artists bureau:** None. **Base rate:** \$80.

Copy restrictions: Beer and wine advertising accepted; no hard liquors; patent medicine copy subject to station approval. **E. T. library:** Associated. **News:** Transradio. **Commentators:** Ed McGrath (newscaster; sports); Frederick Manness, Bill Bachman, Olin Tice and Frank Browne (newscasters); Ellen Stuart Thompson (fashions; cooking; women in the news; Hollywood gossip; local news); Coit Hendley (University of South Carolina news); Sarah Flynn (high school news); Harry Raymond (band-orchestra news).

WIS, COLUMBIA

Operator: Radio Station WIS (subsidiary of Liberty Life Insurance Co.), 1811 Main St. **Phones:** 2-2135; TWX Clba 89. **Power:** 5,000 and 1,000 watts on 560 kc. **Affiliation:** NBC Southeastern Group; also

SOUTH CAROLINA STATIONS—Continued

has fulltime line to WOLS, Florence, S. C. **Opened:** June, 1930.

Station manager: G. Richard Shaffto.*
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:** Harry Findley.

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. **E. T. library:** NBC Thesaurus. **News:** UP. **Commentators:** John Cauthen (news commentator); Floyd D. Rodgers, Jr. (newscaster); Bill Mayhew (sports); Allyn Corris (film commentator).

*Also technical advisor of WCSC, Charleston, S. C.

WOLS, FLORENCE

Operator: O. Lee Stone, Sanborn Hotel. **Phone:** 48. **Power:** 250 watts on 1200 kc. **Affiliation:** NBC Southeastern Group. **Opened:** 1937.

Station manager: O. Lee Stone. **Commercial manager, publicity director:** Willard I. Miller. **Program director:** Rod O. Dorsey. **Chief engineer:** R. M. Wallace. **Musical director:** Mrs. Bernice Wallace.

Rep: None. **Seating facilities:** None. **Merchandising:** Facilities available; no charge made for a "reasonable amount" of merchandising. **Foreign language programs:** Not accepted. **Artists bureau:** None. **Base rate:** \$60.

Copy restrictions: All programs and advertising copy subject to station approval. **E. T. library:** Associated. **News:** UP. **Commentators:** Melvin Purvis (news commentator; newscaster).

WFBC, GREENVILLE

Operator: Greenville News-Piedmont Co., Hotel Greenville. **Phone:** 363. **Power:** 5,000

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:** Dan Crosland. **Program director, artists bureau head:** Charles Batson. **Chief engineer:** W. C. Etheridge. **Musical director:** James Reid. **Publicity director:** Norvin Duncan.

Rep: Weed & Co. **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. **Commentators:** James Dawson (news commentator); Jim Reid (newscaster; sports); Norvin Duncan, Joel Lawhon, and Charles Batson (newscasters); Jimmy Thompson and Dode Phillips (sports); Alice Wyman (news for women; homemaking); Betty Martin (fashions; shop talk); Mary Gall (Hollywood chatter); Jerry Feditch (farm news).

WMRC, GREENVILLE

Operator: Textile Broadcasting Co. **Power:** 250 watts on 1500 kc.

At press time this station had a construction permit only.

WORD, SPARTANBURG

Operator: Spartanburg Advertising Co. **Power:** 250 and 100 watts on 1370 kc. (Note: Same operators also own WSPA, Spartanburg.)

At press time this station had a construction permit only.

WSPA, SPARTANBURG

Operator: Spartanburg Advertising Co. **Phone:** 2900. **Power:** 1,000 watts on 920 kc (daytime). **Affiliation:** None. **Opened:** February 17, 1930.

Station head and manager: Walter J. Brown. **Commercial manager:** Thad E. Horton. **Program director:** Jack Walters. **Chief engineer:** Ralph Bennett.

Rep: None. **Seating facilities:** Can accommodate around 400 persons. **Merchandising:** Contact dealers, work out window displays; suggest publicity tie-ins, etc.; all

SOUTH CAROLINA STATIONS—Continued

services rendered free. **Foreign language programs:** Would accept, but foreign population is practically non-existent. **Artists bureau:** None. **Base rate:** \$70.

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. **Commentators:** Grady Newman (news commentator; grain and farm reports); Zack Dowling (newscaster; film news); Miss Ray (fashions; cooking; homemaking).

WFIG, SUMTER

Operator: Julius S. Brody, 39 N. Main St. **Phone:** 93. **Power:** 250 watts on 1310 kc. **Affiliation:** None. **Opened:** March 16, 1940.

Owner: Julius S. Brody. **Station manager:** T. Doug. Youngblood. **Program director:** John S. Sherman. **Chief engineer:**

Robert E. Liverance. **Artists bureau head:** Allison Keels. **Musical director:** Graham Caddell. **Publicity director:** Charles Pointell.

Rep: None. **Seating facilities:** Facilities of National Guard Armory, seating 2,000, available; admission for the WFIG Jam-boree is 25c and 15c. **Merchandising:** Window displays arranged if furnished by sponsor; letters to dealers issued at cost. **Foreign language programs:** Not accepted. **Artists bureau:** Setup nominal only. **Base rate:** \$50.

Copy restrictions: Hard liquor advertising, and cure-all copy and products not accepted; beer and light wines accepted; all programs and copy subject to station approval. **E. T. library:** World. **News:** UP. **Commentators:** John S. Sherman, T. Doug. Youngblood, and Graham Caddell (newscasters); Charles Pointell (newscaster; sports).

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:** 5,000 watts

on 1390 kc. **Affiliation:** Mutual; North Central Broadcasting System. **Opened:** Jan. 21, 1935.

SOUTH DAKOTA STATIONS—Continued

President: H. C. Jewett, Jr. **Station manager:** A. A. Fahy. **Program director:** R. Thompson Maibe. **Chief engineer:** Delbert Hunt.

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:** \$100.

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. **Commentators:** Ed Falk (newscaster; sports); Aleen Johnson (women's features).

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, 203 W. Summit Ave. **Phone:** 2251. **Power:** 200 watts on 630 kc (operates specified hours). **Affiliation:** None. **Opened:** February, 1922.

Owner and station director: Ida A. McNeil. **Chief engineer:** Robert H. Dye.

Rep: None. **Seating facilities:** Can accommodate a small audience. **Merchandising:** Window cards and announcements in local papers rendered without charge. **Foreign language programs:** Not accepted. **Artists bureau:** None. **Base rate:** Rates on application to the management.

Copy restrictions: Patent medicine, beer, wine, or alcoholic beverage advertising not accepted. **E. T. library:** None listed. **News:** AP. **Commentators:** Ida A. McNeil (news commentator; newscaster; women's features; market reports); Robert B. Hipple (news commentator; newscaster); Lynn Oldaker and James B. Hipple (sports); James Hughes (farm news; scientific subjects); Robert Eubanks (drama).

KOBH, RAPID CITY

Operator: Black Hills Broadcast Co. of Rapid City, Alex Johnson Hotel. **Phone:** 2000. **Power:** 250 watts on 1370 kc. **Affiliation:** None. **Opened:** December, 1936.

Director, station manager: Robert J. Dean. **Business manager:** George E.

Bruntlett. **Program director:** Abner H. George. **Chief engineer:** M. J. Jones.

Rep: Cox and Tanz. **Seating facilities:** Can accommodate 50 persons. **Merchandising:** No specific services; place dealer displays sent on transcription tie-up. **Foreign language programs:** Not accepted. **Artists bureau:** Yes; lists about 45 artists. **Base rate:** \$80.

Copy restrictions: Beer and wine accepted; no liquor advertising; all copy subject to review by the management. **E. T. library:** NBC Thesaurus. **News:** Transradio. **Commentators:** Abner H. George (news commentator; newscaster); Alvin S. Arnold (news commentator; newscaster; sports); Charles Curtis (newscaster); George E. Bruntlett (farm news).

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 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:** S. 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, S. 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. **Commentators:** Gene McDonnell (newscaster); George "Bill" Rohn (sports; entertainment news); Lucille Smith (home-making); Rozena Sacks (home economics; shopping hints; fashions); Bernice Severson (women's commenator; interviewer); Warren Walsh (grain reports).

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:** S. 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. **Commentators:** See under KELO, Sioux Falls, S. D.

KUSD, VERMILLION

Operator: University of South Dakota. **Power:** 500 watts on 890 kc (shares time with KFNF).

This station is non-commercial; university-owned.

KWAT, WATERTOWN

Operator: Midland National Life Insurance Co., Midland National Life Insurance Bldg. **Phone:** 5050. **Power:** 250 watts on 1210 kc. **Affiliation:** None. **Opened:** March 11, 1940.

Station and commercial manager: F. L. Bramble. **Program director:** Dale Russell. **Chief engineer:** Sherrill Zimmerman. **Artists bureau head:** W. Lowell Pitt. **Musical director:** Dorothy Vadakin. **Publicity director:** Morris Wiscott.

Rep: Cox and Tanz. **Seating facilities:** Reception room and studio accommodate about 100 persons. **Merchandising:** Pre-announcements and window cards rendered without charge on request. **Foreign language programs:** Will accept; interpretation

must be furnished in advance, and the programs must comply with station rules and regulations. **Artists bureau:** Setup nominal only. **Base rate:** \$55.

Copy restrictions: Beer and light wine advertising accepted; no patent medicines or hard liquors; all copy subject to station supervision. **E. T. library:** Davis & Schwegler. **News:** UP. **Commentators:** James McBath, and John Noonan (news commentators); Dale Russell (news commentator; newscaster); W. Lowell Pitt (newscaster); Dorothy Vadakin (women's features).

WNAX, YANKTON

Operator: WNAX Broadcasting Co., 2nd and Capitol Sts.; supplementary studios in the Orpheum Bldg., Sioux City, Ia. **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 is affiliated with KSO-KRNT, Des Moines, and WMT, Cedar Rapids.)

Vice-president, general manager: Luther L. Hill. **Vice-president, station manager:** Robert R. Tincher. **Commercial manager:** Phil Hoffman. **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:** Standard. **News:** UP. **Commentators:** Charles Worcester (news commentator; market information; farm news and activities; agricultural extension service); Jack Chase and Art Smith (newscasters); Ma Brown (cooking; human interest stories); Susan Taylor (cooking; fashions; homemaking); Vivian Swenson (4-H Club and Extension reports); Don Cunningham (livestock and grain reports).

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:** 250 watts on 1500 kc. **Affiliation:** None. **Opened:** June 15, 1929.

President-treasurer: W. A. Wilson. **Commercial manager:** Walter Pritchard. **Chief engineer:** R. H. Smith. **Continuity director:** Harry S. Hudson. **Musical director:** Fey Rogers. **Advertising consultant:** Hugh Swinton Potts.

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:** \$37.50.

Copy restrictions: No hard liquor copy accepted. **E. T. library:** NBC Thesaurus; World. News; UP. **Commentators:** Harry Hudson (news commentator); Fey Rogers and Stuart O'Dell (newscasters); Mary Abell (fashions); Bryn Mortenson (cooking; beauty; housekeeping).

WAPO, CHATTANOOGA

Operator: W. A. Patterson, Read House. **Phone:** 6-6141. **Power:** 1,000 and 500 watts on 1120 kc. **Affiliation:** NBC additional to the Red Southcentral and Blue Southern Group. **Opened:** Nov. 9, 1936.

General and station manager: R. G. Patterson. **Commercial manager:** R. N.

TENNESSEE STATIONS—Continued

Krepps. **Program and publicity director:** Helen Patterson. **Chief engineer:** B. B. Barnes. **Musical director:** Jimmy Johnston.

Rep: Headley-Reed Co. **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:** Set-up nominal only. **Stock:** WAPO is entirely owned by W. A. Patterson. **Base rate:** \$100.

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:** None listed. **News:** INS. **Commentators:** Tom Nobles (news commentator); sports); Doc Johnston (news commentator); Robert Shinbaum and Gene Remington (newscasters).

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: Norman A. Thomas. **Commercial manager:** Carter Parham. **Program director:** Dorothy W. McCurdy. **Chief engineer:** J. C. Vessels.

Rep: Paul H. Raymer Co. **Seating facilities:** WDOD Radio Playhouse seats 650; admission to shows noonday 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; MacGregor. **News:** UP. **Commentators:** John Gray, Gaylor McPherson, John McKnight, and William Davies (newscasters); Chuck Simpson (sports).

WHUB, COOKEVILLE

Operator: M. L. Medley. **Power:** 250 watts on 1370 kc.

At press time this station had a construction permit only.

WTJS, JACKSON

Operator: Sun Publishing Co., Inc., Market and Baltimore Sts. **Phone:** 3340. **Power:** 250 watts on 1310 kc. **Affiliation:** Mutual Broadcasting System. **Opened:** Sept. 29, 1931. (Note: Station is newspaper-owned by the Jackson Sun).

Vice-president: Albert A. Stone. **Station manager, commercial manager:** A. B. Rob-

inson. **Studio manager:** Leslie Brooks. **Program director:** Bill Winsett. **Chief engineer:** B. C. Brummel. **Artists bureau head:** Jack Denman. **Musical director:** James Allen. **Publicity director:** Val Morse. **Director of religious programs:** Donald F. Haynes.

Rep: The Branham Co. **Seating facilities:** Can accommodate 250 persons. **Merchandising:** Complete service; publicity in affiliated paper; advance distribution; surveys; letters to trade; window displays; monthly sales surveys; will help plan co-operative 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:** World. **News:** UP; AP; station operates its own weather bureau. **Commentators:** Leslie Brooks (news commentator); Jack Denman (news commentator); sports); Denny McClain, and Bill Winsett (newscasters); Mary Merwin, and Claire Tuxford (women's features).

WJHL, JOHNSON CITY

Operator: WJHL, Inc., 412 S. Roan St. **Phone:** 998. **Power:** 250 watts on 1200 kc. **Affiliation:** None. **Opened:** Dec. 7, 1939. (Studios are also maintained in the Times Bldg., Kingsport.)

President, general manager: W. H. Lancaster. **Commercial manager:** Ken Marsh. **Program and musical director:** H. Frick. **Chief engineer:** O. K. Garland. **Publicity director:** George Barber.

Rep: Radio Advertising Corp. **Seating facilities:** Two studios, seating about 20 persons each. **Merchandising:** "Reasonable amount" of service supplied clients gratis on request. **Foreign language programs:** Accepted. **Artists bureau:** None. **Base rate:** \$60.

Copy restrictions: No rules listed. **E. T. library:** Standard; Associated. **News:** UP. **Commentators:** George Barber (news commentator; newscaster); Eddie Cowell (sports); Alice Friberg (women's features).

WKPT, KINGSPORT

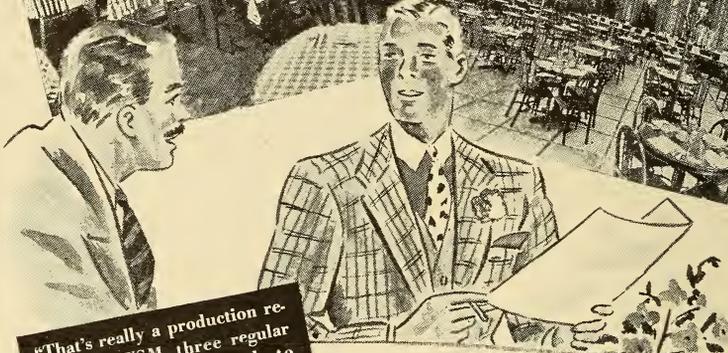
Operator: C. P. Edwards, Jr., and Howard Long doing business as Kingsport Broadcasting Co. **Power:** 250 watts on 1370 kc.

At press time this station had a construction permit only.

Many an advertising campaign has been initiated at the tables of the Hofhaus, St. Louis.

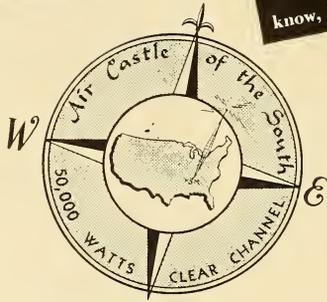


The Jefferson Grill. Favorite luncheon place of many St. Louis Advertising men.



"That's really a production record for WSM, three regular productions every week to NBC, one of them Commercial. To say nothing of the frequent special events that they feed the network. Who is the budding genius behind all of this?"

"No one genius, but one of radio's largest technical and talent staffs go to work for you when you use WSM. You know, WSM doesn't cost . . . it pays."



WSM

HARRY L. STONE, Gen'l. Mgr.

NASHVILLE, TENNESSEE

OWNED AND OPERATED BY NATIONAL LIFE & ACCIDENT INS. CO., INC.
National Representatives, Edward Petry & Co., Inc.

TENNESSEE STATIONS—Continued

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. **Educational director:** K. E. Huddleston. **Publicity director:** C. B. Davis.

Rep: The Branham Co. **Seating facilities:** Large studio seats 800; also street-front studios; admission ranges from 10c. to 35c.; average of 6 paid shows weekly. **Merchandising:** Complete service including calls on dealers anent window displays; also billboards, film trailers, program publicity in the News-Sentinel, window displays in street-front studios, displays on large studio stage, and announcement plugs on the air; taxicab tire covers; direct mail, etc.; specified amount of money must be spent with station to receive all, or part of, 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:** Standard. **News:** UP. **Commentators:** Tys Terwey (news commentator); newscaster; Mason Dixon and Jack Wyatt (newscasters); Joe Epstein and Lowell Blanchard (sports); Frances George (fashions; women in the news).

WROL, KNOXVILLE

Operator: Stuart Broadcasting Corp., 524 S. Gay St. **Phone:** 2-7112. **Power:** 250 watts on 1310 kc. **Affiliation:** NBC Supplementary Red Southcentral Group and Blue Southern Group. **Opened:** 1927.

President: Stuart Adcock. **General and commercial manager:** Claude 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:** \$100.

Copy restrictions: Beer accepted; no wines or hard liquors; patent medicines accepted; all copy subject to station approval. **E. T. library:** NBC Thesaurus; MacGregor; Davis & Schwegler. **News:**

INS. Commentators: Joe Wheeler (newscaster); Harry Moreland and Allen Stout (newscasters; sports); Lorna Lord (Hollywood chatter); Gracie Ridenour (fashions; society).

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:** Gene Carr.

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:** \$120.

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; Davis & Schwegler; Standard. **News:** No service listed. **Commentators:** Robert Stevens (news comment and analysis); Bob Alburty (sports); Wilson Northcross (entertainment news).

WMC, MEMPHIS

Operator: Memphis Publishing Co., Hotel Gayoso. **Phone:** 8-7464. **Power:** 5,000 watts on 780 kc. **Affiliation:** NBC Red Southcentral Group; Southcentral Quality Network. **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 600. **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 loca-

TENNESSEE STATIONS—Continued

tion; will make reasonable air announcements anent new campaigns; list programs in *The Commercial Appeal*. **Foreign language programs:** Accepted; must be repeated in English; foreign population is limited. **Artists bureau:** None. **Base rate:** \$200.

Copy restrictions: Beer and wine accepted; all copy must conform to Federal Trade Commission requirements. **E. T. library:** NBC Thesaurus; NAB; MacGregor; Davis & Schwegler. **News:** UP. **Commentators:** Herbert Harper and W. C. Teague (news analysis); Allan Jackson, Earl Moreland, and Aubrey Guy (newscasters); Bob Pigue (sports); Olivia Browne (women's features); Mary Jo Tate (film comment).

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; Mutual. **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. **Chief engineer:** Joe Epperson.

Rep: None. **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:** \$140.

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:** Standard. **News:** UP. **Commentators:** Lawrence Trexler and Igor Ivan (newscasters); Fred Vosse (sports).

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. **Commercial 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 re-

quests received to date. **Artists bureau:** None. **Base rate:** \$200.

Copy restrictions: Beer and patent medicine advertising accepted. **E. T. library:** World; Lang-Worth.

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:** S. O. Ward. **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 accepted; no wines or hard liquor; certain nationally known or well established medicinal remedies are accepted. **E. T. library:** World. **News:** UP. **Commentators:** Russ Huddleson (newscaster); Herman Grizzard (sports); Mary Lyles Wilson (cooking).

WSIX, NASHVILLE

Operator: WSIX, Inc., Nashville Trust Bldg. **Phone:** 5-5431. **Power:** 250 watts on 1210 kc. **Affiliation:** Mutual Broadcasting System. **Opened:** 1927.

President: Jack M. Draughon. **Commercial director:** Eugene S. Tanner. **Chief engineer:** Bascom Porter. **Publicity director:** R. L. Chaudoin.

Rep: Headley-Reed Co. **Seating facilities:** Observation room adjoining studio A seats 40 persons. **Merchandising:** All ordinary services, including distribution of window cards and dealer contacts, rendered without charge. **Foreign language programs:** Not accepted. **Artists bureau:** None. **Base rate:** \$125

TENNESSEE STATIONS—Continued

Copy Restrictions: Beer and wine copy accepted; no hard liquors; patent medicines must comply with all Federal Trade Commission rulings. **E. T. library:** Associated; Standard; MacGregor; Davis & Schwegler; Lang-Worth. **News:** Transradio. **Commentators:** James McMurry and Joe Wheeler (newscasters); Joe Calloway and Roger Phillips (sports).

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. **Local sales manager:** Winston Dustin. **Program director:** Jack Stapp. **Chief engineer:** J. H. DeWitt, Jr. **Artists bureau head:** David Stone. **Musical directors:** Peter Brescia and Beasley Smith. **Audience relations:** George D. Hay. **Merchandising director:** Albert L. Gibson. **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. **Commentators:** Dr. D. F. Fleming and Will R. Manier, Jr. (war analysts); Jack Harris (news commentator; sports); David Cobb and Ottis Devine (newscasters); Ann Ford (women's news and features); Mary Lyles Wilson (cooking); Linda Lane (Hollywood gossip).

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 | Brown | 5,000 | Cooke | 4,070 |
| Andrews | 130 | Burleson | 2,870 | Coryell | 2,790 |
| Angelina | 4,380 | Burnet | 1,560 | Cottle | 1,420 |
| Aransas | 360 | Caldwell | 4,890 | Crane | 570 |
| Archer | 1,550 | Calhoun | 750 | Crockett | 490 |
| Armstrong | 490 | Callahan | 1,950 | Crosby | 1,540 |
| Atascosa | 2,040 | Cameron | 13,120 | Culberson | 230 |
| Austin | 2,860 | Camp | 1,500 | Dallam | 1,590 |
| Bailey | 670 | Carson | 1,290 | Dallas | 76,570 |
| Bandera | 580 | Cass | 3,890 | Dawson | 2,010 |
| Bastrop | 3,560 | Castro | 640 | Deaf Smith | 930 |
| Baylor | 1,180 | Chambers | 850 | Delta | 1,810 |
| Bee | 2,420 | Cherokee | 6,100 | Denton | 5,480 |
| Bell | 8,560 | Childress | 2,780 | De Witt | 4,390 |
| Bexar | 61,820 | Clay | 2,100 | Dickens | 1,190 |
| Blanco | 530 | Cochran | 260 | Dimmit | 1,200 |
| Borden | 180 | Coke | 740 | Donley | 1,630 |
| Bosque | 2,330 | Coleman | 3,750 | Duval | 1,560 |
| Bowie | 8,130 | Collin | 7,150 | Eastland | 6,410 |
| Brazoria | 3,520 | Collingsworth | 2,220 | Ector | 690 |
| Brazos | 3,780 | Colorado | 3,040 | Edwards | 440 |
| Brewster | 1,190 | Comal | 2,380 | Ellis | 9,180 |
| Briscoe | 760 | Comanche | 2,810 | El Paso | 25,430 |
| Brooks | 780 | Concho | 1,060 | Erath | 3,370 |

TEXAS STATIONS—Continued

| | | | | | |
|------------|--------|-------------|--------|---------------|--------|
| Falls | 5,490 | Kimble | 650 | Reeves | 1,190 |
| Fannin | 6,320 | King | 150 | Refugio | 1,140 |
| Fayette | 4,360 | Kinney | 570 | Roberts | 240 |
| Fisher | 1,830 | Kleberg | 2,090 | Robertson | 3,920 |
| Floyd | 1,930 | Knox | 1,550 | Rockwall | 1,210 |
| Foard | 950 | Lamar | 7,910 | Runnels | 3,440 |
| Fort Bend | 4,060 | Lamb | 2,420 | Rusk | 4,260 |
| Franklin | 1,150 | Lampasas | 1,580 | Sabine | 1,730 |
| Freestone | 3,340 | La Salle | 1,170 | San Augustine | 1,650 |
| Frio | 1,380 | Lavaca | 4,130 | San Jacinto | 1,360 |
| Gaines | 370 | Lee | 1,760 | San Patricio | 3,330 |
| Galveston | 15,280 | Leon | 2,830 | San Saba | 1,480 |
| Garza | 790 | Liberty | 3,040 | Schleicher | 480 |
| Gillespie | 1,670 | Limestone | 6,000 | Scurry | 1,780 |
| Glasscock | 180 | Lipscomb | 690 | Shackelford | 1,130 |
| Goliad | 1,330 | Live Oak | 1,150 | Shelby | 3,960 |
| Gonzales | 3,930 | Llano | 870 | Sherman | 380 |
| Gray | 4,550 | Loving | 40 | Smith | 8,460 |
| Grayson | 12,340 | Lubbock | 7,470 | Somervell | 470 |
| Gregg | 2,660 | Lynn | 1,630 | Starr | 1,440 |
| Grimes | 3,450 | McCulloch | 2,110 | Stephens | 3,050 |
| Guadalupe | 4,130 | McLennan | 18,910 | Sterling | 240 |
| Hale | 3,600 | McMullen | 190 | Stonewall | 750 |
| Hall | 2,660 | Madison | 1,620 | Sutton | 440 |
| Hamilton | 2,000 | Marion | 1,500 | Swisher | 1,080 |
| Hansford | 560 | Martin | 760 | Tarrant | 46,660 |
| Hardeman | 2,400 | Mason | 840 | Taylor | 8,120 |
| Hardin | 2,400 | Matagorda | 2,960 | Terrell | 460 |
| Harris | 85,110 | Maverick | 1,040 | Terry | 1,160 |
| Harrison | 7,760 | Medina | 1,980 | Throckmorton | 770 |
| Hartley | 340 | Menard | 730 | Titus | 2,360 |
| Haskell | 2,480 | Midland | 1,600 | Tom Green | 7,620 |
| Hays | 2,380 | Milam | 5,440 | Travis | 14,840 |
| Hemphill | 700 | Mills | 1,190 | Trinity | 1,970 |
| Henderson | 4,240 | Mitchell | 2,250 | Tyler | 1,730 |
| Hidalgo | 12,410 | Montague | 3,160 | Upshur | 2,930 |
| Hill | 6,640 | Montgomery | 2,330 | Upton | 1,280 |
| Hockley | 1,220 | Moore | 230 | Uvalde | 2,160 |
| Hood | 890 | Morris | 1,350 | Val Verde | 2,700 |
| Hopkins | 4,300 | Motley | 940 | Van Zandt | 4,390 |
| Houston | 4,110 | Nacogdoches | 4,400 | Victoria | 3,370 |
| Howard | 4,590 | Navarro | 9,630 | Walker | 2,680 |
| Hudspeth | 550 | Newton | 1,830 | Waller | 1,620 |
| Hunt | 8,250 | Nolan | 3,840 | Ward | 810 |
| Hutchinson | 2,960 | Nueces | 9,380 | Washington | 4,010 |
| Irion | 340 | Ochiltree | 1,010 | Webb | 6,990 |
| Jack | 1,370 | Oldham | 220 | Wharton | 4,430 |
| Jackson | 1,470 | Orange | 2,770 | Wheeler | 2,430 |
| Jasper | 2,530 | Palo Pinto | 3,150 | Wichita | 16,030 |
| Jeff Davis | 290 | Panola | 3,100 | Wilbarger | 4,210 |
| Jefferson | 29,450 | Parker | 3,110 | Willacy | 1,490 |
| Jim Hogg | 670 | Parmer | 800 | Williamson | 7,090 |
| Jim Wells | 1,970 | Pecos | 1,370 | Wilson | 2,240 |
| Johnson | 5,850 | Polk | 2,510 | Winkler | 1,580 |
| Jones | 3,790 | Potter | 11,050 | Wise | 2,950 |
| Karnes | 2,970 | Presidio | 1,490 | Wood | 3,490 |
| Kaufman | 5,820 | Rains | 900 | Yoakum | 150 |
| Kendall | 820 | Randall | 1,390 | Young | 3,490 |
| Kenedy | 100 | Reagan | 610 | Zapata | 380 |
| Kent | 500 | Real | 340 | Zavala | 1,410 |
| Kerr | 1,880 | Red River | 4,290 | | |

TEXAS STATIONS—Continued

KRBC, ABILENE

Operator: Reporter Broadcasting Company, Hilton Hotel. **Phone:** 6255. **Power:** 250 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:** A. D. Whisenant. **Chief engineer:** Fred Hammond.

Rep: None. **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: Liquor advertising not accepted; patent medicine copy strictly censored; commercials limited to 25 percent of program time, announcements to 100 words. **E. T. library:** Standard. **News:** AP; UP. **Commentators:** Geraldine Wright (newscaster); A. D. Whisenant (sports); Elizabeth Doss Blanton (fashions); Ann Smartt (menus).

KFDA, AMARILLO

Operator: Amarillo Broadcasting Corp., 109 E. 5th St. **Phone:** 5343. **Power:** 250 watts on 1500 kc. **Affiliation:** Mutual; Texas State Network. **Opened:** Aug. 1, 1939.

Vice-president: Gilmore N. Nunn.* **Station and commercial manager:** Earl R. Strandberg. **Program director:** Carter Reynolds. **Chief engineer:** Howard Blaker. **Musical director:** Audre Lipscomb. **Publicity director:** Audre Lipscomb.

Rep: John H. Perry Associates. **Seating facilities:** Auditorium seats 200 persons. **Merchandising:** Newspaper publicity arranged; all other services at actual cost. **Foreign language programs:** No rules listed; station is not carrying any. **Artists bureau:** None. **Base rate:** \$75.

Copy restrictions: Patent medicine or liquor advertising not accepted; stipulations of the N. A. B. code followed. **E. T. library:** Standard; Davis & Schwegler. **News:** INS. **Commentators:** Carter Reynolds (news commentator; newscaster);

* Also president and managing director of WCMI, Ashland, Ky., and president of WLAP, Lexington, Ky.

Winkie Wileman and Sherwood Blasdel (newscasters); Harold "Sparky" Sparks (sports); Lois Fay (fashions; cooking; women's sports; women's features and news).

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; Lone Star Chain. **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:** James Stanberry. **Musical director:** Eddie Baumel.

Rep: Howard H. Wilson Co. **Seating facilities:** 100 persons. **Merchandising:** Complete service offered free, except printed matter, for which advertiser is billed at actual cost; service includes letters to the 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.

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. **Commentators:** Wes Izzard, and Dick Martin (newscasters); Bob Watson (sports); Ruth Delzell (book reviews); Robert Collman and Floyd Honeycutt (market reports).

*O. L. Taylor is also president of KRGV, Weslaco, KFYO, Lubbock, and KTSA, San Antonio.

KNOW, AUSTIN

Operator: Frontier Broadcasting Co., Norwood Bldg. **Phone:** 2-6213. **Power:** 250 watts on 1500 kc. **Affiliation:** Mutual; Texas State Network. **Opened:** 1929.

Station manager: Chas. B. Meade. **Program and artists bureau supervisor:** Pat Adelman. **Publicity director:** J. Mabel Clark.

Rep: None. **Seating facilities:** Two studios combined seat 250 persons. **Merchandising:** Rates upon request. **Foreign language programs:** No set rules. **Artists bureau:** Yes. **Base rate:** \$60.

Copy restrictions: All copy subject to station approval or revision. **E. T. library:**

TEXAS STATIONS—Continued

Standard. News: UP; AP. **Commentators:** Roger M. Busfield (news commentator); Conrad Vernon, Pat Adelman, Henry Woods, and Chas. B. Meade (newscasters); J. Mabel Clark (women's features).

KTBC, AUSTIN

Operator: State Capitol Broadcasting Association, Inc., Eighth and Colorado Sts. **Phone:** 8-4661. **Power:** 1,000 watts on 1120 kc (shares daytime hours with WTAW). **Affiliation:** None. **Opened:** Aug. 1, 1939.

Station manager: Aubrey H. Escoe. **Program director, artists bureau head:** Ted Ryan. **Chief engineer:** Harry Slife. **Musical director:** Melvin Roberts. **Publicity director:** Merle McMurry.

Rep: None. **Seating facilities:** Studio seats 50 persons; auditorium available, seating 500. **Merchandising:** Personal contact work; mailing of broadsides or direct mail if furnished by client; displays furnished at actual cost of installation and actual expenses; publicity; surveys and research upon inquiry. **Foreign language programs:** Scandinavian and Spanish programs deemed feasible; all foreign language broadcasts subject to strict station censorship. **Artists bureau:** Setup nominal only. **Base rate:** \$60.

Copy restrictions: Beer and light wine copy accepted; no hard liquors; all copy must comply with Federal regulations and the N. A. B. code. **E. T. library:** NBC Thesaurus. **News:** INS. **Commentators:** Fred Caldwell, and Ted Ryan (news commentators; newscasters); Bill Newkirk (news commentator; sports); Elbert Dukate (news commentator); Col. J. M. Baden (general comment).

KFDM, BEAUMONT

Operator: Beaumont Broadcasting Corp., P. O. Box 2950. **Phone:** 3882. **Power:** 1,000 watts on 560 kc. **Affiliation:** NBC Blue Southwestern Group. **Opened:** October, 1924.

President: C. W. Snider. **Secretary and treasurer:** D. A. Kahn. **General manager:** C. B. Locke. **Program and production director:** Len Finger. **Chief engineer:** Leonard Saye. **Musical director:** George W. Caldwell. **Publicity director:** Leon Taylor.

Rep: International Radio Sales. **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:** Book sustaining talent for outside engagements. **Base rate:** \$120.

Copy restrictions: Hard liquor advertising not accepted. **E. T. library:** NBC Thesaurus. **News:** UP. **Commentators:** Len Finger (newscaster; sports; entertainment news); Dan Paul (newscaster; sports); Leon Taylor and Jack Maynard (newscasters); Sam Falcon and Louis Palumbo (sports); Ione Towns Locke (fashions; cooking; women's features); William Wilson (stock market reports).

KRIC, BEAUMONT

Operator: KRIC, Inc., 130 Wall St. **Phones:** 4200—1—2. **Power:** 250 watts on 1420 kc. **Affiliation:** None. **Opened:** July 18, 1938. (Note: This station is newspaper-affiliated with the Beaumont Enterprise & Journal.)

President: Mrs. J. L. Mapes. **Vice-president, treasurer:** E. C. Davis. **Secretary:** Mrs. Eva Dujay. **Station supervisor:** E. C. Davis. **Program and musical director:** Franklin Whitehead. **Chief engineer:** Don Mitchell. **Production:** Edwin Henry.

Rep: The Branham Co. **Seating facilities:** Can accommodate about 200 persons. **Merchandising:** Window cards, mail, signs, and special announcements rendered without charge. **Foreign language programs:** No policies listed; station has had no occasion to make a ruling on this matter. **Artists bureau:** None. **Base rate:** \$55.

Copy restrictions: All copy must be in compliance with Federal regulations. **E. T. library:** World; MacGregor; Standard. **News:** INS. **Commentators:** Bob Akers (news commentator); Al Donaldson (sports).

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:** Howard Barrett. **Commercial manager, publicity director:** Jack Wallace. **Program and musical director, artists, bureau head:** Louis D. Palmer. **Chief engineer:** John B. Casey.

Rep: Texas State Network. **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

TEXAS STATIONS—Continued

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 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:** Standard; Davis & Schwegler. **News:** UP through Texas State Network. **Commentators:** Jack Wallace (newscaster; sports); Tom Reynolds (sports).

KNEL, BRADY

Operator: G. L. Burns. **Phone:** 77. **Power:** 250 and 100 watts on 1500 kc. **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 Heart o' Texas News, Brady. **Commentators:** J. C. Rothwell and J. S. Sloane (news commentators; newscasters); Pearly Samuelson (sports); G. L. Burns (market reports).

KGFI, BROWNSVILLE

Operator: Eagle Broadcasting Co., Inc., P. O. Box 329, Brownsville; Stonewall Jackson Hotel, San Benito; Madison Hotel, Harlingen. **Phones:** Brownsville 1044; San Benito 666; Harlingen 1474. **Power:** 250 and 100 watts on 1500 kc. **Affiliation:** None. **Opened:** Aug. 20, 1937.

President: E. Jack Wilson. **Secretary-treasurer:** Ernest Wilson. **Station manager:** Bill Simpson. **Program director:** Dorothy Simpson. **Chief engineer:** Wil-

lis Wilson. **Maintenance engineer:** Kirby Smith.

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. **Commentators:** Willis Wilson (newscaster; theatrical comment); Bill Simpson (newscaster; sports); George Tankersley (newscaster); Mrs. M. J. Hunter (women's news).

WTAW, COLLEGE STATION

Operator: Agricultural and Mechanical College of Texas. **Power:** 500 watts on 1120 kc (operates specified hours).

This station is non-commercial; college-owned.

KRIS, CORPUS CHRISTI

Operator: Gulf Coast Broadcasting Co., Medical-Professional Bldg. **Phone:** 6354. **Power:** 500 watts on 1330 kc. **Affiliation:** NBC additional to Red or Blue Southwestern Group; Lone Star Chain. **Opened:** September, 1937. (Note: This station is newspaper-affiliated with the Corpus Christi Caller-Times).

General manager: T. Frank Smith. **Station manager, chief engineer:** H. B. Lockhart. **Commercial manager:** E. C. Hughes. **Program director:** Ben A. Glusing.

Rep: The Branham Co. **Seating facilities:** None listed. **Merchandising:** Dealer calls and mentions in newspaper radio column offered without charge. **Foreign language programs:** Spanish programs and/or announcements accepted. **Artists bureau:** None. **Base rate:** \$120.

Copy restrictions: Beer advertising accepted; no hard liquor; approved patent medicines accepted; all copy subject to station approval. **E. T. library:** None listed. **News:** INS. **Commentators:** Ben Glusing, and Eston Page (newscasters); Chick Whittier (newscaster; sports); Mary Hickerson (women's features); Herbert Garrett (market quotations).

KAND, CORSICANA

Operator: Navarro Broadcasting Assn., State National Bank Bldg. **Phones:** 29, 30. **Power:** 100 watts on 1310 kc. **Affiliation:** Mutual Broadcasting System. **Opened:** May 17, 1937.

Personnel: Station policy does not permit such listing.

Rep: None. **Seating facilities:** Main studio

TEXAS STATIONS—Continued

accommodates 100; theatre available seating 800. **Merchandising:** Issue direct mail to dealers; distribute window cards. **Foreign language programs:** Accepted. **Artists bureau:** None. **Base rate:** \$50.

Copy restrictions: Beer, wine, and patent medicines accepted providing copy conforms to Federal Trade Commission regulations. **E. T. library:** Standard. **News:** UP. **Commentators:** George Erwin and Tommie Lawson (newscasters); Burton Boatwright and Lawrence "Sadie" Ransom (sports); Fern Stevenson (fashions).

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:** \$240 (½ hr.).

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. **Commentators:** Meador Lowrey (news commentator); Royce Colon and Dave Chapman (newscasters; sports); Roy George (newscaster); Marjorie Hoy (shopping information and fashions—as "Jean Abbey"); Albertine Berry (cooking; domestic science); Francis D. Burke (religious news).

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 Red 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.

Technical supervisor: Raymond Collins. **Chief engineer:** Paul Barnes. **Merchandising manager:** Irvin Gross. **Musical director:** Karl Lambertz. **Publicity director:** Dick Jordan.

Rep: Edward Petry & Co., Inc. **Seating facilities:** Ballrooms of Baker Hotel and Adolphus Hotel. **Merchandising:** Maintain close contact with chains, wholesale houses, and distributing firms; advisory service; limited cooperation in making personal contacts and surveys without charge; all other services rendered at actual net cost to station. **Foreign language programs:** Station has had no requests for same. **Artists bureau:** None. **Base rate:** \$440.

Copy restrictions: Advertising must conform to NAB Code of Ethics; beer accepted; no wine or other alcoholic beverages. **E. T. library:** NBC Thesaurus; Langworth. **News:** UP. **Commentators:** Peter Molyneaux (news commentator); James Alderman and Cecil Hale (newscasters); Dan Riss (newscaster; sports); Hal Thompson (sports); Barbara Brent and Alma Cunningham (fashions; cooking; home-making); F. C. Dehn, R. J. Murray, and J. S. French (markets).

WRR, DALLAS

Operator: City of Dallas, Municipal Radio Bldg., Fair Park, Dallas. **Phone:** 3-6101. **Power:** 500 watts on 1280 kc. **Affiliation:** Mutual; Texas State Network. **Opened:** 1920. (Note: This is a municipally-owned station.)

Managing director: Charles B. Jordan. **Commercial manager:** Dale Drake. **Program director:** Pete Teddlie. **Chief engineer:** D. J. Tucker. **Musical director:** Murray Lambert.

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:** Bookings on a small scale. **Base rate:** \$65 (½ hr.).

Copy restrictions: Accept beer and wines; station is "not favorable" to patent medicines, though they are not barred; no hard-and-fast rules beyond good taste. **E. T. library:** None. **News:** Transradio. **Commentators:** Hal Smith and Taylor Branch (newscasters); Dale Drake (newscaster; sports); Pete Teddlie, Hal Smith, and Charles Jordan (sports); Alta Faye (films).

TEXAS STATIONS—Continued

KDNT, DENTON

Operator: Harwell V. Shepard, Jackson Building. **Phone:** 276. **Power:** 100 watts on 1420 kc. **Affiliation:** None. **Opened:** June 1, 1938. (Note: KDNT also maintains studios in Gainesville, Tex.).

Owner, station commercial manager and program director: Harwell V. Shepard. **Chief engineer:** Bill Honeycutt.

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:** \$60.

Copy restrictions: No alcoholic beverage advertising of any kind accepted. **E. T. library:** None. **News:** UP. **Commentators:** Mickey Murphy and Bob Syler (newscasters); Betty Ann (fashions; household hints); Opal Roderick (interpretive reading); Dot Harris (campus gossip).

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.

Owner, operator: C. C. Baxter. **Manager:** M. D. Gallagher. **Commercial manager:** J. D. Gallagher. **Continuity and program director:** Erma M. Carr. **Chief engineer:** C. B. Williams, Jr. **Publicity director:** D. B. Tipton.

Rep: None. **Seating facilities:** None listed. **Merchandising:** Sound system, radio page in Brownwood-Bulletin, wholesale-retail contacts, etc., available at actual cost. **Foreign language programs:** Not accepted. **Artists bureau:** None; station can, however, supply talent. **Base rate:** \$40.

Copy restrictions: Station is located in a dry county; public service wine and beer accounts accepted for audiences in wet territory. **E. T. library:** None listed. **News:** Via Brownwood-Bulletin. **Commentators:** Mike Gallagher (news commentator; newscaster); John McAfee (news commentator); Will Ray Long (newscaster); David Tipton (sports); Erma Mae Carr, Francis Bolinger, and Joy Lester (women's features); J. E. Fitzgerald (discussion of today's and yesterday's news); Sen. J. Manley Head ("This Week in Austin"); Rep. Garrett ("This Week in Washington").

KROD, EL PASO

Operator: Dorrance D. Roderick. **Power:** 250 watts on 1500 kc.

At press time this station had only recently been put into operation.

KTSM, EL PASO

Operator: Tri-State Broadcasting Co., Inc., Hotel Paso del Norte. **Phones:** Main 46-47-48. **Power:** 250 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.

Vice-president and general manager: Karl O. Wyler. **Program director:** Roy T. Chapman. **Chief engineer:** E. L. Gemoets. **Artists bureau head:** Conrey Bryson. **Musical director:** John R. Lewis. **Commercial director:** W. L. Kline.

Rep: George P. Hollingbery Co. **Seating facilities:** Can accommodate 50 persons. **Merchandising:** All services offered gratis. **Foreign language programs:** Not accepted. **Artists bureau:** Yes. **Base rate:** \$120.

Copy restrictions: Accept beer and wine; no hard liquor; acceptance of patent medicines restricted to certain types; all copy must be in good taste. **E. T. library:** NBC Thesaurus; Standard. **News:** UP. **Commentators:** John Conrad (newscaster; general comment); John Harrison (newscaster); Roy T. Chapman (newscaster; sports); Frank Junell (sports); Dell Bee Kommendo, and Sunny Jones (women's features).

WDAH, EL PASO

Operator: Tri-State Broadcasting Co., Inc. **Power:** 250 watts on 1310 kc (shares time with KTSM).

This station is non-commercial.

KFJZ, FORT WORTH

Operator: Tarrant Broadcasting Co., Inc., 1201 W. Lancaster. **Phone:** 3-3474. **Power:** 1,000 watts on 1240 kc. **Affiliation:** Mutual; Texas State Network. **Opened:** 1921.

President: Elliott Roosevelt. **Manager:** Gene L. Cagle. **Program director:** Helen Jane Behlke. **Chief engineer:** Truett Kimzey.

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:** \$125.

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

TEXAS STATIONS—Continued

contracted time on programs may be used for commercials. **E. T. library:** Standard. **News:** UP. **Commentators:** Russ Lamb (news commentator; newscaster; sports); John Hopkins, Marshall Pope, and Jimmie McClain (newscasters); Zack Hurt (sports); Gail Northe (women's features).

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; Lone Star Chain. **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. **Commercial manager:** Jack Keasler. **Program and musical director:** Ed Lally. **Chief engineer:** R. C. Stinson. **Publicity and merchandising 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; cooperative tie-up with 50 Texas newspapers; 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. **Commentators:** Howard Carraway (news commentator); Porter Randall (newscaster); Tee Casper (sports); Frances Warren (women's features); Fred Sawyer (livestock); H. E. Wooten (grain); Eddie Boyle (stocks-bonds); Frank Mills (Dallas gossip).

WBAP, FORT WORTH

Operator: Carter Publications, Inc., Blackstone Hotel. **Phone:** 2-4466. **Power:** 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. **Manager:** G. Cranston. **Production director:** A. M. Woodford. **Musical director:** Eugene Baugh. **Publicity director:** Elbert Haling. **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:** \$440.

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. **Commentators:** Presley Bryant (news commentator); James A. Byron, Jr. (newscaster); Tee Casper (sports); E. Brents Wooten (cotton-grain reports); F. R. Sawyer (livestock reports).

KLUF, GALVESTON

Operator: KLUF Broadcasting Co., 60th and Broadway. **Phone:** 6676. **Power:** 250 watts on 1370 kc. **Affiliation:** None. **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.

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:** AP. **Commentators:** Max Jacobs (news analysis); Jack McGrew, Howard Woodard, and Brice Dickson (news commentators); Bruce Layer, Lloyd Gregory, Ralph Anderson, and Roland Schweer (sports); Alfred Daniel (food; home economics); Mrs. Ralph Conselyea (gardening; travel).

KTRH, HOUSTON

Operator: KTRH Broadcasting Co., Rice Hotel. **Phone:** Preston 4361. **Power:** 5,000

TEXAS STATIONS—Continued

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:** Can accommodate 200 persons. **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. **Commentators:** Harry Grier (news commentator; newscaster; sports); Ted Nabors (newscaster; livestock reports).

KXYZ, HOUSTON

Operator: Harris County Broadcast Co. **Power:** 1,000 watts on 1440 kc. **Affiliation:** NBC Blue Southwestern Group; Lone Star Chain; Mutual. (Note: This station is newspaper-affiliated with the Houston Chronicle and the Houston Post.)

Base rate: \$200.

No other information available.

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, station manager: H. G. Webster. **Assistant manager, program director:** Don T. Phillips. **Chief engineer:** Loyd Costelow. **Musical director:** Gordon Pace.

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:** Christian Science Monitor; from Sam Houston State Teachers College. **Commentators:** Don Phillips (newscaster; sports); James Jones (general comment).

KOCA, KILGORE

Operator: Oil Capitol Broadcasting Association, Radio Bldg. **Phone:** 616. **Power:**

250 watts on 1210 kc. **Affiliation:** None. **Opened:** Dec. 23, 1936.

President and general manager: Roy G. Terry. **Program and musical director:** Tuck Young. **Chief engineer:** Karem Soule. **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". **Commentators:** Tuck Young (news commentator; newscaster); Neil Fletcher (newscaster; sports).

KPAB, LAREDO

Operator: Mervel M. Valentine. **Power:** 250 watts on 1500 kc. **Affiliation:** None. **Opened:** June 1, 1938.

Owner, general manager, program and publicity director: Mervel M. Valentine. **Commercial manager:** Ray V. Jensen. **Chief engineer:** Fred C. Hammond. **Musical director:** Mrs. Travis Bruce Bunn.

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:** \$30.

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. **Commentators:** Stanley Hemenway and William O. Vela (news commentators; sports).

KFRO, LONGVIEW

Operator: Voice of Longview, Glover-Crim Building. **Phone:** 411. **Power:** 1,000 watts on 1340 kc. **Affiliation:** None. **Opened:** January, 1935.

President: James R. Curtis.

Rep: Radio Time Agency (Chicago); Forjoe & Company (New York); Radio Advertising Associates (Atlanta); Walter Bidick 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:** \$100.

TEXAS STATIONS—Continued

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; Lang-Worth; MacGregor. **News:** UP. **Commentators:** James R. Curtis (news commentator); Jerry Doggett (newscaster; sports); Lynn Williams (newscaster); Joan Thompson (fashions; cooking).

KFYO, LUBBOCK

Operator: Plains Radio Broadcasting Co., 914 Avenue J. **Phone:** 1700. **Power:** 250 and 100 watts on 1310 kc. **Affiliation:** Mutual; Texas State Network. **Opened:** 1927. (Note: Station is newspaper-owned by the Amarillo Globe, Amarillo News, Lubbock Avalanche, Lubbock Journal, Dalhart Texan, Shamrock Texan, Atchison (Kans.) Globe and Falls City (Neb.) Journal.)

President: O. L. Taylor*. **Station and commercial manager:** De Witt Landis. **Sales and promotion:** Bruce Collier. **Program director:** R. B. McAlister. **Chief engineer:** 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:** Not accepted. **Artists bureau:** Has supply of local talent which is put directly under contract to advertiser on commercial programs. **Base rate:** \$60.

Copy restrictions: Follow Federal Trade Commission recommendations; no "sensationalism," controversy or propaganda; no alcoholic advertising (county is dry). **E. T. library:** Standard; NAB. **News:** UP. **Commentators:** Wesley Youngblood (newscaster); DeWitt Landis (newscaster; sports); R. B. McAlister (sports); Ruby Lea Leary (fashions).

* Also president of KRGV, Weslaco, and KCNC, Amarillo.

KRBA, LUFKIN

Operator: Red Lands Broadcasting Association, 108½ S. First St. **Phone:** 272. **Power:** 250 watts on 1310 kc (daytime). **Affiliation:** None. **Opened:** June, 1938.

President: Ben T. Wilson. **Station and**

commercial manager: Darrell E. Yates. **Assistant commercial manager:** Richman Lewin. **Program director:** Robert Thornton. **Chief engineer:** Earle Pettey.

Rep: Cox & Tanz. **Seating facilities:** Can accommodate about 100 persons. **Merchandising:** Complete service available without charge. **Foreign language programs:** Not accepted. **Artists bureau:** None. **Base rate:** \$55.

Copy restrictions: All copy subject to approval of the management. **E. T. library:** Standard. **News:** Transradio. **Commentators:** William Robert Thornton and Richman Lewin (newscasters).

KRLH, MIDLAND

Operator: Clarence Scharbauer, 117 S. Loraine St. **Phone:** 1070. **Power:** 100 watts on 1420 kc. **Affiliation:** Mutual; Texas State Network. **Opened:** Dec. 20, 1935. (Note: Station also maintains studios in Odessa, Tex.)

Owner: Clarence Scharbauer. **General manager:** W. H. McCumber. **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:** UP. **Commentators:** Glenn Sheppard, and C. A. Roark (newscasters); E. P. Helm (newscaster; sports); Claudine Hogan (women's features).

KNET, PALESTINE

Operator: Palestine Broadcasting Assn., John and Crawford Sts. **Phone:** 411. **Power:** 100 watts on 1420 kc (daytime). **Affiliation:** None. **Opened:** 1936.

President: Dr. Bonner Frizzell. **Station manager, publicity director:** John Sullivan. **Commercial manager:** James G. Sullivan. **Program director:** Dennis Sullivan. **Chief engineer:** Donald Mulcahy. **Musical director:** Leland Adams.

Rep: Cox and Tanz. **Seating facilities:** Can accommodate about 30 persons. **Merchandising:** Conduct window card and mail campaigns; cooperate closely with all accounts; services rendered gratis. **Foreign language programs:** Not accepted. **Artists bureau:** None. **Base rate:** \$55.

Copy restrictions: Beer and wine advertising accepted; no hard liquors; all copy subject to station approval well in advance

TEXAS STATIONS—Continued

of broadcast. **E. T. library:** Standard. **News:** No service listed. **Commentators:** John Sullivan (news commentator); James G. Sullivan (newscaster; sports); Dennis Sullivan (newscaster); Elizabeth Cage (fashions; cooking; homemaking; child care).

KPDN, PAMPA

Operator: R. C. Hoiles, 212½ N. Ballard St. **Phone:** 1100. **Power:** 100 watts on 1310 kc. **Affiliation:** None. **Opened:** April 12, 1936. (Note: This station is owned by the Pampa Daily News.)

General and station manager, chief engineer: H. E. Kreiger. **Program and publicity director, artists bureau head:** Dave Clark. **Musical director:** Ken Bennett. **Continuity editor:** Bob Morris.

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. **E. T. library:** World; Davis & Schwegler. **News:** AP.

KPLT, PARIS

Operator: North Texas Broadcasting Co., Corner South Main and Austin Sts. **Phone:** 1124. **Power:** 250 watts on 1500 kc. **Affiliation:** Mutual; Texas State Network. **Opened:** Dec. 15, 1936.

General and commercial manager: Frank O. Myers. **Office secretary:** Mary Jo Mayse. **Chief engineer:** Weldon Jeffus.

Rep: None. **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". **E. T. library:** Standard. **News:** UP (from Texas State Network).

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 Hawkins. **Commercial manager:** Paul Cox. **Chief engineer:** Grady Cotten. **Program and musical director:** W. D. Martin, Jr. **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:** None listed. **News:** Transradio. **Commentators:** W. D. Martin, Jr. (newscaster); Jack Hawkins (sports).

KPAC, PORT ARTHUR

Operator: Port Arthur College, 1500 Procter Street; studios located at 1515 Lakeshore Drive. **Phone:** 7458. **Power:** 500 watts on 1220 kc. **Affiliation:** Mutual Broadcasting System. **Opened:** August 24, 1934. (Note: This station is owned and operated by the Port Arthur College, Carl Vaughan, president.)

General manager: Jack Neil. **Program director:** Charles Bush. **Chief engineer:** Joe Walters.

Rep: Radio Advertising Corp. **Seating facilities:** None listed. **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:** \$110.

Copy restrictions: Do not accept alcoholic beverages of any kind; all copy subject to station approval. **E. T. library:** World. **News:** Transradio. **Commentators:** Charles L. Rhodes and Jack Alexander (newscasters); A. B. Carroll and Gabbert Stephens (sports).

KGKL, SAN ANGELO

Operator: KGKL, Inc., St. Angelus Hotel. **Phones:** 6715; 6716; 5516. **Power:** 250 watts on 1370 kc. **Affiliation:** Mutual; Texas State Network. **Opened:** Sept. 28, 1923. (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 KREC, Abilene.)

TEXAS STATIONS—Continued

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.

KABC, SAN ANTONIO

Operator: Alamo Broadcasting Co., Inc., Milam Bldg. **Phone:** Garfield 4241. **Power:**

250 watts on 1420 kc. **Affiliation:** Mutual; Texas State Network. **Opened:** September, 1926.

President: R. Early Willson. **General manager:** Hardy Harvey. **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. **Artists bureau:** Set-up nominal only. **Base rate:** \$90.

Copy restrictions: Beer advertising accepted weekdays; no whisky or hard liquors; copy subject to station approval and FCC regulations. **E. T. library:** Standard. **News:** UP. **Commentators:** Dave Young (sports).

KMAC, SAN ANTONIO

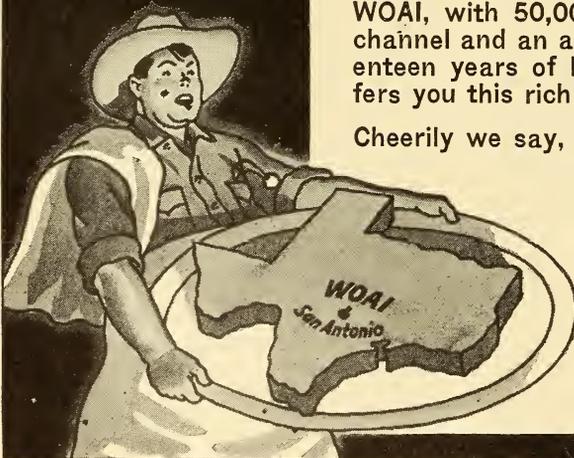
Operator: Walmac Co., Smith Young Tower. **Phone:** Cathedral 6211. **Power:**

Come and get it!

... a familiar and welcome call in the Southwest when the "vittles" are passed around.

WOAI, with 50,000 watts on a cleared channel and an audience built upon seventeen years of listener confidence, offers you this rich market—on a platter.

Cheerily we say, "Come and get it!"



WOAI

50,000 WATTS
CLEARED CHANNEL
1190 KILOCYCLES

MEMBER TQN • AFFILIATE NBC
REPRESENTED NATIONALLY BY
EDWARD PETRY & CO.

TEXAS STATIONS—Continued

250 watts on 1370 kc (shares time with KONO). **Affiliation:** None. **Opened:** July 28, 1930.

Partner: W. W. McAllister. **Station and commercial manager:** Howard W. Davis. **Program director:** A. S. Bessan. **Chief engineer:** R. R. Hayes. **Publicity director:** W. P. Smythe.

Rep: Burn-Smith Co. **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:** Mexican Commercial Hour broadcast daily. **Artists bureau:** None. **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 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: Forjoe & Co. (New York); Allied Representation Co. (Chicago). **Seating facilities:** Studio, 150. **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:** \$18.50 (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:** MacGregor. **News:** La Prensa (Spanish). **Commentator:** Perfecto Barbosa (newscaster—Spanish).

KTSA, SAN ANTONIO

Operator: Sunshine Broadcasting Co., Gunter Hotel. **Phone:** Garfield 1251.

Power: 5,000 and 1,000 watts on 550 kc. **Affiliation:** CBS; Lone Star Chain. **Opened:** 1928.

Station manager: George W. Johnson. **Commercial manager:** Charles W. Balthrope. **Program director:** Wm. C. Bryan. **Chief engineer:** W. G. Egerton. **Musical director:** Rex Preis.

Rep: Howard H. Wilson Co. **News:** UP. **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:** \$180.

Copy restrictions: Beer and wine accepted; all copy subject to station approval or revision. **E. T. library:** World. **News:** UP. **Commentators:** Charles C. Shaw (news analyst); Ken McClure (newscaster); John Boyer, Ward Lang, Douglas Romine, and Frank Stewart (newscasters); Jack Mitchell (sports; grain and livestock markets); Nell Read (women's features).

WOAL SAN ANTONIO

Operator: Southland Industries, Inc., WOAI Bldg. **Phone:** Garfield 4221. **Power:** 50,000 watts on 1190 kc. **Affiliation:** NBC Red 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:** \$300.

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:** Lang-Worth; NBC Thesaurus; Davis & Schwegler. **News:** UP; INS. **Commentators:** Corwin Riddell and Henry Guerra (newscasters); Pat Flaherty (sports); Leona Bender (women's news; fashions; child care; cooking; etc.).

KRRV, SHERMAN

Operator: Red River Valley Broadcasting Corp., 1910 S. Crockett St. **Phone:** 201.

TEXAS STATIONS—Continued

Power: 1,000 watts on 880 kc. **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:** Emory Reece. **Program director:** Orvin Franklin. **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. **Commentators:** Dorothy Cox (fashions; cooking; women's features); Lilliam Wommack (general comment).

KXOX, SWEETWATER

Operator: Sweetwater Radio, Inc., Sweetwater. **Phone:** 2341. **Power:** 250 watts on 1210 kc. **Affiliation:** None. **Opened:** Nov. 19, 1939. (Note: This station is affiliated with the Sweetwater Reporter.)

Station manager, program and publicity director: Russell Bennitt. **Commercial manager:** J. H. Hubbard. **Chief engineer:** G. W. Dotson.

Rep: None. **Seating facilities:** None listed. **Merchandising:** Window news pictures are used by station to publicize itself and its programs. **Foreign language programs:** No rules listed. **Artists bureau:** No formal set-up; but station maintains a supply of talent. **Base rate:** \$60.

Copy restrictions: Rules of good taste govern at all times; copy subject to approval of the management. **E. T. library:** NBC Thesaurus; R. U. McIntosh drama library. **News:** UP. **Commentators:** Russell Bennitt (newscaster); Bill Hilburn (sports); John Daugherty (farm reports, etc.).

KTEM, TEMPLE

Operator: Bell Broadcasting Co., Kyle Hotel. **Phone:** 4646. **Power:** 250 watts on 1370 kc. **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:** Burton Bishop.

Rep: None. **Seating facilities:** Studio-auditorium, seats 500 persons. **Merchandising:** Complete merchandising and promotion service available. **Foreign lan-**

guage programs: Not accepted. **Artists bureau:** Operated for booking purposes only. **Stock:** Privately held by Mrs. Ruth Mayborn, J. C. Mitchell, Walter Humphrey. **Base rate:** \$45.

Copy restrictions: All copy subject to station approval, and must meet requirements of NAB code. **E. T. library:** MacGregor. **News:** UP. **Commentators:** Edwin Callaway (newscaster); Burton Bishop (sports).

KCMC, TEXARKANA

Operator: KCMC, Inc., 317 Pine Street. **Phone:** 833. **Power:** 250 watts on 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: Cliff Tatam. **Program director, artists bureau head:** Jerry Fisher. **Chief engineer:** Harvey Robertson. **Traffic manager:** Pauline Sorsby.

Rep: None. **Seating facilities:** Studio, 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:** Standard. **News:** UP; AP. **Commentator:** Jerry Fisher (sports).

KGKB, TYLER

Operator: East Texas Broadcasting Co., Tyler Commercial College Bldg. **Phone:** 1106. **Power:** 250 watts on 1500 kc. **Affiliation:** None. **Opened:** April, 1931.

Operator: James G. Ulmer. **Station and commercial manager:** M. E. Danbom. **Program and publicity director:** Jack Kret-singer. **Chief engineer:** John B. Sheppard.

Rep: None. **Seating facilities:** Reception room seats about 100. **Merchandising:** Help secure distribution; set up window

TEXAS STATIONS—Continued

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. **Commentators:** David Crockett, and Al Hall (newscasters); Jack Kretsinger (newscaster; sports; "Listeners Club"); M. E. Danbom (sports).

KVWC, VERNON

Operator: Northwestern Broadcasting Co., 1813 Wilbarger St. **Phone:** 1048. **Power:** 250 watts on 1500 kc. **Affiliation:** Mutual; Texas State Network. **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:** Herman Cecil. **Chief engineer:** M. W. Fowler, Jr.

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:** Standard. **News:** AP. **Commentators:** R. H. Nichols (news commentator); Herman Cecil (newscaster; sports); W. D. Dixon (local gossip).

KVIC, VICTORIA

Operator: Radio Enterprises, Inc., P. O. Box 725. **Phone:** 1268. **Power:** 250 and 100 watts on 1310 kc. **Affiliation:** None. **Opened:** Jan. 1, 1940.

General and commercial manager: Charles C. Shea. **Program director:** Kenneth Smith. **Chief engineer:** John Cameron.

Rep: None. **Seating facilities:** None. **Merchandising:** Complete service available; small charge is made for any incidental expenses incurred. **Foreign language programs:** Accepted, providing they do not violate any regulations of the Federal Communications Commission or the Fed-

eral Trade Commission. **Artists bureau:** None. **Base rate:** \$80.

Copy restrictions: Beer and wine advertising accepted; no hard liquors; all copy must comply with Federal Trade Commission standards. **E. T. library:** Standard. **News:** UP. **Commentators:** Charles C. Shea (news commentator); Kenneth Smith and John Cameron (newscasters); Richard Harn (sports; local news); A. M. Respondek (farm and ranch news).

WACO, WACO

Operator: Frontier Broadcasting Co., Amicable Bldg. **Phone:** 2700. **Power:** 250 watts on 1420 kc. **Affiliation:** Mutual; Texas State Network. **Opened:** July, 1922.

General manager: R. E. Lee Glasgow. **Program director:** Bernard Helton. **Chief engineer:** L. H. Appleman.

Rep: None. **Seating facilities:** 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:** Standard. **News:** INS. **Commentators:** Frank Baldwin (news commentator); Bernard Helton (newscaster); Jack Thomas (sports); Mary Holiday (women's features).

KRGV, WESLACO

Operator: KRGV, Inc., P. O. Box 5. **Phones:** 375; 376; 118. **Power:** 1,000 watts on 1260 kc. **Affiliation:** NBC Additional to Red and Blue Southwestern Group; Lone Star Chain. **Opened:** Sept. 6, 1926.

President: O. L. Taylor*. **Station manager:** Ken Lowell Sibson. **Commercial manager:** Guy Bradford. **Program and musical director:** Dick Watkins. **Chief engineer:** Neal McNaughton. **Publicity director:** Tom Brown.

Rep: Howard H. Wilson Co. **Seating facilities:** Can accommodate 50 persons. **Merchandising:** Special department handles display and poster distribution, trade mailings, air build-ups and sales reports; all services free except where special services are requested by the advertiser. **Foreign language programs:** Have daily Spanish program via which the services of announcers and program directors are tendered without extra charge. **Artists bureau:** None. **Base rate:** \$120.

* Also president of *KFYO, Lubbock, and KGNC, Amarillo, Tex.*

TEXAS STATIONS—Continued

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; Davis & Schwegler. **News:** UP. **Commentators:** Ty Cobb (news commentator); Tom Browne (newscaster); night news editor); Benjamin Cuellar (Spanish newscaster); Brad Smith (newscaster; chief news editor).

engineer: John Adams. **Musical director, artists bureau head:** Lucille Crouch.

Rep: Paul H. Raymer Co. **Seating facilities:** Studio can accommodate up to 150 persons; nearby theatre and Convention Hall in Kemp Hotel available. **Merchandising:** Program listings and publicity in newspapers; showcase and counter displays at studios; complete service available without cost. **Foreign language programs:** Not accepted. **Artists bureau:** Setup nominal only. **Base rate:** \$125.

KWFT, WICHITA FALLS

Operator: Wichita Broadcasting Co., Kemp Hotel. **Phone:** 4182. **Power:** 5,000 and 1,000 watts on 620 kc. **Affiliation:** CBS. **Opened:** July 15, 1939.

President: Joe B. Carrigan. **Station and commercial manager:** Charles S. Clough. **Program director:** Dick Norman. **Chief**

Copy restrictions: Light wine and beer advertising accepted; no hard liquors; all copy subject to approval by the station. **E. T. library:** Associated. **News:** UP. **Commentators:** Dr. A. F. Edwards (news commentator); John Ausland, Perry Dickey and Dick Norman (newscasters); Mignon Sanford (fashions; book reviews); Ed Killelea (markets).

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: Southern Utah Broadcasting Co., El Escalante Hotel. **Phone:** 398. **Power:** 100 watts on 1310 kc. **Affiliation:** None. **Opened:** July 3, 1937.

Station manager, publicity director, chief engineer: Sherman T. Wright. **Program and musical director, artists bureau head:** Inez Corry.

Rep: Cox and Tanz. **Seating facilities:** None. **Merchandising:** None. **Foreign language programs:** No information given. **Artists bureau:** Setup nominal only. **Base rate:** \$20.

Copy restrictions: None listed. **E. T. library:** NBC Thesaurus; MacGregor. **News:** Transradio.

KVNU, LOGAN

Operator: Cache Valley Broadcasting Co., 41 So. Main St. **Phone:** 1400. **Power:** 250 watts on 1200 kc. **Affiliation:** None. **Opened:** Dec. 20, 1938.

Station manager, publicity director: Reed Bullen. **Commercial manager:** Jack Luther. **Chief engineer:** Clarence N. Layne.

Rep: Adams & Adams. **Seating facilities:** None. **Merchandising:** Publicity service rendered at no extra cost. **Foreign language programs:** Not accepted. **Artists bureau:** None. **Base rate:** \$38.50.

Copy restrictions: Recommendations of the NAB Code of Ethics observed. **E. T. library:** Standard. **News:** UP. **Commentators:** Glacus Merrill, Paul Coburn, Ernest

UTAH STATIONS—Continued

Moffett, and George Ellsworth (newscasters); Frantzen Todd (sports); Joan Vanderhoff (fashions; cooking); H. P. Anderson (grain, livestock, wool, and produce market reports).

KLO, OGDEN

Operator: Interstate Broadcasting Corp., Hotel Ben Leonard. **Phone:** 84. **Power:** 5,000 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.

Rep: George P. Hollingbery Co. **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. **Commentators:** Bill Kilmer (newscaster); Hal Parkes (newscaster; sports); Merrill J. Bunnell (sports); Ethel G. Clark (women's clubs and affairs); May Mann (Hollywood news).

KEUB, PRICE

Operator: Eastern Utah Broadcasting Co. (Sam G. Weiss), Price. **Phone:** 200. **Power:** 250 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. **E. T. library:** World. **News:** Transradio.

KOVO, PROVO

Operator: Clifton A. Tolboe, 108 W. Center St. **Phone:** 1680. **Power:** 250 watts on 1210 kc. **Affiliation:** None. **Opened:** Sept. 21, 1939.

Owner: Clifton A. Tolboe. **Station manager:** Arch L. Madsen. **Commercial manager:** Evelyn Hansen. **Chief engineer:** C. R. Miller. **Educational director:** Dr. T. Earl Pardoe. **Publicity director:** Jack Davies.

Rep: None. **Seating facilities:** Can accommodate up to 1,800 persons (week days only). **Merchandising:** Station has tie-up with 12 local weekly newspapers in service area for special publicity; no charges, except an actual-cost billing for any expenses incurred. **Foreign language programs:** Not accepted. **Artists bureau:** None. **Base rate:** \$50.

Copy restrictions: No patent medicine, beer, wine, or alcoholic beverage copy accepted; all copy must comply with N.A.B. code. **E. T. library:** NBC Thesaurus; Standard. **News:** Transradio. **Commentators:** Arthur Gaeth (news analyst); Jack Davies (newscaster); George Killian (sports); Evelyn Hansen (fashions; news); Jack Branagual (entertainment news).

IN THE
INTERMOUNTAIN MARKET

Showmanship
for
Results

KDOYL

The POPULAR Station
Salt Lake City

NBC
RED
NETWORK

National Representative:
JOHN BLAIR & CO.

UTAH STATIONS—Continued

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:** Emerson Smith. **Production manager:** George Provol. **Musical director:** By Woodbury. **Chief engineer:** John M. Baldwin. **Publicity director:** Charles S. Buck.

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 8,000; no admission charged. **Merchandising:** Display in KDYL's Radio Playhouse lobby show cases and windows; four station-owned billboards; 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 ap-

proval of Federal Trade Commission. **E. T. library:** World; NBC Thesaurus. **News:** Transradio. **Commentators:** Douglas Gourlay, Tom Cafferty, Charles S. Buck, and Barry Grey (newscasters); David N. Simmons and Nelson McIninch (sports); Jerry Lane (fashions; women's features); Emerson S. Smith and Tom Cafferty (inquiring reporters).

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. **Auditor:** Dan H. Vincent. **Commercial manager:** Lennox Murdoch. **Sales manager:** Edward J. Broman. **Technical director:** Eugene G. Pack. **Chief engineer:** Willice E. Groves. **Production manager:** Glenn Shaw.

Rep: Edward Petry & Co., Inc. **Seating facilities:** KSL Concert Hall seats 800. **Merchandising:** Circular letters calling at-

Made To Measure

KSL is tailored to fit the Intermountain West. Its 50,000 watts reach *all* the buying area surrounding Salt Lake City. Its programs are built for Western listening habits. Without fanfare, KSL does a day-in, day-out job of serving *more listeners more hours per day!* For KSL knows its market, serves its listeners, gives you *complete* Intermountain coverage.

K S L

SALT LAKE CITY

EDWARD PETRY & CO., NATIONAL REPRESENTATIVE

UTAH STATIONS—Continued

tention to program sent to dealers and distributors; arrange for newspaper space and publicity; issue courtesy spot announcements pre-plugging programs; contact dealers, distributors, etc.; arrange display cards in studios; any other cooperation, deemed reasonable, will be offered. **Foreign language programs:** No call for these in view of the population's high (99%) English-speaking character. **Artists bureau:** Yes. **Stock:** Principal holders are the Latter Day Saints Church, The Salt Lake Tribune, and several Salt Lake City citizens.

Base rate: \$300.

Copy restrictions: Length of commercial copy must comply with N.A.B. code; no alcoholic beverages accepted; patent medicines not accepted unless approved by the American Medical Association. **E. T. library:** Associated; Standard; MacGregor. **News:** INS; UP. **Commentators:** Wally Sandack (news commentator; newscaster; sports); Rod O'Connor (news commentator; newscaster); Roy Drushall and Ted Kimball (newscasters); Doty Smart, Harriet Howe and Mrs. E. H. Chapman (women's features).

KUTA, SALT LAKE CITY

Operator: Utah Broadcasting Co., Belvedere Apartment Hotel. **Phone:** 3-2737. **Power:** 250 watts on 1500 kc. **Affiliation:** NBC Blue Mountain Group. **Opened:** Aug. 1, 1938.

Station manager: Frank C. Carman. **Assistant manager:** William B. Sears. **Special events director:** Bob Hansen. **Chief engineer:** Lyle Walquist. **Musical director:** Paul Alexander. **Artists bureau head, publicity director:** Verne Johnson.

Rep: Joseph Hershey McGillvra. **Seating facilities:** Can accommodate about 50 persons. **Merchandising:** Pre-announcements and extensive direct mail campaign rendered gratis; billboards, car cards, and film trailers also available. **Foreign language programs:** None. **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. **Commentators:** Bill Sears and Bob Hansen (newscasters; sports); Paul Alexander (newscaster); Bunty Fabian (women's features).

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. **Phone:** 4880. **Power:** 250 watts on 1200 kc. **Affiliation:** CBS. **Opened:** November 4, 1931. (Note: This station is newspaper-owned by the Burlington Daily News.)

President and manager: Charles P. Hasbrook. **Production manager:** Herman B. Wight. **Chief engineer:** J. W. Tierney.

Rep: Weed & Co. **Seating facilities:** About 75 persons. **Merchandising:** Supply advance courtesy announcements, dealer and distributor contacts, market analyses, and newspaper promotion. **Foreign language programs:** Will accept; French program current; large French population

claimed in station area. **Artists bureau:** None. **Base rate:** \$100.

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:** Associated; MacGregor. **News:** UP (for general news and sports); AP; also local news from parent paper. **Commentators:** Herman B. Wight and Robert Burger (news commentators; newscasters); Laurence "Whitey" Killick and John Swan (sports); Carol King (cooking; home-making); Mrs. Helen Boyce (fashions; shopping); Reginald Nash (gossip, entertainment news).

VERMONT STATIONS—Continued

WSYB, RUTLAND

Operator: Philip Weiss Music Co., 80 West Street. **Phone:** 1247. **Power:** 250 watts on 1500 kc. **Affiliation:** Mutual; Yankee; Colonial Networks. **Opened:** December 7, 1930.

President, publicity director: P. Weiss. **Station manager:** J. H. Weiss. **Chief engineer:** J. R. Houser.

Rep: None. **Seating facilities:** None. **Merchandising:** Service available within the city of Rutland. **Foreign language programs:** No information given. **Artists bureau:** None. **Base rate:** \$60.

Copy restrictions: Accept beer, but no other alcoholic beverages; some patent medicines accepted after investigation of products. **E. T. library:** Lang-Worth. **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.

General manager: T. F. Allen. **Chief engineer:** E. J. Regan. **Program director:** Alex Coursey. **Farm director:** Jim Platt.

Rep: None. **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:** Lang-Worth. **News:** Transradio. **Commentators:** Ed Anderson (newscaster; sports); Jane Pierce (women's features).

WNBX, SPRINGFIELD

See WKNE, Keene, N. H.

WDEV, WATERBURY

Operators: Lloyd E. Squier and William G. Ricker. **Phones:** Waterbury 13-2; Montpelier 200. **Power:** 1,000 watts on 550 kc (to local sunset). **Affiliation:** None. **Opened:** July, 1931.

General and station manager: Lloyd E. Squier. **Commercial manager, publicity director:** William G. Ricker. **Program director:** Mal Weaver. **Chief engineer:** Paul Turner. **Musical director:** Mal Weaver.

Rep: Howard H. Wilson Co. **Seating facilities:** Blush Hill studio, 30. **Merchandising:** Make recommendations only; details on request. **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:** NBC Thesaurus. **News:** UP. **Commentators:** Lloyd E. Squier and William Ricker (news commentators; newscasters); Harold "Jake" Deal (newscaster; sports); Mal Weaver (newscaster; farm comment); Evelyn Minott, Dorothy Gilbert, Wini Hight, and Dorothy Drohdt (women's features).

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 | Bland | 750 | Chesterfield | 3,860 |
| Albemarle | 7,150 | Botetourt | 2,170 | Clarke | 1,030 |
| Alleghany | 4,640 | Brunswick | 2,440 | Craig | 510 |
| Amelia | 1,110 | Buchanan | 1,730 | Culpeper | 1,900 |
| Amherst | 2,350 | Buckingham | 1,730 | Cumberland | 950 |
| Appomattox | 1,060 | Campbell | 11,660 | Dickenson | 1,870 |
| Arlington | 10,960 | Caroline | 1,880 | Dinwiddie | 8,210 |
| Augusta | 7,870 | Carroll | 2,820 | Elizabeth City | 4,720 |
| Bath | 1,090 | Charles City | 640 | Essex | 930 |
| Bedford | 3,930 | Charlotte | 1,950 | Fairfax | 3,930 |

VIRGINIA STATIONS—Continued

| | | | | | |
|----------------------|--------|----------------------|--------|--------------------|--------|
| Fauquier | 2,940 | Louisa | 1,950 | Pulaski | 3,080 |
| Floyd | 1,450 | Lunenburg | 1,800 | Rappahannock | 970 |
| Fluvanna | 990 | Madison | 1,140 | Richmond | 890 |
| Franklin | 2,910 | Mathews | 1,200 | Roanoke | 22,120 |
| Frederick | 4,550 | Mecklenburg | 4,010 | Rockbridge | 3,900 |
| Giles | 1,660 | Middlesex | 1,100 | Rockingham | 5,800 |
| Gloucester | 1,630 | Montgomery | 4,230 | Russell | 3,290 |
| Goochland | 970 | Nansemond | 5,220 | Scott | 2,940 |
| Grayson | 2,610 | Nelson | 2,080 | Shenandoah | 3,290 |
| Greene | 710 | New Kent | 620 | Smyth | 3,350 |
| Greensville | 1,790 | Norfolk | 47,910 | Southampton | 3,400 |
| Halifax | 5,090 | Northampton | 2,910 | Spotsylvania | 2,810 |
| Hanover | 2,310 | Northumberland | 1,560 | Stafford | 1,120 |
| Henrico | 49,810 | Nottoway | 2,090 | Surry | 1,030 |
| Henry | 3,750 | Orange | 1,800 | Sussex | 1,620 |
| Highland | 580 | Page | 2,190 | Tazewell | 4,540 |
| Isle of Wight | 1,890 | Patrick | 1,840 | Warren | 1,270 |
| James City | 1,120 | Pittsylvania | 12,120 | Warwick | 9,120 |
| King and Queen | 920 | Powhatan | 730 | Washington | 6,440 |
| King George | 750 | Prince Edward | 2,100 | Westmoreland | 1,180 |
| King William | 1,110 | Prince George | 3,680 | Wise | 7,260 |
| Lancaster | 1,330 | Prince William | 1,990 | Wythe | 2,900 |
| Lee | 4,010 | Princess Anne | 2,440 | York | 1,250 |
| Loudoun | 3,060 | | | | |

WCHV, CHARLOTTESVILLE

Operator: Community Broadcasting Corp., 4th & E. Market Sts. **Phone:** 2500. **Power:** 250 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. **Station manager:** Pat La Marr Padgett. **Commercial manager:** Charles Barham, Jr. **Business manager:** Marcia Arrington. **Program director:** Alden Aaroe. **Chief engineer:** Walter W. Gray. **Continuity director:** Charles Peidra.

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. **Commentators:** Pat Padgett (news commentator; newscaster; sports); Charles Peidra (newscaster); Joe Handlin (sports); Pat La Marr (farm news).

WBTM, DANVILLE

Operator: Piedmont Broadcasting Corp., Hotel Danville Bldg. **Phone:** 2350. **Power:** 250 and 100 watts on 1370 kc. **Affiliation:** Bi-City Group (WBTM and WLVA). **Opened:** May 24, 1930.

President: L. N. Dibrell. **Station manager:** James L. Howe. **Sales manager:** John M. Croft. **Program director:** W. P. Heffernan. **Chief engineer:** Phil Briggs.

Rep: None. **Seating facilities:** Radio-itorium can accommodate about 600 persons. **Merchandising:** Complete service available. **Foreign language programs:** Not accepted. **Artists bureau:** None. **Base rate:** \$60.

Copy restrictions: Beer and wine accounts accepted; no hard liquors; patent medicine copy subject to strict censorship; no fixed rules for copy, other than that it conform to good taste. **E. T. library:** MacGregor; Standard; NBC Thesaurus. **News:** Transradio. **Commentators:** Carl Saunders (newscaster); Albert Drew (sports); Mildred Brown (women's news); Lovey Landrum (fashions).

WFVA, FREDERICKSBURG

Operator: Fredericksburg Broadcasting Corp., Farmers Creamery Bldg. **Phone:** Fredericksburg 1260. **Power:** 250 watts on 1260 kc (daytime). **Affiliation:** None. **Opened:** Sept. 1, 1939.

Station manager, chief engineer: Richard Lewis. **Commercial manager:** Lee Smith. **Program director:** Carl Saunders. **Musical director:** Everett Howard. **Promotion and publicity director:** Ronald Dawson.

Rep: Burn-Smith Co., Inc. **Seating facilities:** Can accommodate about 75 persons. **Merchandising:** Show cards, handbills, engraved invitations and similar printed material issued for cost of printing and material. **Foreign language programs:** No policy indicated; none current on station. **Artists bureau:** No formal setup; station

VIRGINIA STATIONS—Continued

can, however, supply talent. **Base rate:** \$35.

Copy restrictions: Alcoholic beverage advertising not accepted. **E. T. library:** Not listed. **News:** Transradio. **Commentators:** Carl Saunders, Everett Howard, and Fred Boyle (newscasters); Nan Winkler and Norma Edwards (fashions); Ronald Dawson (film comment).

WSVA, HARRISONBURG

Operator: Shenandoah Valley Broadcasting Corp., Main & Market Sts. (Staunton, Va.: studios and office, Hotel Beverley). **Phones:** 875; in Staunton, 647. **Power:** 1,000 watts on 550 kc (daytime). **Affiliation:** None. **Opened:** June 9, 1935.

General and commercial manager: Charles P. Blackley. **Program director:** Wendell Siler. **Chief engineer:** U. L. Lynch.

Rep: Joseph Hershey McGillyvra. **Seating facilities:** Auditorium, County Court House, 275 with 10c. and 20c. admission. **Merchandising:** Full service and merchandising cooperation throughout territory. **Foreign language programs:** Not accepted; foreign population very small. **Artists bureau:** None. **Base rate:** \$50.

Copy restrictions: Beer and wine advertising accepted; no hard liquors; patent medicine copy subject to station approval. **E. T. library:** World. **News:** Transradio. **Commentators:** Wendell Siler (newscaster); Fulton King (newscaster; sports); Helen K. Berry (fashions); Charles Ballou (radio gossip); Phillips Carper (agricultural information).

WLVA, LYNCHBURG

Operator: Lynchburg Broadcasting Corp., Allied Arts Bldg. **Phone:** 3030. **Power:** 250 watts on 1200 kc. **Affiliation:** Bi-City Stations. **Opened:** April 21, 1930.

President: Edward A. Allen. **Station manager:** Philip P. Allen. **Commercial manager:** Glenn E. Jackson. **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:** As-

WRNL

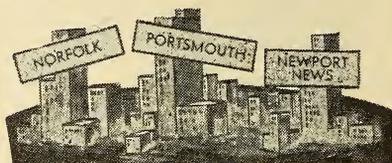
RICHMOND, VA.

"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.

FIRST—



IN VIRGINIA*

HUNDREDS of millions of dollars appropriated for ship-building and naval activity make this rich Tidewater Virginia market the permanent white spot on Nation's Business map. Payrolls and other indices are zooming. Retail sales are skyrocketing. Cash in on this boom—put WTAR on your schedules.

* The Norfolk metropolitan market (Newport News, Portsmouth, Norfolk and Hampton) ranks first in population, retail sales and home owners.

WTAR

National Representatives:
EDWARD PETRY & CO.

VIRGINIA STATIONS—Continued

sociated; Lang-Worth; Davis & Schwegler; MacGregor; NAB. **News:** Transradio. **Commentators:** Eric Lund and Bill Kyle (newscasters); Glenn Jackson (sports); Harriette Holmes (fashions; local news; cooking; women's features).

WMVA, MARTINSVILLE

Operator: William C. Barnes and Jonas Weiland doing business as Martinsville Broadcasting Co. **Power:** 250 and 100 watts on 1420 kc.

At press time this station had a construction permit 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 27031; Portsmouth 991. **Power:** 250 watts on 1310 kc. **Affiliation:** None. **Opened:** December, 1928. (Note: This station is newspaper-affiliated with the Newport News papers, Daily Press and Times-Herald.)

President: Major Raymond D. Bottom. **Vice-president, station manager:** Edward E. Bishop. **Commercial manager:** Edward E. Edgar. **Program and publicity director:** Gene D. Stratton. **Chief engineer:** Raymond P. Aylor, Jr. **Artists bureau head:** Joel Wahlberg. **Musical director:** Wilby Goff.

Rep: Sawyer-Ferguson-Walker Co. **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:** \$75.

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:** Standard; NAB; Lang-Worth. **News:** AP. **Commentators:** G. Edward Travis (news commentator); Hoge Wilkinson (newscaster); Stan Kennon (sports); Audrey Clegg (fashions; home economics); Arthur Barrett (films and stage).

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 Southeastern Group 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:** Joseph J. Friedman. **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; Lang-Worth; Standard. **News:** UP. **Commentators:** Winder R. Harris and W. E. Debnam (news commentators); John Carl Morgan (newscaster); Jeff Baker, Bill Searle, and Blair Eubanks (newscasters; sports); Tom Haines (sports); Mrs. Delavan Cowles (fashions; thrift; home economics); Shirley Enright (cooking); Lucy Witt (fashions); F. R. Barrett (market reports).

WPID, PETERSBURG

Operator: Petersburg Newspaper Corp. **Power:** 250 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:** R. E. Mitchell. **Program director:** Garnet Tate. **Chief engineer:** Wilfred Wood. **Artists bureau head:** Jack Hooper. **Publicity director:** Katherine Hawks.

VIRGINIA STATIONS—Continued

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. **Commentators:** William T. Amis (news commentator); Paul Vincent (newscaster); Jack Hooper (sports).

WRNL, RICHMOND

Operator: Richmond Radio Corp., 323 E. Grace St. **Phone:** 3-4242. **Power:** 1,000 watts on 880 kc. **Affiliation:** None. **Opened:** 1927.

Manager: E. S. Whitlock. **Program director:** G. Mallory. **Chief engineer:** Wal-

ter R. Selden. **Artists bureau head:** Graham Brown.

Rep: Sawyer-Ferguson-Walker Co. **Seating facilities:** Studio seats 200. **Merchandising:** Service available; rates on application. **Foreign language programs:** Not accepted. **Artists bureau:** Yes. **Stock:** 500 shares held by John Stewart Bryan, president of the Richmond News Leader, and president of William & Mary College; Tenant 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; Lang-Worth. **News:** UP. **Commentators:** Dr. Douglas S. Freeman, Merritt Ruddock and Chester Brown (news commentators); Ted Booth and Earnest Bowman (newscasters; sports); Meb Davis and Billings Ruddock (sports);

WRVA LEADS THE PARADE

IN VIRGINIA!

You're 'way out in front when you cover the rich Virginia markets served by this ONE station at ONE cost! Dozens and dozens of wise advertisers are doing it now on

VIRGINIA'S ONLY 50,000 WATT RADIO STATION

PAUL H. RAYMER CO., *Nat. Representative*
NEW YORK CHICAGO DETROIT SAN FRANCISCO



VIRGINIA STATIONS—Continued

Hendre Osborne (Hollywood news; fashions; food; women's features); G. Malary Freeman (general comment).

WRTD, RICHMOND

Operator: The Times Dispatch Radio Corp., State Planters Bank Bldg. **Phone:** 3-7471. **Power:** 100 watts on 1500 kc. **Affiliation:** NBC Blue Supplementary Basic Service. **Opened:** June 27, 1937. (Note: This station is licensed to the firm publishing the Richmond Times Dispatch.)

Manager: Ovelton Maxey. **Assistant to the manager:** Grace E. Gatling. **Program director:** Robert W. Ehrman. **Chief engineer:** David Bain. **Sales promotion director:** Bernard M. Dabney, Jr. **Musical director:** G. C. Rianhard, Jr.

Rep: Edward Petry & Co., Inc. **Merchandising:** Supply advance courtesy announcements, sales and market analyses; contact dealers and distributors. etc. **Foreign language programs:** Not accepted. **Artists bureau:** Yes. **Base rate:** \$105.

Copy restrictions: Accept beer and wine, but no hard liquor; proprietary medicines must be approved by station. **E. T. library:** Davis & Schwegler; Standard. **News:** Transradio; Christian Science Monitor; local. **Commentators:** Robert W. Ehrman (news commentator); Hugh Carlyle (sports); Grace Gatling (cooking); Edith Lindeman (stage-screen comment).

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. **Program service 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:** \$350.

Copy restrictions: No beer, wines or hard liquors at any time; no laxatives after 6 P.M.; in all other copy, rules of good taste are to be observed. **E. T. library:** World; Lang-Worth; Davis & Schwegler.

News: UP. **Commentators:** Warde Adams and James Clark (newscasters); Spritter Adkins (sports); E. V. Covell (farm news and comment).

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:** Ray P. Jordan. **Commercial manager:** Frank D. Kesler. **Chief engineer:** James W. Robertson. **Artists bureau head, musical director:** Mary A. Henson. **Program and publicity director:** Jack Weldon. **Studio director:** Paul Reynolds.

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:** UP. **Commentators:** Irving Waugh, and Eber Lineberger (newscasters); Bob Youse (newscaster; sports).

WLPM, SUFFOLK

Operator: Suffolk Broadcasting Corp., 105 Bank St. **Phone:** 1420. **Power:** 250 and 100 watts on 1420 kc. **Affiliation:** None. **Opened:** March 17, 1940.

President, station manager: Fred L. Hart. **Commercial manager:** Robert Wasdon. **Program director:** Ken Given. **Chief engineer:** Jack Siegal. **Musical director:** Bill Brown. **Publicity director:** Robert Wasdon.

Rep: None. **Seating facilities:** None. **Merchandising:** Service, including placing of store displays and window cards, available. **Foreign language programs:** No rules listed. **Artists bureau:** None. **Base rate:** Card not sent.

Copy restrictions: Light wine and beer copy accepted; no hard liquors; patent

VIRGINIA STATIONS—Continued

medicines must comply with local regulations and the standards of the American Medical Assn. **E. T. library:** NBC The-saurus. **News:** UP. **Commentators:** Ken

Given (newscaster; sports); Don Smith and Bill Brown (newscasters); Sandra Griggs (fashions).

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 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. **Production manager:** Arthur Lindsay. **Traffic manager:** Edith Garrett. **Publicity director:** Stan Spiegle.

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. **E. T. library:** World. **News:** UP. **Commentators:** Burdette Miller and Art Lindsay (news commentators); Ben K. Weatherwax and Kenneth Grinde (newscasters); Robert Hoonan and John Forbes (sports); Jane Towne and Glad Bailey (fashions).

KVOS, BELLINGHAM

Operator: KVOS, Inc., 1321 Commercial St. **Phone:** 4200. **Power:** 250 watts on 1200

kc. **Affiliation:** Mutual; Don Lee Broadcasting System. **Opened:** 1927.

Station director: Rogan Jones.* **Commercial manager:** Arthur Q. Moore.

Rep: None. **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. **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.

* Also president of KPQ, Wenatchee, Wash.

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:**

WASHINGTON STATIONS—Continued

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:** Finnish program current. **Artists bureau:** None. **Base rate** \$35.

Copy restrictions: Beer and light wine accounts accepted; all copy subject to approval by station. **E. T. library:** Lang-Worth; Davis & Schwegler. **News:** Transradio. **Commentators:** Paul Corbin (newscaster; sports); Gene Holce, Bud Morris, Sam Norin, and Vincent Voegelé (newscasters); Red Hartwell (sports); Kay Baker (women's features); Arnold Weiner (general comment).

KRKO, EVERETT

Operator: Lee E. Mudgett, 300 Clarke Bldg. **Phone:** Main 526. **Power:** 50 watts on 1370 kc (divides time with KEVR). **Affiliation:** Mutual; Don Lee Broadcasting System. **Opened:** January, 1922.

Manager: Lee E. Mudgett. **Commercial manager:** W. F. Knehr. **Production and music:** P. A. Mudgett.

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:** Yes; name not listed. **News:** Transradio; Christian Science Monitor.

KWLK, LONGVIEW

Operator: Twin City Broadcasting Corp., 1262 Fourteenth Ave. **Phone:** Lv. 1-500. **Power:** 250 watts on 1370 kc. **Affiliation:** Mutual; Don Lee Broadcasting System. **Opened:** May 10, 1938. (Note: This station is affiliated with, but not owned by, the Longview Daily News.)

General and station manager: A. H. Green. **Commercial manager:** Bill Gillin. **Program director:** Rod Whalen. **Chief engineer:** Ben Swisher. **Publicity director:** Dorothy Hamilton.

Rep: John Blair & Co. **Seating facilities:** Auditorium seats 50. **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. Mc-

Clelland (25%), Ray McClung (34%), Hugh McClung (22%). **Base rate:** \$25.

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:** MacGregor. **News:** AP. **Commentators:** Rod Whalen (newscaster); Lyle D. Stillwell (sports); Dorothy Hamilton (women's features).

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 10 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: Tom Olsen. **Commercial manager:** J. Harris Don. **Traffic manager:** Jean Walters. **Program director:** Don White. **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. **Commentators:** Sam Crawford (news commentator; newscaster); Brockett Hiley (newscaster); Don White (newscaster; sports; local gossip).

KWSC, PULLMAN

Operator: State College of Washington. **Phone:** 376M. **Power:** 5,000 watts on 1220 kc (divides time with KTW). **Opened:** Dec. 11, 1922.

This station is non-commercial; college-owned.

KEVR, SEATTLE

Operator: Evergreen Broadcasting Corp., Smith Tower. **Power:** 100 watts on 1370 kc (shares time with KRKO). **Affiliation:** None.

Base rate: \$25.

No further information available.

WASHINGTON STATIONS—Continued

KIRO, SEATTLE

Operator: Queen City Broadcasting Co., 66 Cobb Bldg. **Phone:** Seneca 1500. **Power:** 10,000 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: Free & Peters, Inc. **Seating facilities:** Yes; capacity not listed. **Merchandising:** Direct mail; window displays and posters. **Foreign language programs:** Not accepted. **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. **Commentators:** Peter Mertens, Carroll Foster, and Alan Botzer (newscasters); Maury Rider (sports); Lois Delano (women's features); Tommy Thomas (theatre and radio); Bill Moshier (farm news).

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. **Commentators:** Dick Keplinger, and Jerry Morris (newscasters); Robert Ferris (newscaster; sports); Leo Lassen (sports); Ann Sterling (women's features); Bob Nichols (radio gossip); Oscar Jorgenson (Scandinavian reporter).

KOL, SEATTLE

Operator: Seattle Broadcasting Co., Inc., Northern Life Tower. **Phone:** Main 2312.

for SEATTLE and western WASHINGTON

- * the FIRST 10,000 watt station
- * the FIRST CLASS 1 assignment
- * INCREASED LOCAL SALES LEADERSHIP

CBS
Affiliate

KIRO

710
Kilocycles

"THE FRIENDLY STATION"

National Representatives: FREE & PETERS, INC.

WASHINGTON STATIONS—Continued

Power: 5,000 and 1,000 watts on 1270 kc. **Affiliation:** Mutual; Don Lee Broadcasting System. **Opened:** 1922.

Vice-president, station manager: Archie Taft. **Commercial manager:** Oliver A. Runchey. **Production manager:** Wheeler Smith. **Chief engineer:** Perry Lind. **Musical director:** Don Isham. **Publicity director:** Fair Taylor.

Rep: Reynolds-Fitzgerald, Inc. **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. **E. T. library:** NAB; MacGregor; Standard. **News:** UP. **Commentators:** Baxter Schwellenbach, Johnny Forrest, and Howard Edelson (newscasters).

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. **Commentators:** Ruth Glascott (women's features); Helen Malloy (cooking); Patty Jean (health); Bob Nichols (radio gossip).

KRSC, SEATTLE

Operator: Radio Sales Corp., 2939 Fourth Ave., South. **Phone:** Main 0110. **Power:** 1,000 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 Meves. **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:** \$150.

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; Associated; Davis & Schwegler. **News:** Transradio; also gather own. **Commentators:** Ted Bell (newscaster; sports); N. J. Rifkin (newscaster); Leo Lassen (sports).

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:** 1,000 watts on 760 kc. **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. **Continuity director:** Dorothy Ryder.

Rep: None listed. **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. **Commentators:** Jackson Latham (newscaster); Gordon Hopkins (sports); Lucille Le Clercq (fashions); Georgia Eaton (gardening); Clarence Bailey (stock and grain markets); Tom Herbert (entertainment news and comment).

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: Arthur L. Smith. **Program and musical director:** G. Longmeier.

Rep: None. **Seating facilities:** Studio seats 50 persons; two theatres, seating 350 each. **Merchandising:** None. **Foreign lan-**

WASHINGTON STATIONS—Continued

guage programs: Swedish and Italian programs current. **Artists bureau:** None. **Stock:** Owned by Arthur L. Smith. **Base rate:** \$48.

Copy restrictions: No alcoholic beverages of any kind; no medicinal accounts. **E. T. library:** MacGregor; Lang-Worth. **News:** UP; local. **Commentators:** Richard Clark Ross (newscaster); Ruby Rand (household facts; cooking).

KFPY, SPOKANE

Operator: Symons Broadcasting Co., Symons Bldg., **Phone:** Main 1218. **Power:** 5,000 watts on 890 kc. **Affiliation:** CBS. **Opened:** Oct. 22, 1922.

President: T. W. Symons, Jr.* **Vice-president:** Arthur L. Bright. **Program director:** R. Wallace Brazeal. **Continuity director:** Lowell S. Hawley. **Chief engineer:** George Langford. **Musical director:** James B. Clark.

Rep: The Katz Agency. **Seating facilities:** "Golden Concert Studio" seats 400. **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:** Standard; NAB; Davis & Schwegler. **News:** UP; local. **Commentators:** John Mallow and Ed Butherus (newscasters); Edna Storms (women's features); George McGowan (farm flashes).

* 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:** Lang-Worth. **News:** Transradio. **Commentators:** Capt. Robin Flynn (news commentator); Ken Hutcheson and Lou Gillette (newscasters); Del Cody (sports); Barbara Dale (diets; beauty); Susan Allen (recipes; club announcements); Harry Lantry (farm and stock reports; special events).

KHQ, SPOKANE

Operator: Louis Wasmer, Inc., Radio Central Bldg. **Phone:** M-5383. **Power:** 5,000 watts on 590 kc. **Affiliation:** NBC Pacific Coast Red; Northwest Triangle Network. **Opened:** 1920. (Note: Same owner controls KGA, Spokane.)

President: Louis Wasmer. **Station and commercial manager:** Harvey Wixson. **Chief engineer:** A. G. Sparling. **Program director:** Roy Grandey. **Musical director:** Earl Shinkoskey. **Publicity director, traffic manager:** Jessie McGrew.

Rep: Edward Petry & Co., Inc. **Seating facilities:** 100 persons. **Merchandising:** Give pre-program announcements, or announce special features to be incorporated into programs; all other services billed at actual cost. **Foreign language programs:** Accepted, but foreign population is small. **Artists bureau:** Yes; lists several dozen artists, musicians and writers. **Base rate:** \$115 (½ hr.).

Copy restrictions: No beer, wine or liquor advertising accepted. **E. T. library:** Lang-Worth. **News:** UP. **Commentators:** Capt. Robin Flynn (news commentator); Ken Hutcheson (newscaster); Del Cody (sports); Barbara Dale (diets; beauty); Susan Allen (recipes; club announcements); Harry Lantry (farm and stock reports; special events).

KMO, TACOMA

Operator: Carl E. Haymond, 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. **Program director:** Dick Ross. **Chief engineer:** Joe Kolesar. **Publicity director:** Larry Huseby.

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;

WASHINGTON STATIONS—Continued

all copy strictly censored. **E. T. library:** Lang-Worth; Davis & Schwegler; MacGregor. **News:** UP. **Commentators:** Max Bice (newscaster); Larry Huseby (newscaster; sports); Jerry Geehan (sports); Mary Terry (women's features); Hal Nelson (films).

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 watts on 570 kc. **Affiliation:** CBS. **Opened:** February, 1929.

President, general manager: Mrs. Vernice Irwin. **Assistant manager, program and publicity director:** Dorothy Doernbecher. **Commercial manager:** E. T. Irwin. **Promotion director:** Elvin E. Evans. **Chief engineer:** James W. Wallace. **Musical director:** Jane Powers.

Rep: None. **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:** \$100.

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:** MacGregor. **News:** AP (not for sponsorship); local. **Commentators:** Lennard Higgins (newscaster); Norm Runions (newscaster; sports); Dorothy Ann Simpson (women's features; fashions); Dr. J. W. Kalkus (farm talks; produce reports).

KVAN, VANCOUVER

Operator: Vancouver Radio Corp. **Power:** 250 watts on 880 kc (daytime). **Affiliation:** None. **Opened:** September, 1939.

General manager: Walter L. Read. **Commercial manager:** S. W. McCready. **Technical supervisor:** Paul W. Spargo.

Rep: None. **Seating facilities:** None. **Merchandising:** Service available through regular sales department. **Foreign language programs:** No rules listed. **Artists bureau:** None. **Base rate:** \$37.50.

Copy restrictions: All copy must meet approval of the station, as well as comply with all state and federal regulations. **E. T. library:** Standard. **News:** UP. **Commentators:** Marion Sexton, Walter L. Read, and S. W. McCready (newscasters).

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:** Richard Clodius. **Musical director:** Roy Dorr. **Chief engineer:** Milton McLafferty. **Publicity director:** Al Amundsen.

Rep: John Blair & Co. **Seating facilities:** Studio, small number. **Merchandising:** Surveys; contacts; letters to trade; other services at cost. **Foreign language programs:** Not accepted. **Artists bureau:** None. **Base rate:** \$25 (½ hr.).

Copy restrictions: Beer accounts accepted; no other alcoholic beverages; 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; MacGregor. **News:** UP. **Commentators:** Richard Clodius (newscaster; general comment); Robert Lewis and Birney Blair (newscasters); "Jerry" Jensen (sports); Esther Carter (women's features).

* Also owner of KRLC, Lewiston, Idaho.

KPQ, WENATCHEE

Operator: Wescoast Broadcasting Co., KPQ Bldg. **Phone:** 45. **Power:** 250 watts on 1500 kc. **Affiliation:** Mutual; Don Lee Broadcasting System. **Opened:** 1929.

President: Rogan Jones.* **Station manager:** Cole E. Wylie. **Program director:** Dorothy Lee.

Rep: John Blair & Co. **Seating facilities:** None. **Merchandising:** Assist advertisers in distributing promotional matter of all kinds. **Foreign language programs:** Not accepted. **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:** World. **News:** INS.

* Also president of KVOS, Inc., Bellingham, Wash.

KIT, YAKIMA

Operator: Carl E. Haymond, 414 E. Yakima Ave. **Phone:** 8115. **Power:** 1,000 watts

WASHINGTON STATIONS—Continued

on 1250 kc. **Affiliation:** Mutual; Don Lee Broadcasting System. **Opened:** April 9, 1929. (Note: Carl E. Haymond also operates KMO, Tacoma).

General manager: Carl E. Haymond. **Station manager:** J. A. Murphy. **Commercial manager:** A. A. Miller. **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:** No information given. **Artists bureau:** None. **Base rate:** \$50.

Copy restrictions: Beer and wine copy accepted; no hard liquor. **E. T. library:** Davis & Schwegler; Lang-Worth. **Commentators:** Wallace Beebe and Robert Vaughn (newscasters); Art Cheyne (sports); Mrs. J. B. Graham (women's features).

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 watts on 1210 kc. **Affiliation:** None. **Opened:** March 5, 1939.

Manager: Joe L. Smith, Jr. **Commercial manager:** C. H. Murphey, Jr. **Program director:** Kathryn Riddick. **Chief engineer:** Marion McDowell. **Publicity director:** V. Z. Neal.

Rep: None. **Seating facilities:** Can accommodate 100 persons. **Merchandising:** All services rendered at actual cost. **Foreign language programs:** Hungarian, Polish and Italian programs accepted. **Artists bureau:** None. **Base rate:** \$50.

Copy restrictions: Beer and light wine advertising accepted; no hard liquor; all copy must conform to station standards.

E. T. library: NBC Thesaurus; Davis & Schwegler. **News:** UP. **Commentators:** Charles R. Armentrout (news commentator); Jack Gelder (newscaster; stock markets; entertainment news; gossip); Duane Nelson (newscaster); Barnes H. Nash (sports); Helen Armentrout (child care; fashions); Betty Dale (fashions); Kathryn Riddick, and Gertrude Stinnette (cooking; fashions); William Barrett (farm news).

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

WEST VIRGINIA STATIONS—Continued

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:** Can accommodate about 200 persons. **Merchandising:** Plug programs in columns of the Telegraph and Sunset News. **Foreign language programs:** Have a 30 minute Hungarian program. **Artists bureau:** Complete setup. **Base rate:** \$70.

Copy restrictions: Beer accepted; no wines or whiskeys. **E. T. library:** World; Lang-Worth. **News:** AP; Christian Science Monitor. **Commentators:** Louis Douthat (news commentator; newscaster); Melvin Barnett, and Jim Pryor (sports); Vivian Bolten (women's features); Tom Stewart (entertainment news).

WCHS, CHARLESTON

Operator: Charleston Broadcasting Co., West Virginia Network Bldg. **Phones:** 28-131. **Power:** 5,000 and 500 watts on 580 kc. **Affiliation:** CBS; West Virginia Network. **Opened:** February, 1935.

President, general manager: John A. Kennedy.* **Station director:** Howard Chernoff. **Program director:** Don McWhorter. **Chief engineer:** Odes Robinson. **Publicity director:** Leo Peters.

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. **E. T. library:** World. **News:** UP. **Commentators:** George Gow (newscaster; sports); Marvin Cade (newscaster; farm reports; stock market; entertainment news); Ted Eiland and Jack Sheldon (newscasters; stock market; entertainment news); Melva Graham (fashions; cooking; sports; Hollywood news); W. C. Handlan (grain and livestock reports).

*Also president and general manager of WBLK, Clarksburg, W. Va.; WSAZ, Huntington, W. Va.; and WPAR, Parkersburg, W. Va.

WGKV, CHARLESTON

Operator: Kanawha Valley Broadcasting Co., 1016 Lee St. **Phone:** 37-541. **Power:**

100 watts on 1500 kc. **Affiliation:** NBC Basic Supplementary Group. **Opened:** Sept. 24, 1939.

President: W. A. Carroll. **Station and commercial manager:** R. F. Sowers. **Program director:** Joe B. Matthews. **Chief engineer:** Sherwood Glotfelty. **Musical director:** John Batley. **Publicity director:** Frederick Richards.

Rep: None. **Seating facilities:** None. **Merchandising:** All types of service available at cost. **Foreign language programs:** No policy has been formulated; station claims no market for such programs here. **Artists bureau:** None. **Base rate:** \$117.

Copy restrictions: Beer copy accepted; no hard liquors; all copy must be in good taste, and subject to approval of the management; solicitation of funds not allowed. **E. T. library:** Associated. **News:** UP. **Commentators:** Joe B. Matthews and Ray Hill (newscasters); Carl Kent (sports); Jared Masters (entertainment news).

WBLK, CLARKSBURG

Operator: The Exponent Co., Robinson Grand Theatre Bldg. **Phone:** 3040. **Power:** 250 watts on 1370 kc. **Affiliation:** NBC Basic Supplementary Group; 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:** George C. Blackwell. **Chief engineer:** Russell W. Banks. **Program and 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:** \$90.

Copy restrictions: Beer, wines and patent medicines accepted pending approval and restrictions of the station. **E. T. library:** World. **News:** UP. **Commentators:** Bob Short and Arnold Silvert (newscasters); Charles Snowdon (sports); Charlotte Umberger (women's features).

*Also president and general manager of WCHS, Charleston, W. Va.; WSAZ, Huntington, W. Va.; and WPAR, Parkersburg, W. Va.

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 engi-**

WEST VIRGINIA STATIONS—Continued

neer: James R. Heck. **Musical director:** Wallace MacManus. **Continuity director:** Wade Swiger. **Publicity director:** William Ferguson.

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 the program director. **Artists bureau:** Yes; complete roster of talent available. **Base rate:** \$110.

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; Davis & Schwegler. **News:** INS. **Commentators:** Pat Moran (newscaster; farm commentator); Howard Wolfe (newscaster; sports); Bill Edwards (sports); Mrs. Murrell Poor (home economics); Austine Slater (home lighting and cooking).

WSAZ, HUNTINGTON

Operator: WSAZ, Inc., Keith-Albee Theatre Bldg. **Phone:** 4106. **Power:** 1,000 watts on 1190 kc (operates to 8 P.M.) **Affiliation:** West Virginia Network. **Opened:** April 5, 1927. (Note: This station is newspaper-affiliated with the Huntington Advertiser and Herald-Dispatch.)

President and general manager: John A. Kennedy.* **Commercial manager:** Mike Layman. **Program director:** William J. Adams. **Chief engineer:** Boris Momiroff. **Artists bureau head:** Lillian Swann. **Musical director:** Frank Knutti. **Publicity director:** Bill Birke.

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:** \$75.

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:** NBC Thesaurus; Standard; Lang-Worth. **News:** AP and

*Also president and general manager of WCHS, Charleston, W. Va.; WBLK, Clarksburg, W. Va.; and WPAR, Parkersburg, W. Va.

local. Commentators: Joe Herget, Bill Adams, and Bob Drexler (newscasters); Gene Kelly (sports); Polly Buffington (fashions; foods; personalities); Catherine Enslow (theatre commentator and critic); Marion Houck (food research; dietetics).

WLOG, LOGAN

Operator: Clarence H. Frey and Robert O. Greever. **Power:** 100 watts on 1200 kc (daytime).

At press time this station had a construction permit only.

WAJR, MORGANTOWN

Operator: West Virginia Radio Corp. **Power:** 250 watts on 1200 kc.

At press time this station had a construction permit only.

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; WCHS, Charleston, and WSAZ, Huntington, W. Va.)

President, general manager: John A. Kennedy. **Station and commercial manager:** A. Rauch. **Program director:** Len Carl. **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.

WBRW, WELCH

Operator: McDowell Service Co. **Power:** 250 watts on 1310 kc.

At press time this station had a construction permit only.

WWVA, WHEELING

Operator: West Virginia Broadcasting Corp., Hawley Bldg. **Phone:** Wheeling 5383. **Power:** 5,000 watts on 1160 kc (divides time with WOWO). **Affiliation:** CBS. **Opened:** Dec. 16, 1926. (Note: West Virginia Broadcasting Corp. is also a stockholder in WHIZ, Zanesville, O.)

WEST VIRGINIA STATIONS—Continued

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. **Chief engineer:** Glenn Boundy. **Musical director:** Earl Summers.

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:** \$165.

* Also president of WSPD, Toledo.

Copy restrictions: Accept beer not over 6% in alcoholic content; no hard liquor; FCC rules strictly observed. **E. T. library:** NBC Tresaurus; Davis & Schwegler. **News:** INS. **Commentators:** Cliff Allen (news commentator; newscaster); Lester Smith, Bill Thomas, and Willard H. Scott (news-casters); Ed Sprague and Paul J. Miller (sports); Hazel Hanley (home economics); Jane Morrison (radio gossip); Bob Reno (farm reports).

WBTH, WILLIAMSON

Operator: Williamson Broadcasting Corp. **Power:** 250 watts on 1370 kc. **Affiliation:** None. **Opened:** 1939.

Base rate: \$25.

No other information available.

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 | Iowa | 3,860 | Portage | 5,950 |
| Ashland | 4,010 | Iron | 1,750 | Price | 2,990 |
| Barron | 6,100 | Jackson | 2,830 | Racine | 20,470 |
| Bayfield | 2,660 | Jefferson | 8,270 | Richland | 3,610 |
| Brown | 14,030 | Juneau | 3,320 | Rock | 17,340 |
| Buffalo | 2,730 | Kenosha | 14,040 | Rush | 2,760 |
| Burnett | 1,820 | Kewaunee | 2,880 | St. Croix | 4,660 |
| Calumet | 2,940 | La Crosse | 11,970 | Sauk | 6,610 |
| Chippewa | 6,460 | Lafayette | 3,500 | Sawyer | 1,570 |
| Clark | 5,700 | Langlade | 3,940 | Shawano | 5,580 |
| Columbia | 6,540 | Lincoln | 4,140 | Sheboygan | 15,920 |
| Crawford | 3,080 | Manitowoc | 12,000 | Taylor | 2,800 |
| Dane | 24,700 | Marathon | 12,580 | Trempealeau | 4,140 |
| Dodge | 10,490 | Marinette | 6,260 | Vernon | 5,050 |
| Door | 3,360 | Marquette | 1,820 | Vilas | 1,360 |
| Douglas | 10,120 | Milwaukee | 170,490 | Walworth | 6,980 |
| Dunn | 5,000 | Monroe | 5,370 | Washburn | 1,980 |
| Eau Claire | 8,950 | Oconto | 4,460 | Washington | 5,140 |
| Florence | 670 | Oneida | 3,200 | Waukesha | 10,630 |
| Fond du Lac | 12,690 | Outagamie | 12,630 | Waupaca | 6,600 |
| Forest | 1,790 | Ozaukee | 3,440 | Waushara | 2,690 |
| Grant | 7,720 | Pepin | 1,390 | Winnebago | 17,220 |
| Green | 4,680 | Pierce | 3,940 | Wood | 7,290 |
| Green Lake | 3,010 | Polk | 4,560 | | |

WHBY, APPLETON

Operator: WHBY, Inc., 600 S. Law St. **Phone:** 1162. **Power:** 250 watts on 1200 kc. **Affiliation:** Wisconsin Broadcasting Co. **Opened:** March 25, 1925. (Note: this station is owned by St. Norbert College, as is WTAQ, Green Bay, Wis.).

Managing director: Rev. James A. Wagner, O. Praem. **Station Manager:** Bill MacDonald. **Commercial manager:** William Chapin. **Program director:** Harold Thurber. **Chief engineer:** George Merkl. **Musical director:** Noel (Red) Frazen. **Publicity director:** William Lozier.

WISCONSIN STATIONS—Continued

Rep: Reynolds-Fitzgerald, Inc. **Seating facilities:** Studio A seats 40 persons. **Merchandising:** Distribute window cards, posters, handbills, etc., and place publicity in 15 Wisconsin newspapers without charge to advertiser. **Foreign language programs:** Accepted. **Artists bureau:** None. **Base rate:** \$70.

Copy restrictions: Beer advertising accepted at any time; liquors and wines only after 10 P. M. with commercials limited to brand name and manufacturer; patent medicines must comply with all federal and state regulations; all copy subject to station approval. **E. T. library:** Standard. **News:** UP. **Commentators:** William MacDonald (news commentator); Noel Franzen (newscaster); Virginia Graham (women's activities; cooking; shopping news).

WATW, ASHLAND

Operator: Upper Michigan-Wisconsin Broadcasting Co., Inc., Northern State Bank Building. **Phone:** 1420. **Power:** 100 watts on 1370 kc. **Opened:** May 1, 1940. (Note: Same operator also owns WJMS, Ironwood, Mich.)

General Manager: N. C. Ruddell. **Commercial manager:** John K. Hubbard, Jr. **Program director:** Mrs. Ruth Wright. **Chief engineer:** R. L. Johnson.

Rep: None. **Seating facilities:** None. **Merchandising:** Send letters to the retail trade advising them of forthcoming sponsored schedule; will co-operate to "any reasonable" extent in promoting program and announcement schedules. **Foreign language programs:** Accepted, providing that the material and announcer meet station approval. **Artists bureau:** None. **Base rate:** \$60.

Copy restrictions: Beer and wine advertising accepted, but not on Sunday; patent medicines subject to approval of Federal Trade Commission; all copy must conform to regulations of Government agencies and approval of station. **E. T. library:** Standard. **News:** UP; Transradio. **Commentators:** Jack Hubbard (newscaster; sports); Claude Pray (newscaster); Ruth Wright (women's features).

WEAU, EAU CLAIRE

Operator: Central Broadcasting Company, 203 S. Barstow St. **Phone:** 6149. **Power:** 5,000 and 1,000 watts on 1050 kc (daytime). **Affiliation:** None. **Opened:** April 19, 1937. (Note: This station is newspaper-affiliated with the Eau Claire Telegram and Leader, and the Superior Telegram.)

General, station and commercial man-

ager: 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:** \$60.

Copy restrictions: Accept beer, wine, liquor and patent medicines; all copy subject to station approval and government regulations. **E. T. library:** World. **News:** UP. **Commentators:** Robert Allen, Kenneth Zank, and James Hulvi (newscasters); Arthur Hanstrom (sports); Helen Turner (fashions; recipes; women in the news).

KFIZ, FOND DU LAC

Operator: Reporter Printing Co., 18 W. First St. **Phone:** 356. **Power:** 100 watts on 1420 kc. **Affiliation:** Wisconsin Broadcasting System. **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. **Continuity director:** Bernice Hobbs.

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:** Standard. **News:** UP. **Commentators:** Claude S. Pray (news commentator); Wen Meyers, Lynn Fairbanks, and Don Marshall (newscasters); Louise Lange and Wally Konz (sports).

WTAQ, GREEN BAY

Operator: WTAQ Broadcasting Co., Bellin Bldg. **Phone:** Adams 1. **Power:** 5,000 watts on 1330 kc. **Affiliation:** CBS. **Opened:** Feb. 9, 1936. (Note: WTAQ is owned by St. Norbert College, as is WHBY, Appleton, Wis.)

Managing director: Rev. James A. Wagner, O. Praem. **Station manager:** Haydn R. Evans. **Commercial manager:** Val Schneider. **Production head:** Johnnie Olson. **Chief engineer:** Wally Stangel. **Artists bureau head:** Irvin Lent. **Musical director:** Herman Daumler. **Educational director:** Frank Conwell. **Program and publicity director:** Al Michel.

Rep: Reynolds-Fitzgerald, Inc. **Seating**

WISCONSIN STATIONS—Continued

facilities: Studio A seats 50; Columbus Club (owned by station) seats 2,000, admission price varying with different shows. **Merchandising:** Distribute window cards, posters, handbills, etc., and place publicity in 15 Wisconsin newspapers at no cost to the advertiser. **Foreign language programs:** Accepted. **Artists bureau:** Yes; lists 15 musicians, 2 orchestra leaders, 3 writers, 2 producers, and 6 announcers. **Base rate:** \$140.

Copy restrictions: Beer advertising accepted at any time; liquors and wines only after 10 P. M. with commercials limited to brand name and manufacturer; patent medicines must comply with all state and federal regulations; all copy subject to station approval. **E. T. library:** World. **News:** UP. **Commentators:** Stanley Stewart (news commentator); Johnnie Olson, William Burt, and Sydney Rich (newscasters); Al Michel (sports); Ann Coleman (fashions; cooking; shopping news); Ernie Smith (farm news; market reports).

WCLO, JANESVILLE

Operator: Gazette Printing Company, 200 E. Milwaukee St. **Phone:** 2500. **Power:** 250 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. **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. **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. **Commentators:** Paul Ruhle (news commentator; newscaster); Lyell Ludwig and James Kyler (sports); Dorothy Alan (cooking).

WKBH, LA CROSSE

Operator: WKBH, Inc., Radio Building. **Phone:** 450. **Power:** 1,000 watts on 1380

kc. **Affiliation:** CBS. **Opened:** 1923.

President, station manager: Otto M. Schlabach. **Commercial manager:** Ed Cuniff. **Program director:** Berneice Callaway. **Chief engineer:** Al Leeman.

Rep: Howard H. Wilson Co. **Seating facilities:** 100 persons. **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:** Yes; all types of talent available. **Base rate:** \$95.

Copy restrictions: None indicated aside from standard rate card clauses. **E. T. library:** World. **News:** UP.

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:** Norman Hahn.

Rep: Reynolds-Fitzgerald, Inc. **Seating facilities:** Studio A seats 35 persons. **Merchandising:** Service arranged according to individual application. **Foreign language programs:** Not accepted. **Artists bureau:** None. **Base rate:** \$150.

Copy restrictions: Beer and wine accepted; no hard liquors; continuity must be furnished 24 hours in advance for political and controversial talks; other copy restrictions upon application. **E. T. library:** NBC Thesaurus; World. **News:** UP. **Commentators:** W. E. Walker (newscaster; sports); Al Gilbert (newscaster); Art Lenz (sports).

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: Fran-

WISCONSIN STATIONS—Continued

cis M. Kadow. **Studio and program manager:** Fred Hessler. **Director of women's features:** Marguerite Meyer. **Chief engineer:** W. C. Dubin.

Rep: None. **Seating facilities:** Town Hall studio seats 900; Concert Hall studio seats 200. **Merchandising:** Provide lobby aids, use of Town Hall for cooking schools, etc., theatre trailers, and window cards. **Foreign language programs:** Not accepted. **Artists bureau:** Setup nominal only. **Base rate:** \$42.

Copy restrictions: None listed. **E. T. library:** None. **News:** UP; local. **Commentators:** William Coats and Luther Sowd (newscasters); Fred Hessler (sports); Marguerite Meyer (women's features).

WMAM, MARINETTE

Operator: M & M Broadcasting Co., 400 Wells St. **Phone:** 570. **Power:** 250 watts on 570 kc (to local sunset). **Affiliation:** None. **Opened:** Oct. 14, 1939.

Station and commercial manager: M. F. Chapin. **Program and musical director:** Paul F. Skinner. **Chief engineer:** Werner C. Schwarz.

Rep Reynolds-Fitzgerald, Inc. **Seating facilities:** Main studio seats about 80 persons. **Merchandising:** Services vary in accordance with individual contracts; sponsors must furnish merchandising materials. **Foreign language programs:** Accepted, subject to approval of the management, and providing a script with translation is furnished in advance. **Artists bureau:** None. **Base rate:** \$70.

Copy restrictions: Beer and light wine advertising accepted; no hard liquors; patent medicines accepted only upon written consent of the station management. **E. T. library:** Standard; Associated. **News:** UP; Transradio. **Commentators:** Howard Emich (newscaster; sports); Paul Skinner, Richard Tripp, Merrill Chapin, and Ben Holmes (newscasters); Morgan Sexton (sports); Judith Ann (fashions; cooking; sports; women's features).

WEMP, MILWAUKEE

Operator: Milwaukee Broadcasting Company, 711 Empire Bldg. **Phone:** Marquette 7722. **Power:** 250 watts on 1310 kc. **Affiliation:** Wisconsin Broadcasting System. **Opened:** October 15, 1935.

General and station manager: C. J. Lanphier. **Commercial manager:** Ben Wolff. **Program director:** Charles LaForce. **Chief engineer:** Ray Host. **Artists bureau head:** Florence Kelly. **Musical director:** Elmer Ihrke. **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; Italian, Jewish, and Czechoslovak weekly. **Artists bureau:** Setup nominal only. **Base rate:** \$115.

Copy restrictions: All copy subject to station approval and government regulations. **E. T. library:** NAB; Davis & Schwegler. **News:** UP; local. **Commentators:** Charles LaForce, Carl Zimmermann, Bruce MacDonald, Allen Timm, Fahey Flynn, and Bert Mulroy (newscasters); Mickey Heath and Tom Andrews (sports).

WISN, MILWAUKEE

Operator: Hearst Radio, Inc., 123 W. Michigan Street. **Phone:** Daly 3900. **Power:** 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. **Program director:** Woods Dreyfus. **Chief engineer:** D. A. Weller. **Artists bureau head, musical director:** Elmer Krebs. **Merchandising manager:** Hugh O'Malley. **Publicity director:** D. Lindsay.

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:** No information given. **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. **Commentators:** Alan Hale (news commentator; sports); James Conway (newscaster); Hal Walker (newscaster; sports); Ann Leslie (women's comment; fashions; cooking; homemaking; beauty); Mary Ann LeMay (civic and club news; educational news; entertainment news).

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 (general radio manager of The Milwaukee Journal). **Station manager:** L. W. Herzog. **Assistant station manager, program director:** R. G. Winnie. **Commercial manager:** W. F. Dittmann. **Chief engineer:** D. W. Gellerup. **Musical director:** W. J. Benning. **Continuity director:** Russel Tolg.

WISCONSIN STATIONS—Continued

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:** \$340.

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.; length of commercial copy must conform to N.A.B. code stipulations. **E. T. library:** Associated. **News:** AP. **Commentators:** George Comte, Warren Mead, and Bill Evans (newscasters); Charlie Nevada and Russ Winnie (sports); Nancy Grey (women's features).

WIBU, POYNETTE

Operator: William C. Forrest, Poynette. **Phone:** 97 R 5. **Power:** 250 watts on 1210 kc. **Affiliation:** Wisconsin Radio System. **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. **Commentators:** Fred Hessler and Charles Harrison (newscasters); Art Bramhall (sports); Doris MacPherson (women's features).

WRJN, RACINE

Operator: Racine Broadcasting Corp., American Bank Bldg. **Phone:** Jackson 290. **Power:** 250 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.)

President: F. R. Starbuck. **Secretary-treasurer:** H. R. Le Poidevin. **Station manager:** Harold J. Newcomb. **Program director:** Herbert Mann. **Chief engineer:** F. Lee Dechant. **Publicity and commercial continuity director:** Kenneth Hegard.

Rep: Furgason & Walker, Inc. **Seating facilities:** 150 persons. **Merchandising:** Assist in distribution; letters to dealers and wholesalers; publicity and listings through Journal-Times. **Foreign language programs:** Broadcast Danish, German, Italian, Polish and Czechoslovakian programs; Racine is sometimes called the Danish Capital of America, and program in that language has been aired weekly since 1927. **Artists bureau:** None. **Base rate:** \$80.

Copy restrictions: Beer and wine accepted any time; patent medicines subject to federal regulations; commercial copy limited to 3½ minutes per half-hour program. **E. T. library:** MacGregor; Lang-Worth. **News:** INS. **Commentators:** H. Mann, B. Beichl, and K. Hegard (newscasters); Jules Oravetz (sports); Beulah Meikle (home-making; cooking); "Tex" Reynolds (local news and gossip).

WJMC, RICE LAKE

Operator: Northern State Broadcasting Co., 401 N. Main St. **Phone:** 550. **Power:** 250 watts on 1210 kc (daytime only). **Affiliation:** None. **Opened:** March 15, 1939.

General and commercial manager, program: C. C. Leonard. **Chief engineer:** L. Brunes. **Artists bureau head:** J. J. McGenty. **Musical directors:** Robert Wells (instrumental); Norma Perry (vocal). **Educational director:** Mrs. Lloyd Palm Sherman. **Farm director:** I. O. Hembre. **Publicity director:** Dr. J. H. Wallace.

Rep: None. **Seating facilities:** Studio seats 50 persons; remote facilities available, seating from 250 to 1,000. **Merchandising:** Usual services rendered gratis; slight charge if special requirements are made. **Foreign language programs:** Accepted. **Artists bureau:** Yes; lists various musical units, announcers, etc. **Base rate:** \$45.

Copy restrictions: Station reserves the right to reject any copy not complying with its policies. **E. T. library:** Standard. **News:** Transradio. **Commentators:** Dennis McGenty (news commentator); Dell

WISCONSIN STATIONS—Continued

Florida (newscaster; sports); Helmar Baland (newscaster); Mrs L. P. Sherman (women's news and features); Vera McDowell (women's features); I. O. Hembre (farm news and comment); Sid Scoville (gossip; entertainment news).

WHBL, SHEBOYGAN

Operator: The Press Publishing Company, The Press Bldg. **Phone:** 1900. **Power:** 1,000 and 250 watts on 1300 kc. **Affiliation:** Wisconsin Broadcasting System. **Opened:** 1924. (Note: This station is newspaper-owned by the Sheboygan Press).

Station director: Wayne W. Cribb. **Program director:** Mona J. Pape. **Chief engineer:** Herbert Mayer.

Rep: Howard H. Wilson Co. **Seating facilities:** Can accommodate 40 persons. **Merchandising:** Complete service available. **Foreign language programs:** Accepted; news broadcast in German current. **Artists bureau:** Currently being organized. **Base rate:** \$80.

Copy restrictions: Beer advertising accepted. **E. T. library:** NBC Thesaurus; Standard. **News:** UP. **Commentators:** Clair Stone, James Ramsey, and Glen James (newscasters); Frank Barnard (sports); Mona J. Pape (women's features).

WLBL, STEVENS POINT

Operator: State of Wisconsin, Department of Agriculture. **Power:** 5,000 watts on 900 kc (daytime).

This station is non-commercial; state-owned.

WDSM, SUPERIOR

Operator: WDSM, Inc., Board of Trade Bldg. **Phones:** Superior 3200; Mel. 7234. **Power:** 100 watts on 1200 kc. **Affiliation:** Mutual Broadcasting System. **Opened:** Oct. 9, 1939. (Note: WDSM also maintains studios and offices in the Spaulding Hotel, Duluth, Minn.).

Station and commercial manager: Robert D. Kennedy. **Chief engineer:** Olaf N. Gabrielson. **Publicity director:** Leo M. Fremont.

Rep: William G. Rambeau Co. **Seating facilities:** Studio can accommodate about 125 persons. **Merchandising:** Distribute window cards, contact dealers and jobbers, etc., without charge; Tel-Pic service rates on request. **Foreign language programs:** Accepted. **Artists bureau:** None. **Base rate:** \$60.

Copy restrictions: Patent medicines subject to station approval prior to acceptance; beer and wine copy accepted, but not broadcast on Sundays; alcoholic beverage programs only after 10 p. m. weekdays. **E. T. library:** Standard. **News:** Transradio. **Commentators:** Sam Keilley (sports); Caroline Lohmiller, Bea Lade (women's features).

WSAU, WAUSAU

Operator: Northern Broadcasting Company, Inc., 113-115 Third St. **Phone:** 6521. **Power:** 250 watts on 1370 kc. **Affiliation:** North Central Broadcasting System. **Opened:** January 30, 1937.

Station manager: Ben F. Hovel. **Commercial manager:** J. W. Killeen. **Program director:** Donald R. Burt. **Chief engineer:** Roland 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. **Commentators:** Richard Conrad (news commentator; newscaster); Joe Killeen (newscaster; sports); George Bundner, and Bill Rhodes (newscasters); Lenore De Vried (fashions; cooking; homemaking).

WFHR, WISCONSIN RAPIDS

Operator: William F. Huffman. **Power:** 250 and 100 watts on 1310 kc.

At press time this station had a construction permit only.

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. **Commentators:** Frederic W. Hufsmith (news commentator; sports); Byers Fleming, Marc Nichols, and Floyd Wickenkamp (newscasters); W. Harrison Brewer (sports); Florence Gooder (women's news; fashions).

KYAN, CHEYENNE

Operator: J. Cecil Bott, Matilda Lannen and Nettie Bott, doing business as The Western Broadcasting Co. of Wyoming. **Power:** 250 watts on 1370 kc.

At press time this station had a construction permit only.

KVRS, ROCK SPRINGS

Operator: Wyoming Broadcasting Co., 1307 Wyoming Ave. **Phone:** 93. **Power:** 250 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:** Will Eastery. **Artists bureau head:** Lottie Peach.

Rep: None. **Seating facilities:** Can accommodate about 150 persons. **Merchandising:** Have a daily program (15 minutes) devoted to promoting clients' program and products; no charge for inclusion in this "Shopping Service" broadcast. **Foreign language programs:** None. **Artists bureau:** Setup nominal only. **Base rate:** \$20.

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. **Commentators:** Michael Reid (newscaster; sports); Lottie Peach (newscaster); Ann Cook (KVRS test kitchen).

KWYO, SHERIDAN

Operator: Big Horn Broadcasting Co., 340 N. Main Street. **Phone:** 601. **Power:** 250 watts on 1370 kc. **Affiliation:** None. **Opened:** July 9, 1934.

Manager: Herbert Siebert. **Treasurer:** Bill Anthony. **Advertising manager:** Leonard McLean. **Program director:** Jim Carroll. **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

WYOMING STATIONS—Continued

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. **Commentators:** James Abbe (news commentator); Jim Carroll and Paul Boyer (newscasters); Herb Siebert (newscaster; sports); Nova Spracklen (fashions; cooking).

ALASKA

KFQD, ANCHORAGE

Operator: Anchorage Radio Club, Inc., Anchorage. **Phones:** 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.

KFAR, FAIRBANKS

Operator: Midnight Sun Broadcasting Co., Lathrop Bldg. **Power:** 1,000 watts on 610 kc. **Affiliation:** None. **Opened:** Oct. 1, 1939. (Note: This station is newspaper-affiliated with the Fairbanks Daily News Miner.)

President: Capt. A. E. Lathrop. **Station manager:** Jack Winston. **Commercial manager:** Bud Foster. **Program director:** Al Bramstedt. **Chief engineer:** Stanton Bennett.

Rep: None. **Seating facilities:** Can accommodate about 100 persons, with standing room for an additional 50. **Merchandising:** Station publishes a full page monthly in the Fairbanks Daily News Miner, devoting space to its national advertisers in proportion to their contract. **Foreign language programs:** Accepted. **Artists bureau:** None. **Base rate:** \$50.

Copy restrictions: Copy must conform to the N.A.B. Code of Ethics. **E. T. library:** NBC Thesaurus; MacGregor. **News:** Transradio; AP. **Commentators:** George Nelson Meyers (news commentator; newscaster); August Hiebert, and Wilson K. Foster (newscasters); Bud Foster (sports); Mary Cash (women's features); Jack Winston (music news and comment).

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:** \$65.

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: Hawaiian Broadcasting System, Ltd. 1129 Kapiolani Blvd. **Phone:** 2323. **Power:** 250 watts on 1200 kc. **Affiliation:** CBS; Mutual. **Opened:** May 1, 1936. (Note: This station is sold in combination with KGMB, Honolulu; both are under the same ownership, and both are affiliated with the Honolulu Star-Bulletin.)

General manager: J. Howard Worrall. **Station manager:** Earl A. Nielsen. **Chief engineer:** Eugene Goldrup.

Rep: John Blair & Co. **Seating facilities:** None listed. **Merchandising:** Contact dealers by phone and personal calls; render follow-up work and co-operation in complete merchandising program. **Foreign language programs:** Accept limited number of announcements for participating Japanese and Filipino programs. **Artists bureau:** None, as such, but have local clearing house for talent. **Base rate:** \$32; with KGMB; \$80.

Copy restrictions: All copy must conform to NAB Code of Ethics and Federal Trade Commission rules and regulations. **E. T. library:** World; MacGregor. **News:** UP. **Commentators:** See under KGMB, Honolulu.

KGMB, HONOLULU

Operator: Hawaiian Broadcasting System, Ltd., 1129 Kapiolani Blvd. **Phone:** 2323. **Power:** 5,000 watts 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: All copy must conform to NAB and Federal Trade Commission regulations. **E. T. library:** World; Associated; MacGregor; NAB. **News:** UP. **Commentators:** Bob Stanley (newscaster; sports); Webley Edwards (sports); Gene Sawyer (shopping; household hints); Henry C. Putnam (shipside interviewer).

KGU, HONOLULU

Operator: Advertiser Publishing Co., Ltd. Kapiolani Blvd. and South Street. **Phone:** 2311. **Power:** 2,500 watts on 750 kc. **Affiliation:** Special NBC Hawaiian service, available for use with NBC Pacific Coast Red or Blue. **Opened:** May 11, 1922. (Note: This station is newspaper-owned by the Honolulu Advertiser.)

Station head and manager, chief engineer: M. A. Mulrony. **Assistant manager:** Donald O. Crozier. **Program manager:** Richard McGuire. **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. **E. T. library:** Davis & Schwegler; Langworth; NBC Thesaurus. **News:** Transradio.

KTOH, LIHUE

Operator: Garden Island Publishing Co., Ltd. **Power:** 250 watts on 1500 kc.

At press time this station's construction permit had just been covered. For further details consult management.

Critical

FRED ALLEN
With Portland Hoffa, Peter Van Steeden, Harry Von Zell, Merry Macs, Lynn Murray Choir, Minerva Pious, Eileen Douglas, Johnny Brown, Charlie Cantor.

Variety
60 Mins.
BRISTOL-MYERS
Wed., 9 p.m.
WEAF-NBC, New York
(Young & Rubicam)

Fred Allen took up last Wednesday (5) where he had left off last June with but a single change in his weekly pattern. He's eliminated all the hub-dub about it's being Town

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 LINT
Friday, 8 p.m.

WJZ-NBC, New York
(Warwick)

This is becoming a stand-by. Off of prison melodrama. It remains good hokey, but also 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

collect its share of listeners. Time of day is fairly good, and the presence of the New York Philharmonic

SOSA MEMORIAL

With B. A. Rolfe, William A. Brady, Mrs. Sousa, Robert Ripley, Arthur Fryor, Concert Band, Universit Glee Club of N. Y., Combined Hig

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 Phillip 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. Rostance, Betty Boylan, Robert Elliot; Reginald Stewart and Orch.

Dramatic
60 Mins.

Sustaining
Sunday, 9 p. m.

CBM, Montreal

This is one of the shows that Canadian 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 Fio-Rito Orchestra

30 Mins.
WONDER BREAD
Friday, 7:30 p.m.

WABC-CBS, New York
(Benton & Bowles)

Jack Haley presides over a hokey-pokey half hour that piles up quite a few giggles and will qualify as okay mass entertainment. It is neither a rival of the best in radio comedy, nor a fellow-sufferer with the problem shows. It shapes up as akin to vaudeville's once important intermediate 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

arl Hoff

Reviews That Command Respect

(Young & Rubicam)

Morris has been in the East doing personal appearances between pictures. His stage turn consists of a skit and a bit of magic, but television hasn't arrived yet and radio can't project rabbit producing bits into the

HOBBY LOBBY
With Dave Elman, Harry Salter orch.

30 Mins.
FELS & CO.
Wed., 8:30 P.M.

WJZ-NBC, New York
(Young & Rubicam)

Program picked up new (its third) sponsor a week and a half after fading from the Jello spot it occupied as a summer replacement. New goal is to convince the housewife that Fels-Naptha Chips do a better job

WILLIAM A. BRADY
With Elliott Reed, Janet Gilbert

Drama
15 Mins.

SWEETHEART SOAP
Friday, 7:45 p.m.

WEAF, New York
(Peck)

A review of this stanza must presuppose one major inconsistency in the whole setup: the sponsor wants drama; he has gone to the expense of getting Wolf Associates to produce the show and William A. Brady, a w.k. legit producer, to m.c. it; he has hired okay actors and scripters;

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 no-hum hodge-podge. It stands in need of plenty of fixing. Most of all there's too much variety and too little co-

BENNY GOODMAN Orchestra
With Bert Parks

30 Mins.
CAMEL
Saturday, 10 p. m.

WEAF-NBC, New York
(Esty)

Shifted to a Saturday night groove on the Camel program—the ciggie account now has three slots a week. Benny Goodman's new jive show (picked up this time from the Golden Gate International Exposition) essays a swine-instruction pattern.

Independent

AGENCIES

SPONSORS

STATIONS

VARIETY

The Newspaper of Broadcasting

When you advertise—

Reach the smart men of the trade by advertising in the only trade publication that dares to—

Slam . . .

Rebuke . . .

Challenge . . .

VARIETY'S readership and reputation is founded on Independence.

Mechanics

VARIETY

A Trade Paper Sold on Newsstands

PUBLISHED WEEKLY

25 Cents a Copy • \$10 a Year (Canada \$11)

Established in 1905

Adopted Newspaper Format in 1920

Radio Dept. Inaugurated Nov. 10, 1924



Forms Close Tuesdays, 12 Noon in New York

Printed on Newsprint Stock

Carries 55 Screen Cuts

Five columns to page, two-inch wide column

Page dimensions, 15 inches deep, 10 inches wide

Note: Variety is printed on Newsprint stock, and production managers preparing copy are asked to remember the reproduction limitations of 55 screen halftones.

Rates

VARIETY

A Frequency Discount System Up to 25%

| | Times | Frequency Price |
|--------------------------|-------|-----------------|
| 1/10 Page (105 lines) | 1 | \$42.50 |
| | 13 | 37.50 |
| | 26 | 35.00 |
| | 39 | 32.55 |
| | 52 | 30.00 |
| 1/8 Page (131 lines) | 1 | \$55.00 |
| | 13 | 47.50 |
| | 26 | 43.75 |
| | 39 | 40.61 |
| | 52 | 37.50 |
| 1/5 Page (210 lines) | 1 | \$85.00 |
| | 13 | 75.00 |
| | 26 | 70.00 |
| | 39 | 65.10 |
| | 52 | 60.00 |
| 1/4 Page (262 lines) | 1 | \$110.00 |
| | 13 | 95.00 |
| | 26 | 87.50 |
| | 39 | 81.22 |
| | 52 | 75.00 |
| 1/2 Page (525 lines) | 1 | \$210.00 |
| | 13 | 190.00 |
| | 26 | 175.00 |
| | 39 | 162.75 |
| | 52 | 150.00 |
| 1 Page (1,050 lines) | 1 | \$400.00 |
| | 13 | 375.00 |
| | 26 | 350.00 |
| | 39 | 325.00 |
| | 52 | 300.00 |

These rates apply to display advertising by Radio Stations, Networks, Station Representatives, Advertising Agencies, Transcriptions and Radio Equipment.
For national non-trade advertising rates consult Standard Rate and Data.

Respected

Because they have millions of dollars—and careers—invested in radio, such organizations and personages as those listed below regularly read *VARIETY* for the expert, forthright, unfrightened, hard-hitting reviews and comment.

- A. & P.
Acme White Lead
Affiliated Products
American Home Products
American Oil Co.
American Tel. & Tel. Co.
American Tobacco Co., Inc.
Lee Anderson
Armour
Artic Nu-Air Corporation
Associated Oil Co.
Assn. of Nat. Advertisers
Atlantic Refining Co.
Atherton & Currier
Aubrey, Moore & Wallace
Auspitz & Lee
N. W. Ayer
B. T. Babbitt, Inc.
Badger & Browning, Inc.
Baggaley, Horton & Hoyt
Baker Adv. Agency, Ltd.
Barbasol Co.
Bauer & Black
Bayer Co., Inc.
B. B. D. O.
Reaumont & Holman, Inc.
Beech Nut Packing Co.
Benton & Bowles
George Bjur, Inc.
Blow Company, Inc.
M. E. Blackburn
Blackett-Sample-Hummert
Hill Blackett
Blue Coal
Borden Co.
Boston Fruit & Prod. Exch.
Botsford, Constantine & Gardner
Chester B. Bowles
Bozell & Jacobs, Inc.
Luckey Bowman
Emil Brisacher
Bristol-Meyers—J. M. Allen
Brooke, Smith & French, Inc.
D. P. Brother
Brown & Tarcher, Inc.
Buchanan
Arde Bulova
Leo Burnett
Kenneth Burton
John L. Butler
Hall Starr Butler
Calkins & Holden
Calsdent Co., Inc.
Campana Corp.
Campbell-Ewald Company
Lawton Campbell
Campbell Soup
Carleton & Hovey Co.
Carnation Milk
Carter Medicine Co.
James M. Cecil
Central Hanover Bank
Cleveland B. Chase
Chevrolet Motor Co.
E. J. Clurehill
Cities Service
Climacene Co.
Clements
Colgate-Palmolive-Peet
Russell C. Comer Advertising
Compton Advertising, Inc.
Continental Baking
Coolidge Advertising Co.
J. Ralph Corbett
Corn Products
C. H. Cottingham
Walter Craig
Cramer-Krasselt Co.
Cream O'Wheat
Critchfield & Company
Thomas Churchill
Samuel C. Croot Co.
Powel Crosley, Jr.
Daggett & Ramsdell
D'Arcy
R. B. Davis Co.
Louis deGarmo
James De Cesare
Dodge
Donahue & Co., Inc.
- Doremus & Company
Dorland International
Drug Trade Products
B. C. Duffy
E. I. DuPont De Nemours
Roy S. Durstine
Elgin Watch
E. A. Elliott
Sberman K. Ellis
Benjamin Estleman Company
William Estly
John C. Esty
Ex-Lax
Mitchell Faust
Federal Adv. Agency, Inc.
Fels & Co.
E. A. Fellers
Ferry-Hauly Company
Firestone Tire & Rubber Co.
First United Broadcasters
F. W. Fitch Co.
Irving Florsheim
J. A. Folger & Co.
Ford Motor Co.
Freitag
Charles Daniel Frey Company
Frigidaire Corp.
Harry Frost
Harry M. Frost Co., Inc.
Fuller & Smith & Ross, Inc.
Gardner Advertising Company
Sidney Garfinkel Advertising
General Cigars
General Foods Corp.
General Mills
General Motors
Geyer, Cornell & Newell, Inc.
J. Sterling Getchell
G. L. Ghirardelli
Gillette Safety Razor Co.
Goodbrody & Co.
Good Gulf
Gold Dust Corp.
Gotham Advertising Company
Gotham Life Insurance
James A. Greene & Co.
Gray Advertising Agency, Inc.
Grove Laboratories, Inc.
Gruen Watch Co.
Guenther-Bradford & Co., Inc.
Gulf Refining Co.
Lawrence Gumbiner
Hanf-Metzger
Kirby Hawkes
Hays MacFarland
Health Products Corp.
Heath-Seehoff
H. J. Heinz Co.
Heintz-Pickering
E. W. Hellwig
Henri, Hurst & McDonald
George W. Hill
Mann Hollmer
Lawrence Holcomb
Hommann Tarcher
Francis Hooper
Edna Wallace Hopper
Horlick's Malted Milk Corp.
George A. Hornel Co.
Household Finance Corp.
Housen Railway Car Co.
W. S. Hill (Pittsburgh)
Hughes Churman & Dwight
Hutchbins
Hutchinson
Frank Hummert
E. F. Hutton & Co.
Jacobs Dillard
Johns-Manville Corp.
Kasper-Gordon
Joseph Katz
Kastor, H. W. & Sons
Henry J. Kaufman
Keelor & Stites Company, Inc.
Kellogg Co.
Kiesewetter, M. H.
Gerald King
W. S. King
Marjorie King
Kirtland-Engel
- Kenyon & Eckhardt
Edgar Kobak
Kolyons
Kraft-Phoenix Cheese Corp.
Kroger Grocery & Baking Co.
Kruger Agency
Arthur Kudner
Lady Esther Co.
Lambert & Feasley
Lamont Corliss & Co.
Leonor L. Larsen
Chester La Roche
Latus & Bros. Co.
Edward Lasker
Lehn & Fink Products Corp.
Lever Bros.
Leighton & Nelson
Lennen & Mitchell
Sam Malcolm Levy
Libby, McNeill & Libby
Carr Liggett
L. E. Liggett
Liggett & Meyers
Livermore & Knight
W. E. Long
Loomis-Savies Co.
Lord & Thomas
Tom Luckenbill
J. Showalter Lynch
Lyon & Healy
Macfadden Publications, Inc.
MacManus, John & Adams.
MacWilkins & Cole, Inc.
Manhattan Soap Co.
Mantle Lamp Co. of America
Richard Marvin
Marschalk and Pratt, Inc.
J. M. Mathes
Matteson-Fogarty-Jordan
Maybelline
McCann-Erickson
McCutcheon-Gerson
George P. McGarratt
H. L. McClinton
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McKee & Albright
McKnight & Jordan
John E. McMillin
Maurie Carpenter McMillen
Maxon, Inc.
C. Meisel, Inc.
Mennen Co.
G. E. Midgley
Miles Laboratories
Mitchell Faust
Molle
Philip Morris & Co.
Philip Morris
Morris Windmuller & Enzinger
C. G. Mortimer
Mueller Macaroni Co.
J. P. Muller
Mutual Life
National Life & Accident Co.
Needham Louis & Broby
Neisser-Meyerhoff
Elizabeth Black Nelson
H. P. Newcomb
Newell-Emmett
New York Life—H. Z. Coffee
New York Telephone Co.
J. H. North
Northam Warren Corp.
Norwich Pharmacal Co.
Nunnsmatic Co.
H. H. Obermayer
Clarence Olmstead
Omega Chemical
Oriental Mfg. Co.
Oshkosh Overall Co.
Premier Pabst
Paris & Peart
Pacific Borax
Packard
Clifford P. Parcher
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Peck Advertising Agency, Inc.
Pedlar & Ryan
- Penn Tobacco Co.
Pennzoil Co.
Pepper Co.
Pepperell Mfg. Co.
Pepsodent Co.
Pet Milk Sales Corp.
Pillsbury
R. J. Potts
Phelps-Engel-Phelps
Frank Presbrey
Proter & Gamble
Arthur Fryor, Jr.
Preston H. Pumphrey
Quaker Oats
Ralston-Purina Co.
L. W. Ramsey
RCA-Victor
W. H. Rankin
Real Silk Hosiery
John U. Reber
Reincke-Ellis-Younggreen-Pinn
R. J. Reynolds
Harold K. Ritchie & Co., Inc.
Harlow P. Roberts
Stanley D. Roberts
Thomas Revere
Hubbell Robinson
Roche Williams & Cunningham
Ben Roche
Tommy Rockwell
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E. B. Ruffner
Rutkraff & Ryan
Tom L. L. Ryan
S.S.S. Co.
Schenley
Lester Schroeder
Reggie Schuebel
Schwind Realty Co.
Sellers Service
Shell Oil
Sinclair
D. P. Smelser
Smith Bros.
Smith & Drum
Socony Vacuum
Standard Brands, Inc.
Stack-Goble
Strasska Laboratories
Sterling Products
Stewart Hanford & Frohman
Street & Finney
Studebaker Corp.
J. L. Sugden
Sun Oil—F. S. Canan
Sweeney-James
Swift & Co.
Tasteyast, Inc.
J. Walter Thompson Co.
Todd & Brown
Toys and Lloyd
Tracy-Locke-Dawson, Inc.
United Drug Co.
Union Central Insurance Co.
United States Adv. Corp.
United States Rubber Co.
United States Tobacco Co.
Vick Chemical Co.
Wade Adv. Co.
Wander Co.
Ward Baking Corp.
Ward Wheelock
Warwick & Legler
Erwin, Wasey & Company,
R. L. Watkins Co.
Milton Weinberg
Welch Grape Juice
Wheatena Corp.
Wilbert Co.
Willard Tablet Co.
John H. Woodbury Co.
Wm. Wrigley Co.
Wyeth Chemical
Young & Rubicam
Frederick Ziv

Leadership

DEFEND RADIO!

Reprinted from *Variety*, April 14, 1937

RADIO

SCREEN

STAGE

VARIETY

Published Every Wednesday in New York City

RADIO NEEDS SMART ANSWERS

... 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... cate a government web, and at the out being contradictory, especially with the F.C.C., isn't clear. It also... cases available, or what part of... sample, because no indication

T... efforts at improvement. But... t. Radio admittedly is willy... that you can't call a guy a... been as sensitive to this... boys were trying to take... where to jump.

In... radio is pretty sensitive to pressure of any kind. And this is the... rantee to date of no tomfoolery. Checks of various kinds more or less cancel each other out.

It's easy to poke up reform, but the question is: what kind? How about the various 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**

CANADA

ALBERTA

124,263 Radio Homes. Below Are Radio Homes by Census Divisions:*

| | | | | | |
|-------------------|--------|----------------|--------|---------------------|-------|
| Medicine Hat..... | 4,687 | Provost | 4,080 | St. Paul..... | 2,127 |
| Lethbridge | 8,672 | Red Deer..... | 10,725 | Athabasca | 3,680 |
| Brooks | 1,574 | Jasper | 3,393 | Peace River..... | 1,127 |
| High River..... | 4,533 | | 5,685 | Grande Prairie..... | 2,723 |
| Hanna | 1,982 | Edmonton | 32,934 | Waterways | 187 |
| Calgary | 34,341 | Edson | 1,813 | | |

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. **Commercial manager:** F. R. Shaw. **Program director:** Pat Freeman. **Chief engineer:** Earle C. Connor. **Publicity director:** John N. Hunt.

Rep: All-Canada Radio Facilities, Ltd., (Toronto); Weed & Co. (U. S.). **Seating facilities:** None. **Merchandising:** Newspaper and magazine publicity, window displays, display cards, street car cards and banners, etc.; all services rendered gratis. **Foreign language programs:** No rules; requests for commercial programs have never been made, though sustaining features have been presented. **Artists bureau:** None, as such, but a talent register is maintained; no charge made for registration; talent charged to accounts at cost. **Base rate:** \$80.

Copy restrictions: No beer, wine or liquor advertising accepted; no price mentions permitted; spot announcements restricted to one minute and not accepted after 7:30 P.M. **E. T. library:** World; NBC Thesaurus. **News:** Canadian Press; local. **Commentators:** Jack Dennett (newscaster); Gail Egan (sports).

CFCN, CALGARY

Operator: The Voice of the Prairies, Ltd., Toronto General Trusts Bldg. **Phone:** M-1161. **Power:** 10,000 watts on 1030 kc. **Affiliation:** Canadian Broadcasting Corp.; Alberta Educational Network. **Opened:** 1922. (Note: Same operator also owns

short-wave CFVP using 100 watts on 6030 kc.)

President: H. G. Love. **Commercial manager:** E. H. McGuire. **Program director:** Ed. Maloney. **Chief engineer:** Walter McLaughlin. **Musical director:** Bert Jones.

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. **Commentators:** Clarence Grant (newscaster); Doug. Smith (sports); Flora Love (fashions; cooking).

CJ CJ, CALGARY

Operator: Albertan Publishing Co., Ltd., Renfrew Bldg. **Phone:** Main 9966, R 2001. **Power:** 100 watts on 690 kc. **Affiliation:** Canadian Broadcasting Corp.; Alberta Educational Network. **Opened:** No date given. (Note: This station is newspaper-owned by the Calgary Albertan).

President: Gordon Bell. **Station and commercial manager:** J. E. Gerke. **Assistant manager, chief engineer:** T. E. Snelgrove.

Rep: Radio Centre (Toronto). **Seating facilities:** Studio can accommodate 150 persons; observation gallery seats 25. **Merchandising:** Newspaper and magazine publicity, street-car cards, and studio displays offered without charge. **Foreign language programs:** Not accepted. **Artists bureau:** None. **Base rate:** \$40.

Copy restrictions: Rules and regulations

* Estimated by the Canadian Broadcasting Corp. as of 1937.

ALBERTA STATIONS—Continued

of the Canadian Broadcasting Corp. **E. T. library:** Lang-Worth. **News:** Canadian Press. **Commentators:** T. E. Snelgrove (news commentator); Don Mackay (sports); Jane Grey (fashions; etiquette; correct speech).

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:** David Hill. **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:** French and English only accepted. **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 between 7:30 and 11 P.M., or on Sundays. **E. T. library:** Lang-Worth; Davis & Schwegler. **News:** British UP; local news. **Commentators:** Stan Ross (news commentator); Dave Hill, Vincent Duggan, and Roland Morier (newscasters); Gordon Williamson (sports); Susan Agar, and Winifred Sutton (fashions; recipes); Gordon Scramstead (market reports and forecasts).

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: Frank H. Elphicke. **Assistant manager:** Norman Botterill. **Sales manager:** W. Blake. **Program director:** R. Thompson. **Technical director:** H. McMahon. **Merchandising director:** Frank Johnson. **Publicity director:** Walter 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 20 newspapers. **Foreign language programs:** Not

accepted. **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. **Commentators:** Bob Fritz (sports); Shiela Fox (homemaking).

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 and musical director:** Gordon Cummings. **Chief engineer:** William Couch.

Rep: All-Canada Radio Facilities, Ltd. (Canada); Weed & Co. (U. S.). **Seating 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. **Commentators:** Don Carlson, Jack Soars, and Gordon Cummings (newscasters); Jim McConnell (sports).

CJOC, LETHBRIDGE

Operator: Lethbridge Broadcasting, Ltd., Marquis Hotel Bldg. **Phone:** 3872. **Power:** 100 watts on 1370 kc. **Affiliation:** Canadian Broadcasting Corp.; Foothills Network. **Opened:** May 28, 1928.

Manager: Arthur H. Nicholl. **Sales manager:** Robert Buss. **Program director:** Cameron Perry. **Chief engineer:** Gordon Gow. **Continuity editor:** Dorothy Hiscocks. **Traffic:** Allan Lewis. **Publicity director:** Lewis Roskin.

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:** \$35.

ALBERTA STATIONS—Continued

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. **Commentators:** Henry Viney (newscaster; sports); Cameron Perry (newscaster; stock and grain reports); Lewis Roskin (newscaster; sports); Allan Lewis, and Gordon Gow (newscasters); Dorothy Hiscocks (cooking fashions).

BRITISH COLUMBIA

120,287 Radio Homes. Below Are Radio Homes by Census Divisions:

| | | | | | |
|-----------------|--------|-------------------|--------|--------------------|-------|
| Fernie | 3,093 | Victoria | 20,425 | Prince George..... | 1,391 |
| Trail | 8,399 | Kamloops | 3,115 | Prince Rupert..... | 981 |
| Kelowna | 7,179 | Powell River..... | 1,958 | Finlay Forks..... | 298 |
| Vancouver | 73,448 | | | | |

CHWK, CHILLIWACK

Operator: Chilliwack Broadcasting Co., Ltd., 16 Wellington Avenue. **Phone:** 6106. **Power:** 100 watts on 780 kc. **Affiliation:** Canadian Broadcasting Corp. **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, or taverns; 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.

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:** Laurie Irvine. **Chief engineer:** George Henderson. **Musical director:** Mrs. B. P. Cuff. **Dramatic producer:** Doug Homersham.

Rep: Weed & Co. (U. S.); All-Canada Radio Facilities, Ltd. (Canada). **Seating facilities:** None. **Merchandising:** Arrangements furnished on request. **Foreign language 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. **Commentators:** Doug Homersham (news commentator); Marion Lee (cooking; household hints); Laurie Irvine (Hollywood chatter).

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.

Manager director: James W. B. Browne. **Commercial manager:** Cecil G. Elphicke. **Program and traffic director:** Mary E. Royle. **Chief engineer:** James H. B. Browne. **Musical director:** Richard Misener. **Continuity director:** Dennis Reid.

Rep: All-Canada Radio Facilities, Ltd. (Canada); Weed & Co. (U. S.). **Seating facilities:** Can accommodate about 50 persons. **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. **Commentators:** Jack D. Bews, and Richard Misener (newscasters); Roy Murphy (sports).

BRITISH COLUMBIA STATIONS—Continued

CKLN, NELSON

Operator: Nelson Daily News, 711 Radio Ave. **Phone:** 19. **Power:** 100 watts on 1420 kc. **Affiliation:** Canadian Broadcasting Corp. **Opened:** July 15, 1939. (Note: This station is newspaper-owned by the Nelson Daily News.)

Station manager: Hume A. Lethbridge. **Program director:** F. R. Halhed. **Chief engineer:** M. W. Brown.

Rep: All-Canada Radio Facilities, Ltd. **Seating facilities:** None. **Merchandising:** "Limited" service rendered without charge; any materials used are billed to the client. **Foreign language programs:** French and English programs only are accepted. **Artists bureau:** None. **Base rate:** \$35.

Copy restrictions: Rules and regulations of the Canadian Broadcasting Corp.; no wine or beer advertising; copy on commercial programs must be on hand 48 hours in advance. **E. T. library:** Standard. **News:** British UP. **Commentators:** R. E. Crerar, and Murray Clark (sports); Edna Bradley (women's features).

CFPR, PRINCE RUPERT

Operator: C. H. Insulander. **Power:** 50 watts on 580 kc.

No other information available.

CKAT, 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: Arthur Balfour. **Commercial manager, promotion director:** Marsh Ellis. **Program director:** Charlie Smith. **Chief engineer:** Eric Aylen. **Continuity director:** Kay Parkin.

Rep: Weed & Co. (U. S.); All-Canada Radio Facilities, Ltd. (Canada). **Seating facilities:** Can accommodate about 100 persons. **Merchandising:** All services rendered at actual cost. **Foreign language programs:** Not accepted. **Artists bureau:** None. **Base rate:** \$50.

Copy restrictions: Rules and regulations of the Canadian Broadcasting Corp. **E. T. library:** NBC Thesaurus; MacGregor. **News:** Canadian Press. **Commentators:** Charlie Smith (newscaster); Jack Wells (sports); Kay Parkin ("Woman's Radio Journal"); Margaret Jestley (cooking; recipes); Eric Aylen (entertainment news.).

CBR, VANCOUVER

Operator: Canadian Broadcasting Corp., Hotel Vancouver. **Phone:** Trinity 2511.

Power: 5,000 watts on 1100 kc. **Affiliation:** CBC. **Opened:** Feb. 16, 1937.

Station manager, program director: Ira Dilworth*. **Commercial manager:** H. W. Paulson. **Chief engineer:** F. B. C. Hilton. **Musical producer:** Ernest Morgan. **Publicity director:** William Herbert.

Rep: Canadian Broadcasting Corp. **Seating facilities:** Studio A can accommodate about 150 persons. **Merchandising:** Policies determined by the CBC (to whom inquiries should be addressed in Toronto, Ont.). **Foreign language programs:** Not accepted. **Artists bureau:** None. **Base rate:** \$110.

Copy restrictions: Rules and regulations of the Canadian Broadcasting Corp. **E. T. library:** None. **News:** Canadian Press. **Commentators:** Prof. F. H. Soward ("The World Today"—news comment); Hugh Palmer and Geoffrey Davis (newscasters); William Herbert (newscaster; sports).

* Also CBC British Columbia Regional Representative.

CJOR, VANCOUVER

Operator: G. C. Chandler, 846 Howe St. **Phone:** Marine 6464. **Power:** 1,000 watts on 600 kc. **Affiliation:** None. **Opened:** July, 1926.

Owner, station manager: G. C. Chandler. **Commercial manager:** Don Laws. **Program director:** Dick Diespecker. **Chief engineer:** W. B. Seabrook. **Musical director:** Wally Peters. **Publicity director:** Dorwin 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 weekly 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:** Not accepted. **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. **Commentators:** Dick Diespecker, and Dorwin Baird (news commentators; newscasters); Alan Thompson (newscaster); Leo Nicholson, and Ross Mortimer (sports); Gladys Hodge (women's features); John Drainie (radio news and comment).

BRITISH COLUMBIA STATIONS—Continued

CKFC-CKFX, VANCOUVER

Operator: Standard Broadcasting System, Ltd., **Power:** 50 watts on 1410 kc (divides time with CKMO). (Short wave CKFX has 10 watts on 6080 kc. This station is controlled by the Vancouver Sun). **Base rate:** \$30.

No further information after repeated requests.

CKMO, VANCOUVER

Operator: British Columbia Broadcasting System, Ltd., 812 Robson St. **Phone:** Marine 1271. **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:** Roy H. Wright. **Chief engineer:** E. Rose.

Rep: Radio Centre. **Seating facilities:** Can accommodate 65 persons. **Merchandising:** Complete publicity and merchandising service rendered free. **Foreign language programs:** French only 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 News-Herald; Canadian Press. **Commentators:** Roy Wright (newscaster); Jack Short (sports-racing); Harry Cooke (special events).

CKWX, VANCOUVER

Operator: Western Broadcasting Co., Ltd., 801 W. Georgia St. **Phone:** Marine 3344. **Power:** 1,000 watts on 950 kc. **Affiliation:** None. **Opened:** 1923.

General and station manager: A. Hol-

stead. **Commercial manager:** Reginald M. Dagg. **Program and musical director:** Fred C. Bass. **Chief engineer:** E. Ross MacIntyre.

Rep: Weed & Co. (U. S.); All-Canada Radio Facilities, Ltd. (Canada). **Seating facilities:** None. **Merchandising:** Window tie-ins; sales staff cooperates in contacting merchants and creating and carrying out any plans of sponsors. **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. **News:** Local news (from Vancouver Sun). **Commentators:** William Newall (news commentator; newscaster); Jon Farrell (news commentator); Reed Chapman (sports); Edith Adams (cooking); Mamie Maloney (fashions); William Moyer (Hollywood Chatter).

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:** J. Bell. **Program and publicity director, artists bureau head:** M. Shaw. **Chief engineer:** Ray Tate. **Musical director:** D. Armstrong.

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.

MANITOBA

94,212 Radio Homes. Below Are Radio Homes by Census Divisions:

| | | | | | |
|------------------|-------|----------------|--------|---------------------|-------|
| | 587 | Winnipeg | 62,413 | Minnedosa | 3,340 |
| Morden | 2,785 | Brandon | 5,581 | Gimli | 728 |
| Pilot Mound..... | 2,495 | Souris | 2,201 | Dauphin | 2,186 |
| Deloraine | 1,432 | | 1,970 | Gilbert Plains..... | 1,463 |
| | 2,336 | Neepawa | 2,136 | Swan River..... | 708 |
| | | | | The Pas..... | 1,851 |

MANITOBA STATIONS—Continued

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. **Commentators:** Ronald Deacon and John MacNaughton (newscasters); J. B. Craig (sports).

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:** Duke McLeod. **Chief engineer:** R. V. Durie. **Musical director:** Ed Farey.

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.

CJRC-CJRO-CJRX, WINNIPEG

Operator: Transcanada Communications, 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: V. F. Nielsen. **Assistant and commercial manager:**

R. H. C. Straker. **Program and promotion manager:** E. H. Houston. **Chief engineer:** A. W. Hooper. **Publicity director:** E. F. 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:** English and French programs only accepted. **Artists bureau:** Yes. **Base rate:** \$90.

Copy restrictions: All copy subject to rules of the Canadian Broadcasting Corp. **E. T. library:** World; Lang-Worth; Standard. **News:** Transradio. **Commentators:** James Horton (news commentator); Everall Dutton, and Douglas Johnston (newscasters); Hugh J. "Rusty" Young, Arthur Morrison, and Ken Murray (newscasters); Elizabeth Holman (women's features); Irene Parker (health; beauty); Margaret Kennedy (celebrities); Alistair Stewart (book reviews); John R. Davidson (stock and grain reports); Wilford Womersley (civic affairs); Neil Leroy (theatre).

CKY, WINNIPEG

Operator: Manitoba Telephone System, Telephone Bldg. **Phone:** 92191. **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: William Backhouse. **Commercial manager:** Perce Gayner. **Program director:** R. H. Roberts. **Chief engineer:** William Duffield. **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; offer full cooperation to the extent of facilities. **Foreign language programs:** English and French only accepted. **Artists bureau:** None. **Base rate:** \$120.

Copy restrictions: No liquor advertising; no price quoting. **E. T. library:** NBC The-saurus. **News:** British UP; Canadian Press. **Commentators:** Wilf. Davidson, Tom Benson, Eric Davies, Harry O'Donnell, and Maurice Burchell (newscasters); Eddie Armstrong (sports); Mrs. Wilton Quinn (women's features); Darby Coats (inter-views).

NEW BRUNSWICK

35,710 Radio Homes. Below Are Radio Homes by Counties:

| | | | | | |
|------------------|-------|--------------------|-------|-------------------|--------|
| Albert | 346 | Kings | 1,931 | Sunbury | 339 |
| Carleton | 1,652 | Madawaska | 866 | St. John..... | 10,631 |
| Charlotte | 2,177 | Northumberland ... | 1,553 | Victoria | 879 |
| Gloucester | 893 | Queens | 749 | Westmorland | 7,762 |
| Kent | 438 | Restigouche | 1,736 | York | 3,758 |

CKNB, CAMPBELLTON

Operator: Dr. Charles H. Houde, Chateau Restigouche. **Phone:** 8. **Power:** 250 watts on 1210 kc. **Affiliation:** Canadian Broadcasting Corp. **Opened:** Dec. 27, 1939.

Station and commercial manager: C. S. Chapman. **Chief engineer:** L. P. Paquet.

Rep: None. **Seating facilities:** None. **Merchandising:** Newspaper publicity in two local papers; window cards; charge depends on size of advertiser's contract. **Foreign language programs:** Not accepted. **Artists bureau:** None. **Base rate:** \$25.

Copy restrictions: Rules and regulations of the Canadian Broadcasting Corp. **E. T. library:** None listed. **News:** British UP. **Commentators:** C. S. Chapman (newscaster); Margaret Taylor (fashions; cooking; interior decorating; child care).

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:** S. B. Cassidy.

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.

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. **News:** Transradio. **Commentators:** Earl McCarron (newscaster); Ross Rowlands (sports); Margaret Carter (women's news); Mrs. R. R. Gander (home forum).

CBA, SACKVILLE

Operator: Canadian Broadcasting Corp., Nova Scotian Hotel, Halifax, N. S. **Phone:** B 6188. **Power:** 50,000 watts on 1050 kc. **Affiliation:** Canadian Broadcasting Corp. **Opened:** April 8, 1939.

Station director: George Young (CBC regional representative). **Program director:** William J. O'Reilly. **Chief engineer:** James Carlisle.

Rep: Canadian Broadcasting Corp. **Seating facilities:** None. **Merchandising:** None. **Foreign language programs:** Not accepted. **Artists bureau:** None. **Base rate:** \$150.

Copy restrictions: Rules and regulations of the Canadian Broadcasting Corp. **E. T. library:** Lang-Worth. **News:** Canadian Press. **Commentators:** W. J. O'Reilly and Wm. C. Hankinson (newscasters); J. D. Pringle (newscaster; sports—especially rugby); Ralph Marven (farm commentator).

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 affiliated with the Saint John Telegraph-Journal and Times-Globe.)

Station manager, secretary-treasurer:

NEW BRUNSWICK STATIONS—Continued

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. **For-**

eign 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. on Sunday; no price quoting permitted; all copy subject to station approval. **E. T. library:** World; All-Canada. **News:** British UP. **Commentators:** George A. Cromwell and deB. Holly (newscasters); Maud Crisp Estey (cooking; literature; entertainment; women's features).

NOVA SCOTIA

52,470 Radio Homes. Below Are Radio Homes by Counties:

| | | | | | |
|-------------------|--------|-----------------|--------|-----------------|-------|
| Annapolis | 1,140 | Guysboro | 636 | Pictou | 4,350 |
| Antigonish | 538 | Halifax | 15,301 | Queens | 722 |
| Cape Breton | 11,321 | Hants | 1,674 | Richmond | 333 |
| Colchester | 2,652 | Inverness | 687 | Shelburne | 750 |
| Cumberland | 4,221 | Kings | 2,488 | Victoria | 259 |
| Digby | 1,229 | Lunenburg | 2,343 | Yarmouth | 1,826 |

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.

Director: Wm. C. Borrett. **Assistant director, 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; Casino Theatre; at theatres regular admission charged; other locations admission free. **Merchandising:** Supply information for sponsors; newspapers 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:** British UP; Transradio. **Commentators:** Dr. H. L. Stewart (news commentator); Fletcher

Coates and John Fisher (newscasters); Earl Morton (sports); Mrs. A. H. Dexter and Veda Moore (women's features).

CJHC, HALIFAX

At press time this station had a construction permit only.

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:** H. A. L. Stephen.

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

NOVA SCOTIA STATIONS—Continued

Corp. regulations. **E. T. library:** NBC Thesaurus. **News:** Transradio; British UP. **Commentators:** Thomas C. Robertson and William Loeb (newscasters); H. A. L. Stephen (sports); Betty Brown (home-making); Ann Allen (child care); Charles McDougall (films; entertainment news).

CKIC, WOLFVILLE

Operator: Acadia University. **Power:** 50 watts on 1010 kc.

This station is non-commercial; university-owned.

CJLS, YARMOUTH

Operator: Gateway Broadcasting Co., 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:** Richard Irvine. **Program director:** Earl Jeffery. **Publicity director:** Elsie Allen.

Rep: Dominion Broadcasting Co. (Toronto). **Seating facilities:** Can accommodate about 100 persons. **Merchandising:** Store displays, newspaper tie-ins, etc.; 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. **Commentators:** Laurie L. Smith, Richard Irvine and Earl Jeffery (newscasters); Shirley Smith (women's features).

ONTARIO

572,998 Radio Homes. Below Are Radio Homes by Counties:

| | | | | | |
|------------------|--------|---------------------|--------|------------------------|---------|
| Algoe | 5,709 | Hastings | 6,337 | Perth | 9,150 |
| Brant | 9,690 | Huron | 4,948 | Peterboro | 6,981 |
| Bruce | 4,782 | Kenora | 3,877 | Prescott | 1,659 |
| Carleton | 39,426 | Kent | 8,563 | Prince Edward..... | 3,254 |
| Cochrane | 5,957 | Lambton | 7,516 | Rainy River..... | 1,937 |
| Dufferin | 1,417 | Lanark | 5,244 | Renfrew | 5,230 |
| Dundas | 2,061 | Leeds | 4,346 | Russell | 1,238 |
| Durham | 3,247 | Lennox & Addington. | 2,367 | Simcoe | 6,919 |
| Elgin | 6,248 | Lincoln | 10,955 | Stormant | 5,459 |
| Essex | 22,865 | Manitoulin | 598 | Sudbury | 5,649 |
| Frontenac | 7,308 | Middlesex | 23,289 | Thunder Bay..... | 12,553 |
| Glengarry | 988 | Muskoka | 2,369 | Timiskaming | 6,573 |
| Grenville | 3,154 | Nippissing | 5,369 | Victoria | 3,520 |
| Grey | 6,175 | Norfolk | 3,881 | Waterloo | 16,623 |
| Haldimand | 2,412 | Northumberland .. | 3,373 | Welland | 16,887 |
| Haliburton | 504 | Ontario | 10,518 | Wellington | 8,081 |
| Halton | 5,155 | Oxford | 8,165 | Wentworth | 38,190 |
| | | Perry Sound..... | 1,978 | York | 178,706 |
| | | Peel | 3,481 | District of Patricia.. | 91 |

CKPC, BRANTFORD

Operator: Telephone City Broadcast, Ltd. **Power:** 100 watts on 930 kc.

Base rate: \$40.

No further information available.

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: None. **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:** Not accepted at present. **Artists bureau:** Yes, handles only local non-pro talent. **Base rate:** \$30.

ONTARIO STATIONS—Continued

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. **Commentators:** Ross Wright (news commentator; sports); Major Devlin and Virg Morgan (newscasters); Gwen Nichols (fashions).

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: Hector F. Dougall. **Commercial managers:** John Downes (Fort William); Jack Penson (Port Arthur).

Rep: Weed & Co. (U. S.); Jack Slatter (Toronto). **Seating facilities:** Can accommodate about 100 persons. **Merchandising:** Yes; details not listed. **Foreign language programs:** Not permitted by CBC. **Artists bureau:** None. **Base rate:** \$50.

Copy restrictions: No alcoholic beverage advertising of any kind accepted; 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.

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.

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:** Not accepted. **Artists bureau:** Setup nominal only. **Stock:** Held by A. C. Hardy, D. F. Hardy, A. S. Hardy and F. P. Hardy. **Base rate:** \$40.

Copy restrictions: Commercials may not exceed 10% of total program time; provincial ruling prohibits advertising of intoxi-

cating beverages; Canadian Broadcasting Corp. regulations. **E. T. library:** Standard. **News:** Transradio; own local news. **Commentators:** Claude Cain (newscaster); Norman Marshall (sports); Margaret MacBain (fashions; cooking).

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: Weed & Co. (U. S.); All-Canada Radio Facilities, Ltd. (Canada). **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 service gratis. **Foreign language programs:** Not accepted. **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; NBC Thesaurus. **News:** Transradio. **Commentators:** Prof. E. T. Salmon (international affairs; war news comment); Howard Caine (newscaster); Perce Le Sueur (sports).

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:** George A. Titus. **Program and musical director:** Clint Godwin. **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 ad-

ONTARIO STATIONS—Continued

vance. **Artists bureau:** None. **Base rate:** \$30.

Copy restrictions: Rules of the Canadian Broadcasting Corp. **E. T. library:** World. **News:** Canadian Press; network news. **Commentators:** Clint. Godwin and Al. Sherrett (news commentators); Lloyd Offer (sports); Bea Emma (women's features).

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.); J. L. Alexander (Toronto). **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.

CJKL, KIRKLAND LAKE

Operator: Northern Broadcasting & Publishing, Ltd., Sky Arcade Bldg. **Power:** 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:** Gerry Tonkin. **Program director:** Julian Garson. **Chief engineer:** Edgar Ryan.

Rep: J. Reg. Beattie (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: \$60.

Copy restrictions: No alcoholic beverage copy accepted; rules of the Canadian Broadcasting Corp. observed. **E. T. library:** NBC Thesaurus; MacGregor. **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:** Not accepted. **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. **Commentators:** Jack Russell (newscaster; sports); Gordon Schalls (newscaster); Karl Monk, Clyde Mitchell, and Gilbert Liddle (sports); Dr. Fraser, M.O.H. (health).

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, program director: Philip Morris. **Chief engineer:** Lloyd Yorke.

Rep: Joseph Hershey McGillvra (Canada and U. S.). **Seating facilities:** Can accommodate about 100 persons. **Merchandising:** None. **Foreign language programs:** Not accepted. **Artists bureau:** None. **Base rate:** \$45.

Copy restrictions: Canadian Broadcasting Corp. regulations. **E. T. library:** NBC Thesaurus. **News:** Canadian Press. **Commentators:** David Price and Philip Morris (newscasters); Hartley McVicar (entertainment news).

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:** R. Ashton.

ONTARIO STATIONS—Continued

Rep: J. Reg. Beattie (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. **Commentators:** Bruce McLeod, and Arthur Hill (newscasters).

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. **News:** Canadian Press.

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.

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; Associated. **News:** Transradio.

CFOS, OWEN SOUND

At press time this station had a construction permit only.

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., 12 Yates St. **Phone:** 3900. **Power:** 100 watts on 1200 kc. **Affiliation:** Canadian Broadcasting Corp. **Opened:** Nov. 7, 1933.

President: E. T. Sandell. **Station manager:** Paul Frost. **Assistant manager, 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:** Not 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. **Commentators:** Bill Adamson, Cecil McKnight and Bernard Mitchell (newscasters); Rex Stimers (sports); Jean Norman (fashions; women's news).

CJIC, SAULT STE. MARIE

Operator: The Hyland Broadcasting Co., Windsor Hotel. **Phone:** 3500. **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: J. L. Alexander. **Seating facilities:** About 50 persons. **Merchandising:** Place

ONTARIO STATIONS—Continued

photos of artists in windows; telephone follow-ups; tie-ins with theatres on occasion. **Foreign language programs:** Not accepted. **Artists bureau:** None. **Base rate:** \$35.

Copy restrictions: Rules and regulations of the Canadian Broadcasting Corp. **E. T. library:** None listed. **News:** Transradio. **Commentators:** Herbert Bennett (newscaster; film news); Stuart Kenney (newscaster; sports); James Sumbler (newscaster); Luella Weresub (fashions; cooking); Vera Hotton (fashions).

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:** Jim Camden. **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. **Commentators:** Stan. Tapley, Jack Haney, and Harold Stubbs (newscasters); Ed. Tomlinson (sports); Margaret Dunseith (fashions; cooking).

CKSO, SUDBURY

Operator: Sudbury Star, Ltd., 21 Elgin St. **Phone:** 280. **Power:** 1,000 watts on 780 kc. **Affiliation:** Canadian Broadcasting Corp. **Opened:** August, 1935. (Note: This station is newspaper-owned by The Sudbury Star.)

President: W. E. Mason. **Station manager, commercial manager:** W. J. Woodill. **Program director:** Howard Clark. **Chief engineer:** Jim McCrae.

Rep: Weed & Co. (U. S.); All-Canada Radio Facilities, Ltd. (Canada). **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; Transradio; local from parent paper. **Commentators:** W. J. Woodill and Howard Clark (newscasters); Clair Chambers (sports).

CKGB, TIMMINS

Operator: Northern Broadcasting and Publishing, Ltd., Thompson Bldg. **Phone:** 500. **Power:** 1,000 watts on 1440 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, CFCH, North Bay, and CKVD, Val D'or).

President: R. H. Thomson. **Station manager:** Jack Cooke. **Program director:** Fred Darling. **Chief engineer:** William Marks. **Woman's editor:** Sonya Barnet. **Publicity director:** Dennis Braithwaite.

Rep: Weed & Co. (U. S.); Reg. Beattie (Toronto); All-Canada Radio Facilities, Ltd. (Montreal). **Seating facilities:** Can accommodate about 100 persons. **Merchandising:** Complete merchandising service. **Foreign language programs:** French newscast daily. **Artists bureau:** None. **Base rate:** \$60.

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. **Commentators:** Larry Thorsteinson (news commentator; newscaster); Eddie Copps (sports); Leone Noble (cooking; child care); Sonya Barnet (fashions; women's news).

CBL, TORONTO

Operator: Canadian Broadcasting Corp., 805 Davenport Rd. **Phone:** KE 9411. **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.

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. **Commentators:** Walter Bowles (news commentator); Lorne Greene, Edward Devlin, Stephen Dale, and Austin Willis (newscasters); Harry "Red" Foster and Clary Settell (sports); Monica Mugan (homemaking; women's features); R. T. "Bob" Bowman (broadcast from

ONTARIO STATIONS—Continued

England with C.A.S.F. troops); T. O. Wiklund (special events); Don Fairbairn (farm comment); Andy Clarke (rural news).

CBY, TORONTO

Operator: Canadian Broadcasting Corp., 805 Davenport Rd. **Phone:** KE 9411. **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 The-saurus. **News:** Canadian Press. **Commentators:** See CBL, Toronto.

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 with 1,000 watts on 6070 kc.)

President: Harry Sedgwick. **Station 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; Lang-Worth. **News:** British UP; local. **Commentators:** Rex Frost ("armchair" club discussions); John C. Reade and Jim Hunter (newscasters); Wes McKnight (newscaster; sports); Mrs. H. M. Aitken and Ann Adam (cooking; women's features); Claire Wallace (gossip).

CKCL, TORONTO

Operator: Dominion Battery Co., Ltd., 444 University Ave. **Phone:** Adelaide 1014. **Power:** 1,000 watts on 580 kc. **Affiliation:** Canadian Broadcasting Corp. **Opened:** 1923.

President: Henry S. Gooderham. **Station**

and commercial manager: Albert E. Leary. **Program and musical director, artists bureau head, publicity:** Maurice Rapkin. **Chief engineer:** Ernest Swan.

Rep: None. **Seating facilities:** Studio seats 60; Century Theatre provides facilities for 1,500. **Merchandising:** Newspaper tieups; public address system tieups (station owned). **Foreign language programs:** Not accepted. **Artists bureau:** Yes. **Base rate:** \$100.

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. **Commentators:** Jack Thompson and Slim Freckleton (newscasters); Al Leary (sports); Edgar Guest (films).

CKLW, WINDSOR

See Detroit, Michigan.

CKNX, WINGHAM

Operator: Wingham Radio Club, Wingham, Ont. **Phone:** 158. **Power:** 100 watts on 1200 kc. **Affiliation:** CBC Supplementary Group. **Opened:** 1926.

President, station manager: W. T. Cruickshank. **Commercial manager, publicity director:** B. Howard Bedford. **Production director:** Harry J. Boyle. **Chief engineer:** Scott C. Reid. **Musical director:** Harold Victor Pym. **Merchandising director:** R. G. Buckingham.

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 services gratis. **Foreign language programs:** Not 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; Transradio. **Commentators:** Harry J. Boyle (news commentator; livestock markets); "Doc" Cruickshank (sports).

PRINCE EDWARD ISLAND

10,831 Radio Homes. Below Are Radio Homes by Counties:

Kings 1,641 Queens 5,397 Prince 3,793

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:** Not accepted. **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. **Commentators:** A. Stuart Dickson, and L. A. McDonald (news commentators); S. R. Kennedy (newscaster); W. J. Brown, Jr. (sports); Marianne R. Rogers (fashions; cooking); Adele G. Coyle (interior decoration); Ira R. Stewart (agriculture reports).

CHGS, SUMMERSIDE

Operator: R. T. Holman, Ltd., 190 Water Street. **Phone:** 134. **Power:** 100 watts on 1450 kc. **Affiliation:** Canadian Broadcasting Corp. **Opened:** 1925.

President: H. T. Holman. **Station and commercial manager:** R. L. Mollison. **Program director:** C. A. Johnson. **Chief engineer:** C. F. McCaull.

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. **Commentators:** Carl F. McCaull (newscaster); Mrs. Irene Dickie (cooking; homemaking; fashions; women's features).

QUEBEC

317,780 Radio Homes. Below Are Radio Homes by Counties:

| | | | | | |
|-------------------|-------|--------------------|-------|--------------------|-------|
| Abitibi | 1,306 | Champlain | 4,293 | Huntingdon | 743 |
| Argenteuil | 1,364 | Charlevoix | 547 | Iberville | 649 |
| Arthabaska | 1,289 | Chateauguay | 812 | Joliette | 2,268 |
| Bagot | 762 | Chicoutimi | 6,367 | Kamouraska | 581 |
| Beauce | 1,514 | Compton | 1,126 | Labelle | 391 |
| Beauharnois | 2,627 | Deux-Montagnes ... | 533 | Lac St. Jean..... | 2,179 |
| Bellechasse | 629 | Dorchester | 460 | Laprairie | 485 |
| Berthier | 747 | Drummond | 2,380 | L'Assomption | 770 |
| Bonaventure | 610 | Frontenac | 690 | Levis | 3,613 |
| Brome | 1,864 | Gaspe | 506 | L'Islet | 725 |
| Chambly | 3,758 | Hull | 5,867 | Lotbiniere | 762 |

QUEBEC STATIONS—Continued

| | | | | | |
|------------------------|---------|-------------------|--------|--------------------|-------|
| Maskinonge | 952 | Napierville | 355 | Sherbrooke | 5,761 |
| Matane | 1,299 | Nicolet | 1,063 | Soulanges | 504 |
| Megantic | 2,057 | Papineau | 1,567 | Stanstead | 2,540 |
| Missisquoi | 1,562 | Pontiac | 404 | St. Hyacinthe..... | 2,937 |
| Montcalm | 629 | Portneuf | 2,233 | St. Jean..... | 2,487 |
| Montmagny | 920 | Quebec | 25,792 | St. Maurice..... | 7,605 |
| Montmorency | 579 | Richlieu | 1,631 | Temiskamingue ... | 1,277 |
| { Hochelaga | 590 | Richmond | 1,602 | Temiscouata | 1,418 |
| { Jacques Cartier..... | 185,188 | Rimouski | 862 | Terrebonne | 3,498 |
| { Laval | 1,690 | Rouville | 729 | Vaudreuil | 706 |
| Montreal Dist. & | | Saguenay | 404 | Vercheres | 953 |
| Jesus Island..... | 187,468 | Shefford | 1,882 | Wolfe | 401 |
| | | | | Yamska | 386 |

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. **Commentator:** M. Vilmond Fortin (news caster).

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:** 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 Pharend. **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. **Commentator:** Mack Macdonald (sports).

CBF, MONTREAL

Operator: Canadian Broadcasting Corp., 1231 St. Catherine St., West. **Phone:** Marquette 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.

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.

QUEBEC STATIONS—Continued

CFCF-CFCX, MONTREAL

Operator: Canadian Marconi Co., Ltd., 1231 St. Catherine St., W. **Phone:** Plateau 2577. **Power:** CFCF: 500 watts on 600 kc; CFCX: 75 watts on 6005 kc. **Affiliation:** NBC Blue Canadian Group. **Opened:** September, 1918.

Station manager: James A. Shaw. **Sales promotion and publicity director:** E. H. Smith. **Program director:** H. Hewetson. **Chief engineer:** K. R. Paul.

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. **Commentators:** Walter O'Hearn (news commentator); Christopher Ellis, Prescott Robinson, and Corey Thomson (newscasters); Frank Starr, and Cliff Butler (sports); Gorman Kennedy (sports); weather conditions for sports); Phyllis Carter (women in the news); Maurice Krushen (theatrical reviews); J. Beard (gossip of the waterfront).

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. **Commentators:** J. Fournier

(newscaster); M. Normandin, B. Goulet, and M. Lefebvre (sports); Mad. N. D'Arcy (beauty hints).

CKAC, MONTREAL

Operator: La Compagnie de Publication de La Presse Limitee, 980 St. Catharine St., West. **Phone:** Marguette 3611. **Power:** 5,000 watts on 730 kc. **Affiliation:** CBS. **Opened:** June, 1922. (Note: This station is newspaper-owned by La Presse.)

Manager director: Phil Lalonde. **National sales:** Louis Leprohon. **Program director:** Yves Bourassa. **Technical director:** Leonard Spencer. **Chief transmitter engineer:** Percy Smith. **Musical director:** Henri Lefondal. **Artists bureau head:** Phil Lalonde. **Local sales:** Paul Ouellet. **Promotion manager:** Andre Daveluy. **Traffic manager:** Flavius Daniel. **Continuity editor:** Armand Gravel. **Publicity director:** Pierre Ranger. **Special events:** Roger Baulu.

Rep: Joseph Hershey McGillyvra. **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:** English and French programs only accepted. **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. **Commentators:** Ferdinand Biondi, Gerard Delage, and Albert Duquesne (news commentators); Jean Nolin (newscaster); Marcel Sylvain, Bill Brosseau, Roland Beaudry, and Louis Belanger (sports); Jeanne Frey (women's features); Romeo Gaudry (social events); Roy Malouin (stock market quotations).

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 and publicity director:** V. Bernard. **Chief engineer:** J. R. McGough. **Musical director:** Paul Aube.

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:** \$50.

QUEBEC STATIONS—Continued

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.

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: Aurele Seguin. **Chief engineer:** Charles Frenette. **Musical director:** Jean Marie Beaudet. **Publicity director:** Leopold 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 Canadian Broadcasting Corp. rules. **Artists bureau:** None. **Base rate:** \$70.

Copy restrictions: Regulations of the Canadian Broadcasting Corp. **News:** Canadian Press. **Commentator:** Edmond Piche (sports).

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. **Sales manager:** J. A. Hardy. **Program director:** T. H. Burham. **Chief engineer:** Arsene Nadeau. **Artists bureau head:** A. Pelletier. **Musical director:** J. Croteau. **Publicity director:** Bob Boudreault.

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; all copy subject to approval of the management, and must conform to CBC regulations. **E. T. library:** Lang-Worth. **News:** British UP; local.

CKCV, QUEBEC

Operator: CKCV, Ltd., 142 St. John St. **Phone:** 2-1585. **Power:** 100 watts on 1310 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:** Leon Baldwin. **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. **Commentators:** Armand Roy and Jean L. Gagnon (news commentators); C. Falardeau and C. Couture (newscasters); Charles M. Dechene (sports); Jeanne Lamy (women's features).

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.

Rep: Joseph Hershey McGillvra (U. S. and Toronto); All-Canada Radio Facilities, Ltd. (Montreal). **Base rate:** \$60.

Copy restrictions: Rules and regulations of the Canadian Broadcasting Corp. **E. T. library:** None. **News:** Transradio; Canadian Press; Nouvelle Laurentiennes. **Commentators:** Miville Couture (newscaster); Marie-Ange Belanger (etiquette; fashions; cooking).

CKRN, ROUYN

Operator: La Cie de Radiodiffusion Rouyn-Noranda Ltee., Reilly Bldg. **Phone:** 1400. **Power:** 250 watts on 1370 kc. **Affiliation:** None. **Opened:** Feb. 10, 1939.

QUEBEC STATIONS—Continued

General and station manager, publicity director: J. O. Tardiff. **Commercial manager, musical director:** A. G. Archibald. **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. **Commentators:** A. G. Archibald and Errol Malouin II (newscasters; sports); Jeannine Boucher (summer events; sports); Mrs. L. Falardeau (homemaking).

CHLT, SHERBROOKE

Operator: La Tribune, Ltd., 3 Marquette St. **Phone:** 2071. **Power:** 100 watts on 1210 kc. **Affiliation:** Canadian Broadcasting Corp. **Opened:** June 27, 1937. (Note: This station is owned by the French-language newspaper La Tribune.)

President: J. Nicol. **Station manager:** Alphe Gauthier. **Program director:** Jeanne Tremblay. **Chief engineer:** C. Charlebois. **Educational director:** Alex Sim. **Promotion and publicity director:** Henri V. Delorme.

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:** Standard. **News:** Canadian Press; Christian Science Monitor. **Commentators:** Jean Louis Gauthier (news commentator; newscaster); Jean M. Joncas (newscaster); Henri V. Delorme (sports); Mrs. Jessie St. Dennis Goulet (children's programs; cooking); Jeanne Tremblay (French commentator).

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:** Laval Raymond. **Sales representative:** George R. Bouchard.

Rep: Joseph Hershey McGillvra. **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:** \$20.

Copy restrictions: All copy subject to

station approval and government regulations. **E. T. library:** None. **News:** Furnished by the newspaper Action Catholique.

CHLN, THREE RIVERS

Operator: Le Nouvelliste, Ltd., Chateau de Blois. **Phones:** 3004, 231. **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:** Leon Trepanier. **Program director:** Jos. Thibault. **Chief engineer:** Armand Beaulac. **Publicity director:** Victor Dal-laire.

Rep: Radio Center, Ltd. (Toronto). **Seating facilities:** Studio seats 50 persons; Capitol Theatre available, seating 1,224; also De La Salle Hall, 900 persons, Notre Dame Hall, 1,200 persons, and Imperial Theatre, 1,000 persons. **Merchandising:** None. **Foreign language programs:** Most programs are bi-lingual; French and English only accepted. **Artists bureau:** Service of local "Central D'Artistes" available. **Base rate:** \$35.

Copy restrictions: Regulations of the Canadian Broadcasting Corp. **E. T. library:** World. **News:** British UP. **Commentators:** Jacques Boisjoli (news commentator); Victor Dallaire (newscaster); Leo Pinson-neault (sports); Suzanne Gingras (fashions; cooking; etc.); Francoise Godin (club news); Joyce Dagle (musical-historical data); Noel Gauvin, Jacques Boisjoli, and Marcel Marineau (entertainment news; miscellaneous).

CKVD, VAL D'OR

Operator: Northern Broadcasting & Publishing Co., Ltd., Val D'Or. **Phone** 500. **Power:** 100 watts on 1200 kc. **Affiliation:** Canadian Broadcasting Corp. (pending). **Opened:** 1939. (Note: This station is operated in conjunction with the Val D'Or Star and La Voix Populaire newspapers.)

President: Roy H. Thomson. **Station manager:** Don Insley. **Commercial manager:** Dan Carr. **Chief engineer:** E. Mott.

Rep: All-Canada Radio Facilities, Ltd. (Canada); Weed & Co. (U. S.). **Seating facilities:** Studio A can accommodate about 60 persons. **Merchandising:** Newspaper publicity, circulars to dealers, and courtesy announcements rendered without charge to national advertisers. **Foreign language programs:** English and French only accepted. **Artists bureau:** None. **Base rate:** \$30.

Copy restrictions: Rules and regulations

QUEBEC STATIONS—Continued

of the Canadian Broadcasting Corp. **E. T. library:** NBC Thesaurus. **News:** Transradio. **Commentators:** Don Inslay (news-caster; sports); Lucien Godin (newscaster); Elaine Roberts (fashions; cooking; women's features).

SASKATCHEWAN

110,051 Radio Homes. Below Are Radio Homes by Census Divisions:

| | | | | | |
|------------------|--------|--------------------|--------|----------------------|-------|
| Estevan | 2,895 | Moose Jaw..... | 10,468 | Wilkie | 3,656 |
| Weyburn | 4,362 | Swift Current..... | 4,904 | Melfort..... | 5,719 |
| Assiniboia | 2,901 | Yorkton | 4,466 | Prince Albert..... | 8,903 |
| Shaunavon | 1,485 | Wynyard | 3,250 | North Battleford.... | 5,318 |
| Moosomin | 5,589 | Saskatoon | 17,461 | Lashburn | 3,173 |
| Regina | 20,910 | Biggar | 4,322 | | 269 |

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:** Louis Lewry.

Rep: All-Canada Radio Facilities, Ltd. (Canada); Weed & Co. (U. S.). **Seating facilities:** None. **Merchandising:** Complete service rendered gratis. **Foreign language programs:** Not accepted. **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. **Commentators:** Louis Lewry ("country news"); Sid Boyling, and Pallie Pascoe (sports); Barbara Wells (fashions; cooking).

CKBL, PRINCE ALBERT

Operator: L. E. Moffat and R. E. Price, Sanderson Block, Central Ave. **Phone:** 3133. **Power:** 250 watts on 1210 kc (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. **Commentators:** Kenneth Davey, and A. E. Ewing (newscasters); Dale Yoos (sports); Mrs. Eva Fraser (women's features).

CJRM, REGINA

Operator: Transcanada Communications, Ltd., Saskatchewan Life Bldg. **Phone:** 8424. **Power:** 1,000 watts on 950 kc. **Opened:** 1926.

Station director: V. F. Nielsen (manager, Transcanada Communications, Ltd., Winnipeg). **Station supervisor, Regina:** F. V. Scanlan. **Commercial director:** B. Pirie. **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 75 persons. **Merchandising:** Supply window cards, posters, blotters, slides, etc.; service carries a charge. **Foreign language programs:** Not accepted. **Artists bureau:** None. **Base rate:** \$70.

Copy restrictions: No beer, wines or alcoholic beverages; all copy subject to regulations of the Canadian Broadcasting Corp. **News:** Transradio. **Commentators:** Major

SASKATCHEWAN STATIONS—Continued

J. F. Horton, Jack Hill, Don Wright, and William Walker (newscasters); G. Carson (sports); Lillian Bellefleur (fashions; cooking); Jack Davidson, and Bill Woodfield (stock and grain reports).

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: Gerry Gaetz. **Assistant manager:** William Speers. **Commercial manager, musical director:** Alan Smith. **Program director, artists bureau head:** Lyman Potts. **Merchandising and publicity director:** Don Macmillan.

Rep: Weed & Co. (U. S.); All-Canada Radio Facilities, Ltd. (Canada). **Seating facilities:** Can accommodate 300 persons. **Merchandising:** Supply listings and publicity through the Regina Leader-Post, the Saskatchewan Farmer, and a number of provincial weekly papers; will arrange dealer contacts; cooperate in placing window displays, etc.; services of this nature rendered gratis. **Foreign language programs:** No set rules; must observe Defence of Canada Regulations. **Artists bureau:** Setup nominal only. **Base rate:** \$80.

Copy restrictions: Conform to rules and regulations of Canadian Broadcasting Corp. **E. T. library:** NBC Thesaurus; Standard. **News:** British UP; also local news from parent paper. **Commentators:** Barry Wood, Lloyd Westmoreland, Lyman Potts, George Lawrence, and Don Dawson (newscasters); Don Macmillan (newscaster; sports); Dave Dryburgh (sports); Florence Sweeney, and Marjorie Duff (fashions; household hints; women's features); Muriel Strickland (cooking).

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:** Not accepted. **Artists bureau:** None. **Base rate:** \$80.

Copy restrictions: Regulations of the

Canadian Broadcasting Corp. **E. T. library:** NBC Thesaurus; Standard. **News:** British UP. **Commentators:** Vic Rowe, Cy Cairns, and Jim Maxwell (newscasters); Jack Wells (sports); Miss A. E. Marshall (women's features).

CBK, WATROUS

Operator: Canadian Broadcasting Corp., Watrous (transmitter); administrative offices are located in the Telephone Bldg., Winnipeg. **Phone:** 97261. **Power:** 50,000 watts on 540 kc. **Affiliation:** Canadian Broadcasting Corp. **Opened:** July 29, 1939.

Station director: D. Claringbull (Prairie Regional Representative for the CBC). **Commercial manager:** E. A. Weir (CBC, Toronto). **Program director:** John Kanna-win. **Chief engineer:** R. D. Cahoon.

Rep: Canadian Broadcasting Corp. **Seating facilities:** Can accommodate audiences in Winnipeg; capacity not listed. **Merchandising:** None. **Foreign language programs:** Not accepted. **Artists bureau:** None. **Base rate:** \$200.

Copy restrictions: Rules of the Canadian Broadcasting Corp. observed. **News:** Canadian Press. **Commentators:** John Bird, Prof. G. W. Simpson, Watson Thomson, and Prof. Gerald S. Graham (news commentators and analysts).

CJGX, YORKTON

Operator: Yorkton Broadcasting Co., 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; studios in Yorkton and Winnipeg).

Manager: A. L. Garside. **Commercial manager:** R. H. Elleker. **Program director:** Cyril F. Greene. **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:** Not accepted. **Artists bureau:** None. **Base rate:** \$50.

Copy restrictions: Regulations of the Canadian Broadcasting Corp. **E. T. library:** World. **News:** British UP. **Commentators:** Jim McRae (newscaster); Bob Priestly (sports); Joyce Wilson (fashions; cooking); Bill Woodfield (grain and market reports).

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:** Manitoba Telephone Bldg., Portage Ave., E.; P. H. Gayner, representative (phone 92 191). **Calgary office:** Southam Bldg. (R 2021); A. R. Gibson, 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.)

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.

Bertha Bannon. Boston office: 538 Little Bldg. (Hubbard 4370).

V. Beck, Inc. New York office: 331 Fourth Ave. (Gramercy 5-2947). **Personnel:** Irving Goldman. (Representative for KZIB, Manila, P. I.).

Paul Belaire. Boston office: 80 Federal St. (Liberty 0437).

Walter Biddick Co. Officers: Walter Biddick, general manager. **Los Angeles office:** 568 Chamber of Commerce Bldg. (Richmond 6184). **Personnel:** G. M. Bid-

dick, 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:** 681 Market St. (Garfield 0947). **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. **St. Louis office:** Paul Brown Bldg. (Chestnut 4154). **Personnel:** J. Chris Hetherington, manager. **San Francisco office:** Russ Bldg. (Douglass 3188). **Personnel:** Lindsey Spight, manager. **Los Angeles office:** Chamber of Commerce Bldg. (Prospect 3584). **Personnel:** Carleton Coveny, manager.

***The Branham Co. Officers:** John Petrie, president. **Chicago office:** 360 N. Michigan Ave. (Central 5726). **Personnel:** E. F. Corcoran, vice-president; L. S. Greenberg, secretary-treasurer; H. C. Shomaker, J. B. Guenther, C. B. Peterson, Joseph F. Timlin, Carl Sundberg,

STATION REPRESENTATIVES—Continued

- 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. **Detroit office:** General Motors Bldg. (Trinity 1-0440). Personnel: H. A. Anderson, Edwin Charney. **St Louis office:** Arcade Bldg. (Chestnut 6192). Personnel: W. F. Patzlaff. **Kansas City office:** National Fidelity Life Bldg. (Harrison 1023). Personnel: George F. Dillon, Julian Kirk. **Los Angeles office:** 448 S. Hill St. (Michigan 1269). Personnel: W. L. Blythe. **Atlanta office:** Rhodes Haverty Bldg. (Walnut 4851). Personnel: J. B. Keough. **Charlotte office:** 612 Commercial National Bank Bldg. (8839). Personnel: H. L. Ralls. **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: Dean Sherman.
- Broadcasting Abroad, Ltd. Officers:** Henry G. Hoberg, executive vice-president; Edward R. Parker, vice-president; Murray Welch, secretary; Paul P. Berthoud, treasurer. **New York office:** 119 West 57th St. (Circle 7-4162). **Havana, Cuba, office:** Edificio Nova Scotia 300. Personnel: Guido Garcia Inclan, manager. **Buenos Aires, Argentina, office:** Calle Suipacha 690. Personnel: Harold Yale Rose, manager. **Tampico, Mexico, office:** Madero 102. Personnel: Wendel Cox, manager. **Sao Paulo, Brazil, office:** Ave. Sao Joao 1285. Personnel: Olavo de Castro Fontoura, manager. (Represent stations in Latin America).
- *Howard C. Brown Co. Hollywood office:** 6418 Santa Monica Blvd. (Hollywood 6045). Personnel: Howard C. Brown, president, general manager. (Represents Australian stations, transcription producers and radio journals.)
- *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. Sauer-
- berg, 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:** Hotel Newhouse. Personnel: J. Wayne El-dredge.
- Burn-Smith Co., Inc. Officers:** John A. Toothill, president; G. Byron Smith II, secretary, treasurer. **New York office:** 7 West 44th St. (Murray Hill 2-7462). **Chicago office:** 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.
- Commercial Broadcasting Services, Ltd. Toronto office:** Hermant Bldg. (Elgin 3345). Personnel: E. A. Byworth, president; H. R. Johnston, vice-president; A. G. Irwin, secretary-treasurer; Doug Marshall, program department.
- Conquest Alliance Co., Inc. Officers:** C. H. Venner, Jr., 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 2-8234). 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. (Lom-

STATION REPRESENTATIVES—Continued

- bard 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).
- *DeLisser-Boyd, Inc.** Officers: Grover W. Boyd, president; William F. Gallagher, treasurer; Marie M. Matthews, secretary. New York office: 10 Rockefeller Plaza (Circle 7-1435). Personnel: Grover W. Boyd in charge.
- Dominion Broadcasting Co.** Toronto office: 4 Albert St. (Adelaide 3383-4). Personnel: Hal B. Williams, manager; D. H. Copeland, Stan Francis, Dean Hughes, W. C. Dippie.
- Forjee & Co.** Officers: Joseph Bloom, president; Forrest U. Daughdrill, vice-president, general manager. New York office: 19 West 44th St. (Vanderbilt 6-5080). Chicago office: 201 N. Wells St.
- Free & Peters, Inc.** Officers: James L. Free, president and treasurer; H. Preston Peters, vice-president and secretary; Virginia Weber, assistant secretary and assistant treasurer. Chicago office: 180 N. Michigan Ave. (Franklin 6373). Personnel: James L. Free, manager; Hal W. Hoag, A. J. Barry, Jr., J. W. Knodel, L. H. Avery. 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., Ewart M. Blain. 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: 322 Palmer Bldg. (Main 5667). Personnel: James M. Wade, manager. Los Angeles office: 650 S. Grand Ave. (Vandike 0569). Personnel: H. J. Tyler, manager.
- Furgason & Walker, Inc.** Officers: Gene Furgason, Wythe Walker, Richard Westbrook. New York office: 551 Fifth Ave. (Murray Hill 2-3734). Personnel: Gene Furgason in charge; Philip A. Fuss. Chicago office: 360 N. Michigan Ave. (State 5262). Personnel: Wythe Walker, Richard Westbrook. St. Louis office: 1023 Grand St. Personnel: Walter Weiler. San Francisco office: 681 Market St. (Douglas 4475). Personnel: Homer O. Griffith.
- Gene Furgason & Co.** See Furgason & Walker, Inc.
- Norman B. Furman, Inc.** President: Norman B. Furman. New York office: 117 West 46th St. (Chickering 4-0130).
- Homer Owen Griffith.** Hollywood office: 6362 Hollywood Blvd. (Granite 1726). Personnel: Homer Griffith, manager; Gordon Heater, salesman. San Francisco office: 681 Market St. (Douglas 4475). Personnel: Harry Kraft, salesman.
- *Melchor Guzman Co., Inc.** Officers: Melchor Guzman, president; Ada Guzman, secretary; L. Hahn, treasurer. New York office: 9 Rockefeller Plaza (Circle 7-2450). Radio Division Head: A. M. Martinez. (Represent Latin-South American stations, newspapers, magazines).
- Arthur H. Hagg & Associates, Inc.** Chicago office: 360 N. Michigan Ave. (Central 7553). New York office: 366 Madison Ave. (Murray Hill 2-8865). Denver office: 1863 Wazee St. (Keystone 2371). Kansas City office: 410 Dwight Bldg. (Grand 1013). Omaha office: 300 Brandeis Theatre Bldg. (JA 7319). Minneapolis office: 2600 Tremont Ave., S. (Kenwood 0753). Oklahoma City office: 2715 N.W. 12th St. (5-7272).
- Headley-Reed Co.** (successors to Kelly-Smith Co., Radio Division). Officers: Frank M. Headley, president, secretary; Dwight S. Reed and Robert B. Rains, vice-presidents; Frank W. Miller, treasurer. New York office: 420 Lexington Ave. (Murray Hill 3-5470). Personnel: Frank M. Headley, Lester J. Blumenthal, William B. Faber. Chicago office: 180 N. Michigan Ave. (Franklin 4686). Personnel: Dwight S. Reed, manager; John H. Wrath. Detroit office: New Center Bldg. (Madison 9444). Personnel: Robert B. Rains, manager. Atlanta office: Glenn Bldg. (Jackson 0864). Personnel: Gregory Murphy, Jr., manager.
- Hearst Radio.** (See also International Radio Sales). Officers: John S. Brookes, Jr., president; G. O. Markuson, vice-president; W. R. Peters, treasurer; R. F. McCauley, secretary; W. P. McGoldrick, assistant secretary; O. J. Fernsten, assistant treasurer; 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, E. Schuyler Ensell. Chicago office: International Radio Sales (division of Hearst Radio). 326 W. Madison St. (Central 6124). Personnel: Ralph N. Weil, manager; Peterson Kurtzer, Robert M. Flanigan. San Francisco

STATION REPRESENTATIVES—Continued

- office:** International Radio Sales (division of Hearst Radio), Third and Market Sts. (Douglas 2536). Personnel: John Livingston, manager.
- Harold C. Higgins.** **Chicago office:** Tribune Tower (Superior 5110).
- Homer Hogan,** vice-president in charge of national sales for the Valley Broadcasting Co., Inc., owner and operator of XEAW, Reynosa, Mexico. **Chicago office:** 410 N. Michigan Ave. (Whitehall 4488). Personnel: Homer Hogan. **Dallas office:** 911 Commerce St. (Dallas 76381). Personnel: Carr P. Collins, J. Mitchell Collins.
- George P. Hollingbery Co.** **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. **Los Angeles office:** Consolidated Bldg., 607 S. Hill St. (Vandike 7386). Personnel: J. V. Fisler, manager. **San Francisco office:** 155 Sansome St. (Davenport 4164). Personnel: R. J. Birch, 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, Carty Bldg. (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. **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). **New York office:** 20 East 57th St. (Plaza 8-2600). Personnel: Loren L. Watson, general manager; Robert E. Howard, E. Schuyler Ensell. **Chicago office:** 326 W. Madison St. (Central 6124). Personnel: Ralph N. Weil, manager; J. Peterson Kurtzer, Robert M. Flanigan. **San Francisco office:** Third and Market Sts. (Douglas 2536). 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; A. Doris, M. J. Flynn, M. Kellner, S. Rintoul, M. O'Mara, T. Kruglak. Promotion department: Eugene Katz, D. Denenholz, M. F. Beck, H. R. Goldberg. **Chicago office:** 307 N. Michigan Ave. (Central 4238). Personnel: G. H. Gunst, manager; S. L. Katz, Lowell Jackson, Earl Hodgson, Buell Herman, 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. **Kansas City office:** Bryant Bldg. (Victor 7095). Personnel: Gordon Gray, manager; Gilbert Berry. **San Francisco office:** Monadnock Bldg. (Sutter 7498). Personnel: R. S. Railton, manager; Thomas M. Ray. **Dallas office:** Republic Bank Bldg. (2-7936). Personnel: Frank Brimm, manager.
- John Keating.** **Portland (Ore.) office:** 614 Studio Bldg. (Beacon 1009). Personnel: James McLoughlin, sales.
- * Kelly-Smith Co.** See Headley-Reed Co.
- Joseph Hershey McGillvra.** **New York office:** 366 Madison Ave. (Murray Hill 2-8755). Personnel: Joseph H. McGillvra, manager; Adam J. Young, Jr., Sterling Beeson, Stanley Young. **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:** 445 Western Pacific Bldg. Personnel: Phillip Bissell, manager. **Toronto (Canada) office:** 1713 Metropolitan Bldg. (Adelaide 4429). Personnel: C. W. Wright, manager; Walter Engass. **Montreal office:** 510 Keefer Bldg. Personnel: Lovell Mickles, Jr., manager.
- *J. P. McKinney & Son.** **New York office:** 30 Rockefeller Plaza (Circle 7-1178). **Chicago office:** 400 N. Michigan Ave. (Superior 9866). **San Francisco office:** 681 Market St. (Sutter 5333).
- 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); William O. Tilenius, sales manager. **Chicago:** Merchandise Mart (Superior 8300); Maurice Boyd, sales manager. **Cleveland:** 815 Superior Ave., N. E. (Cherry 0942); Donald G.

STATION REPRESENTATIVES—Continued

- Stratton, national spot. **San Francisco:** 111 Sutter St. (Sutter 1920); Glen Ticer, sales manager. **Hollywood:** Sunset and Vine (Hollywood 6161); Sydney Dixon, sales manager. **Local station sales:** **New York:** WEAf and WJZ, 30 Rockefeller Plaza (Circle 7-8300); Maurice M. Boyd, sales manager. **Boston:** Hotel Bradford (Hancock 4261); Elmer Keppell, sales manager. **Schenectady:** WGY, 1 River Road (Schenectady 4-2211); Kolin Hager, sales manager. **Washington:** WRC-WMAL, Trans-Lux Bldg. (Republic 4000); John H. Dodge, 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); James MacPherson, sales manager. **San Francisco:** KPO-KGO, 111 Sutter St. (Sutter 1920); William B. Ryan, sales manager.
- New England Radio Advertising. Officers:** R. C. Foster, owner; Gertrude Saxe, office manager. **Boston office:** 507 Statler Bldg. (Hubbard 3225).
- *Northern Broadcasting & Publishing, Ltd. Officers:** J. Reg Beattie, manager. **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. (MA 9282). Personnel: Edwin A. Kraft, manager; W. L. Paul, assistant manager.
- *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. **Philadelphia office:** 1524 Chestnut St. (Rittenhouse 0886). Personnel: M. S. Lewin in charge.
- Edward Petry & Co., Inc. New York office:** 17 E. 42nd St. (Murray Hill 2-4400). **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:** Henri O. Molley, vice-president; Robert T. Williams, treasurer; Gladola Dilly, secretary. **New York office:** 9 East 40th St. (Murray Hill 3-7865). **Chicago office:** 333 N. Michigan Ave. (Central 1743). Personnel: George Roesler, manager. **Cleveland office:** Terminal Tower (Prospect 5800). Personnel: Charles A. Stevens. **San Francisco office:** 681 Market St. (Douglas 4475). **Hollywood office:** 6362 Hollywood Blvd. (Granite 1726).
- 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: Howard S. Meighan, eastern sales manager; Robert Somerville, account executive; Frank R. McDonnell, account executive; William Hylan, account executive. **Chicago office:** 410 N. Michigan Ave. (Whitehall 6000). Personnel: Paul Wilson, western sales manager; E. H. Shomo, account executive; Wendell B. Campbell, account executive. **Detroit office:** Fisher Bldg. (Trinity 2-5500). Personnel: H. A. Carlborg, manager. **Los Angeles office:** Columbia Square (Hollywood 1212). Personnel: Roger K. Huston, manager. **San Francisco office:** Palace Hotel (Yukon 1700). Personnel: Henry L. Jackson. **Charlotte sub-office:** Wilder Bldg. (Charlotte 3-7107). Personnel: Royal Penny. **Boston sub-office:** 182 Tremont St. (Hubbard 2323). Personnel: Kingsley Horton. **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.
- Paul H. Raymer Co. Officers:** Paul H. Raymer, owner; Fred Brokaw, general manager. **New York office:** 366 Madison Ave. (Murray Hill 2-8689). Personnel: Fred Brokaw, in charge; Peirce Romaine, Paul Tiemer. **Chicago office:** Tribune Tower (Superior 4473). Personnel: Paul H. Raymer, manager; George Diefenferfer, Richard F. Kopf. **Detroit office:**

STATION REPRESENTATIVES—Continued

- General Motors Bldg. (Trinity 2-8060). Personnel: George W. Diefenderfer. **San Francisco office:** Russ Bldg. (Douglas 2373). Personnel: David H. Sandeberg, manager. **Los Angeles office:** 530 W. 6th St. (Vandike 1901). Personnel: J. Leslie Fox, manager.
- Virgil Reiter & Co. New York office:** 22 West 48th St. (Pennsylvania 6-2409). Personnel: Virgil Reiter, Jr. **Chicago office:** 360 N. Michigan Ave. (State 9493). Personnel: J. M. Ward.
- *Reynolds-Fitzgerald, Inc. Officers:** John T. Fitzgerald, vice-president (Chicago); Harry D. Reynolds, president (New York); Edwin C. Allen, in charge of radio (Chicago). **Chicago office:** 360 N. Michigan Ave. (State 4294-5-6). Personnel: John T. Fitzgerald, Edwin C. Allen. **New York office:** 515 Madison Ave. Personnel: Harry D. Reynolds. **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 R. Roberts. Pittsburgh office:** 7955 Tioga St. (Churchill 8843).
- Sears & Ayer, Inc. Officers:** A. T. Sears, B. H. Sears. **Chicago office:** 612 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. (Waverly 5564). (Also Canadian representative for Harry S. Goodman, New York, transcription manufacturers).
- *Tenney, Woodward & Conklin, Inc. Officers:** Walter I. Tenney, president and general manager. **New York office:** 9 East 40th St. (Murray Hill 3-7865). **Chicago office:** 333 N. Michigan Ave. (Central 1743). **Detroit office:** New Center Bldg. (Trinity 1-0529). **Boston office:** 230 Boylston St. (Kenmore 8498). **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; Gerald T. Stanley, vice-president, treasurer; M. P. Wamboldt, vice-president; H. A. Hutchinson, vice-president, secretary. **Texas office:** 1201 West Lancaster, Fort Worth.
- Edward S. Townsend Co. 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).
- *Universal Publishers Representatives, Inc. New York office:** 500 Fifth Ave. (Pennsylvania 6-0408). Personnel: Karl Katz, manager; staff of six.
- J. Franklyn Viola & Co. New York office:** 152 West 42nd St. (Chickering 4-3254). (Represents stations for foreign language programs.)
- Wythe Walker & Co. See Furgason & Walker, Inc.**
- J. M. Ward. Chicago office:** 360 N. Michigan Ave. (State 9493).
- 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, Richard A. Mooney. **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. (Garfield 4047). Personnel: Roy Frothingham, manager.
- Howard H. Wilson Co. Chicago office:** 75 East Wacker Drive (Central 8744). Personnel: Howard H. Wilson in charge; J. F. Johns, Harlan Oakes. **New York office:** 551 Fifth Ave. (Murray Hill 6-1230). Personnel: Horace Hagedorn in charge; Tom Pedlar. **Kansas City (Mo.) office:** 1012 Baltimore (Grand 0810). **San Francisco office:** 681 Market St. (Douglas 4475). Personnel: Harry Kraft in charge. **Hollywood office:** 6362 Hollywood Blvd. (Granite 1726). Personnel: Homer Griffith in charge; Gordon Heater.

NEWS - PUBLICITY

RADIO EDITORS AND NEWSPAPER CIRCULATION

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 discover via mail and similar means. 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 gross circulation as of June, 1940.

ALABAMA

BIRMINGHAM AGE-HERALD (m: 38,357)
NEWS (e: 96,793) & **SUNDAY NEWS & AGE HERALD** (125,439), Birmingham, Ala. **Turner Jordan**.

BIRMINGHAM POST (e: 72,438), Birmingham, Ala. **Jean Moyer** (also reporter, feature writer).

SOUTHERN RADIO NEWS (weekly) Birmingham, Ala. **Homer T. Sudduth** (also commentator on radio news and programs over WAPI and WSGN).

ALABAMA JOURNAL (e: 18,047; S: first issue published May 5, 1940), Montgomery, Ala. **E. A. Shelnett**.

ARIZONA

PHOENIX REPUBLIC (m: 37,414; S: 43,723), Phoenix, Ariz. **Francis E. Ross** (also feature writer, promotion work; correspondent for Reuter's).

ARKANSAS

ARKANSAS DEMOCRAT (e: 45,174; S: 53,999), Little Rock, Ark. **Miss Lynn Liske** (also film editor).

ARKANSAS GAZETTE (m: 58,671; S: 77,839), Little Rock, Ark. **Inez H. MacDuff** (also Sunday magazine editor).

CALIFORNIA

BERKELEY DAILY GAZETTE (e: 10,903), Berkeley, Calif. **Helane Peters** (also reporter).

FRESNO BEE (e: 48,347; S: 47,830), Fresno Calif. **Arthur J. Welter** (also auto and outing editor).

GLENDALE NEWS-PRESS (e: 13,029). **Homer Canfield**.

GLENDALE, CALIF. Homer Canfield, freelance syndicated material (also radio editor of the Glendale News-Press, q.v.). Prepares daily log for the following California papers: Alameda Times-Star, Napa Register, Palo Alto Times, Redwood City Tribune, Richmond Independent, San Mateo Times & News Leader, San Rafael Independent, Santa Cruz Evening News, Vallejo Times-Herald, Watsonville Register-Pajaronian, Alhambra Post-Advocate, Anaheim Bulletin, Culver City Star-News, Fullerton News-Tribune, Huntington Park Signal, Inglewood Daily News, Monrovia News-Post, Ontario Daily Report, Oxnard Evening Press, Redondo Daily Breeze, San Pedro News-Pilot, Santa Monica Outlook, Ventura Star-Free Press and Wilmington Daily Press. (All releases, etc., should be addressed to Homer Canfield, Glendale News-Press Bldg., 333 N. Brand Blvd., Glendale, Calif.).

HOLLYWOOD CITIZEN-NEWS (e: 27,038), Hollywood, Calif. **Zuma Margaret Palmer**.

LONG BEACH PRESS TELEGRAM (e: 45,339; S: 54,930) & **SUN** (m: 11,305). **Jack Holmes**.

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).

RADIO EDITORS—Continued

LOS ANGELES EXAMINER (m: 213,460; S: 566,175), Los Angeles, Calif. **Jack Holmes**.

LOS ANGELES HERALD & EXPRESS (e: 245,804), Los Angeles, Calif. **Jack Holmes**.

LOS ANGELES NEWS (m: 97,725; e: 95,-286), Los Angeles, Calif. **Jack Holmes**.

LOS ANGELES TIMES (m: 227,302; S: 395,955), Los Angeles, Calif. **Jack Holmes**.

OAKLAND POST-ENQUIRER (e: 47,690), Oakland, Calif. No radio editor. Carries 2-column log daily.

OAKLAND TRIBUNE (e: 78,526; S: 87,209), Oakland, Calif. No radio editor. Paper carries 2-column log.

PASADENA POST (m: 22,316; S: 22,617) & **STAR-NEWS** (e: 22,768), Pasadena, Calif. **Reg Warren** (also real estate editor, automobile section editor).

SACRAMENTO BEE (e: 66,938), Sacramento, Calif. **Ronald D. Scofield** (also music, drama, film, art and literary editor).

SAN DIEGO UNION (m: 28,682; S: 45,683) & **SAN DIEGO TRIBUNE-SUN** (e: 48,-383), San Diego, Calif. **Maurice W. Savage** (also drama and film editor).

SAN FRANCISCO CHRONICLE (m: 107,-406; S: 196,456), San Francisco, Calif. **Tim Guiney**.

SAN FRANCISCO EXAMINER (m: 163,-114; S: 451,522), San Francisco, Calif. No radio editor. Carries 3-column log daily.

SAN FRANCISCO NEWS (e: 99,230), San Francisco, Calif. **Emilia Hodel** (also art critic, women's features).

SAN JOSE MERCURY HERALD (m: 20,212; S: 20,654), San Jose, Calif. No radio editor; library staff headed by **Roger Clarke** handles material.

SAN JOSE NEWS (e: 16,870), San Jose, Calif. **Stanley J. Waldorf** (also reporter).

SANTA MONICA OUTLOOK (e: 11,352), Santa Monica, Calif. No radio editor. Carries daily log prepared by **Tom E. Danson**.

STOCKTON INDEPENDENT (m: 8,060), Stockton, Calif. **Mrs. Florence C. Wycoff** (also society editor).

STOCKTON RECORD (e: 24,595), Stockton, Calif. **Jack R. Bowden**.

COLORADO

DENVER POST (e: 156,939; S: 269,101), Denver, Colo. **Betty Craig** (also film reviewer).

ROCKY MOUNTAIN NEWS (m: 38,609; S: 43,025), Denver, Colo. **Jimmy Briggs** (also drama editor).

CONNECTICUT

BRIDGEPORT HERALD (S: 67,649), Bridgeport, Conn. **Leo Miller** (also film editor).

BRIDGEPORT POST (e: 42,876; S: 29,092), & **TELEGRAM** (m: 13,241), Bridgeport, Conn. **W. Rockwell Clark, Jr.** (also feature editor, Sunday Post).

BRIDGEPORT TIMES-STAR (e: 31,884), Bridgeport, Conn. **Frederic T. Thoms** (also conducts Times-Star Santa Claus Toy Campaign over WICC each Christmas season).

HARTFORD COURANT (m: 40,872; S: 74,187), Hartford, Conn. **Douglas M. Fellows** (also garden editor, feature writer, theatre reviewer).

HARTFORD TIMES (e: 69,567), Hartford, Conn. **Harold B. Waldo** (also general work, luncheon club reporter).

NEW BRITAIN HERALD (e: 18,713), New Britain, Conn. **Charles J. Sikora** (also reporter).

NEW HAVEN JOURNAL-COURIER (m: 22,652), New Haven, Conn. Uses daily 30-inch log.

NEW HAVEN REGISTER (e, S: 68,435), New Haven, Conn. No radio editor. Carries log running 20 inches daily.

STAMFORD ADVOCATE (e: 13,411), Stamford, Conn. **Leonard S. Massell** (general news, police and political reporter).

WATERBURY DEMOCRAT (e: 10,567), Waterbury, Conn. **Jim Parker**.

WATERBURY REPUBLICAN (m: 15,578; S: 22,234), Waterbury, Conn. **William J. Slator**.

WATERBURY REPUBLICAN (m: 15,578; S: 22,234) & **AMERICAN** (e: 20,318), Waterbury, Conn. **E. Christy Erk** (also newscaster over WBRY, owned by the papers).

RADIO EDITORS—Continued

DELAWARE

WILMINGTON MORNING NEWS (13,998) & **JOURNAL-EVERY EVENING** (44,080), Wilmington, Del. **Al Fahey**.

WILMINGTON SUNDAY STAR (9,130), Wilmington, Del. **Warren W. Seaver** (also news editor).

DISTRICT OF COLUMBIA

WASHINGTON DAILY NEWS (e: 81,695), Washington, D. C. **Frank Acosta**.

WASHINGTON POST (m: 127,449; S: 118,234), Washington, D. C. **Richard Livingston Coe** (also assistant to drama editor).

WASHINGTON STAR (e: 150,932; S: 159,162), Washington, D. C. **George Huber**.

WASHINGTON TIMES-HERALD (m, e: 184,187; S: 199,953), Washington, D. C. **William Frank**.

FLORIDA

FLORIDA TIMES-UNION (m: 74,868; S: 82,605), Jacksonville, Fla. **Richard G. Moffett** (also film editor, special writer).

JACKSONVILLE JOURNAL (e: 38,218), Jacksonville, Fla. **James Massey**.

MIAMI DAILY NEWS (e: 38,458; S: 35,855), Miami, Fla. **James McLean** (also reporter).

MIAMI HERALD (m: 62,842; S: 66,542), Miami, Fla. **Marion S. Stevens** (also news and feature writer).

TAMPA DAILY TIMES (e: 30,040), Tampa, Fla. **Joseph F. Smiley** (on staff of WDAE, owned by the paper).

TAMPA TRIBUNE (m: 51,627; S: 58,890), Tampa, Fla. **Gordon Grant** (also police reporter).

GEORGIA

ATLANTA CONSTITUTION (m: 112,006; S: 121,402), Atlanta, Ga. **Howell M. Jones** (also church news department).

ATLANTA JOURNAL (e: 133,429; S: 172,787), Atlanta, Ga. **Ernest Rogers** (also dramatic editor).

AUGUSTA CHRONICLE (m: 26,518; S: 27,033), Augusta, Ga. **William A. Gaber** (news editor; handles radio material).

MACON NEWS (e: 10,763), **TELEGRAPH** (m: 27,280) & **NEWS-TELEGRAPH** (S: 34,445), Macon, Ga. Uses very small amount of news daily; art work rarely. Log runs to one column.

SAVANNAH DAILY TIMES (e, except Saturday; S: not available), Savannah, Ga. **F. F. Branan, Jr.**

ILLINOIS

ASSOCIATED NEGRO PRESS (weekly: over 500,000), Chicago, Ill. **Harold Jovien**.

CHICAGO DAILY NEWS (e: 454,251), Chicago, Ill. **Joseph A. Gorg**.

CHICAGO DAILY TIMES (e, except Saturday: 384,861; S: 372,349), Chicago, Ill. **Bill Irvin** (by-line, Don Foster).

CHICAGO TRIBUNE (m: 1,033,506; S: 1,203,676), Chicago, Ill. **Larry Wolters** (also reporter, copy reader).

DOWN BEAT (semi-monthly: 43,124), Chicago, Ill. **Harold Jovien** (advertising representative, also writes dance orchestra news).

DECATUR HERALD (m: 21,794), **REVIEW** (e: 25,864) & **SUNDAY HERALD-REVIEW** (41,978), Decatur, Ill. (Mr.) **Marion Burson** (also reporter).

EAST ST. LOUIS JOURNAL (e, except Saturday: 13,685; S: 14,479), East St. Louis, Ill. **Fern Mertz**.

EVANSTON NEWS-INDEX (e, except Saturday: 6,025), Evanston, Ill. **John S. Heil** (also city editor).

MOLINE DAILY DISPATCH (e: 17,411), Moline, Ill. **Jack Thompson**.

PEORIA JOURNAL-TRANSCRIPT (daily: 54,615; S: 54,309), Peoria, Ill. **Robert M. Shepherdson** (also film and stage editor).

PEORIA STAR (e: 36,339; S: 41,933), Peoria, Ill. **Golda Lauterbach** (also reporter).

ROCK ISLAND ARGUS (e: 17,425), Rock Island, Ill. **M. E. Emery** (also state editor).

ILLINOIS STATE JOURNAL (daily: 43,444; S: 38,537), Springfield, Ill. **Harry W. Moody** (also feature editor).

RADIO EDITORS—Continued

INDIANA

EVANSVILLE PRESS (e: except Saturday: 30,954; Saturday: 30,171) & **COURIER** (m: 38,879), Evansville, Ind. No radio editor. Carry AP and UP material.

EVANSVILLE SUNDAY COURIER & PRESS (55,187), Evansville, Ind. **James W. Bell** (also Sunday editor).

FORT WAYNE JOURNAL-GAZETTE (m: 51,158; S: 48,655), Fort Wayne, Ind. **Chester R. Brouwer** (also theatrical editor).

FORT WAYNE NEWS-SENTINEL (e: 64,128), Fort Wayne, Ind. **Arthur K. Rummel**.

HAMMOND TIMES (e, except Saturday: 24,645; S: 24,042), Hammond, Ind. **Paul K. Damai** (also writes daily column on general topics).

INDIANAPOLIS NEWS (e: 154,962), Indianapolis, Ind. **Herbert Kenney, Jr.** (also editor of film and theatrical page; *Billboard* correspondent).

INDIANAPOLIS STAR (m: 125,377; S: 185,425), Indianapolis, Ind. **Cleo L. Kern** (also automobiles and industrial page).

INDIANAPOLIS TIMES (e: 86,674), Indianapolis, Ind. **Roger Budrow** (also financial).

SOUTH BEND TRIBUNE (e: 71,171; S: 69,657), South Bend, Ind. **Mary Stockdale** (also handles radio traffic for WSBT-WFAM, owned and operated by the paper).

TERRE HAUTE TRIBUNE (e: 25,969), Terre Haute, Ind. **William F. Cronin**, editor.

IOWA

CEDAR RAPIDS GAZETTE (e: 43,343; S: 42,574), Cedar Rapids, Ia. **Earl E. Rieke** (also night editor).

DAVENPORT DAILY TIMES (e: 24,339; S: 18,891), Davenport, Ia. **Tom O'Hern** (also courthouse reporter).

DAVENPORT DEMOCRAT & LEADER (e, S: not available). Davenport, Ia. **Ina B. Wickham** (also music editor and critic).

DES MOINES REGISTER (m: 167,242; S: 353,285) & **TRIBUNE** (e: 142,959), Des Moines, Ia. **Mary Little** (also publicity director of KRNT and KSO, owned by the papers).

SIoux CITY TRIBUNE (e: 44,761), Sioux City, Ia. **John C. Kelly** (also managing editor).

KANSAS

KANSAS CITY KANSAN (e: 13,339; S: 13,259), Kansas City, Kans. No radio editor. News carried is devoted to KCKN, owned by the paper.

TOPEKA DAILY CAPITAL (m: 48,689; S: 49,442), Topeka, Kans. **Earl D. Keilmann** (also theatre editor).

TOPEKA STATE JOURNAL (e: 18,132), Topeka, Kans. **Eileen Reinhardt** (also reporter).

WICHITA DAILY BEACON (e: 81,264; S: 102,203), Wichita, Kans. **Sidney A. Coleman** (also news, business and financial reporter).

KENTUCKY

LOUISVILLE COURIER-JOURNAL (m: 116,477; S: 193,903), Louisville, Ky. **James Sheehy**.

LOUISIANA

TIMES-PICAYUNE & NEW ORLEANS STATES (m, e: 175,788; S: 183,578), New Orleans, La. **Mercia Margaret Mateu** (also secretary to managing editor of *Times-Picayune*).

TRIBUNE (m: 22,490) and **ITEM** (e, except Saturday: 68,911) & **ITEM-TRIBUNE** (S: 64,729), New Orleans, La. **Edith Ballard** (also church news and school news editor).

SHREVEPORT JOURNAL (e: 32,500), Shreveport, La. **Fred Currie** (also on news staff).

SHREVEPORT TIMES (m: 51,770; S: 56,607), Shreveport, La. **Pat White** (also continuity writer, promotion staff and announcer on KTBS-KWKH, owned by the *Times*).

MAINE

PORTLAND PRESS-HERALD (m: 39,045) and **EVENING EXPRESS** (26,793), Portland, Me. No radio editor; **N. E. Gordon**, managing editor.

RADIO EDITORS—Continued

PORTLAND SUNDAY TELEGRAPH (53,737), Portland, Me. **Guy V. Sinclair, Jr.** (also reporter and copy desk, farm and real estate editor).

MARYLAND

BALTIMORE NEWS-POST (e: 180,694) & **SUNDAY AMERICAN** (209,651), Baltimore, Md. **J. Hammond Brown** (also fishing and hunting editor for Hearst Baltimore papers).

BALTIMORE EVENING SUN (156,301), Baltimore, Md. **George H. Steuart, Jr.** (also copy editing, headline writing).

BALTIMORE SUNDAY SUN (198,507), Baltimore, Md. **Frances Hiss**. No regular column; lists week's program features briefly.

MASSACHUSETTS

BOSTON GLOBE (m: 125,272; e: 160,909; S: 308,433), Boston, Mass. **Elizabeth L. Sullivan**.

BOSTON POST (m: 349,531; S: 263,704), Boston, Mass. **Howard W. Fitzpatrick**.

BOSTON RECORD (m: 302,646), **AMERICAN** (e: 161,359) & **SUNDAY ADVERTISER** (538,141), Boston, Mass. **Newcomb F. Thompson**.

BOSTON TRANSCRIPT (e, except Saturday: 28,179; Saturday: 35,848), Boston, Mass. **Morris C. Hastings**.

CHRISTIAN SCIENCE MONITOR (e: 134,164), Boston, Mass. **Albert D. Hughes** (also aviation editor, record reviewer).

HOLYOKE TRANSCRIPT - TELEGRAM (e: 18,795), Holyoke, Mass. **William Dwight** (also managing editor).

LAWRENCE DAILY EAGLE (m: 4,172) & **TRIBUNE** (e: 26,291), Lawrence, Mass. **Sebastian Bartolotta** (also reporter).

LOWELL COURIER-CITIZEN (m: 8,650) & **EVENING LEADER** (13,289), Lowell, Mass. **Ethel Kelcer Billings** (also theatre page editor, librarian).

LOWELL SUN (e: 19,773), Lowell, Mass. **Charles G. Sampas** (also film editor, dramatic critic, columnist, reporter, rewrite man).

LOWELL SUNDAY TELEGRAM (14,591), Lowell, Mass. **George Gagan** (also sports editor).

DAILY ITEM (e: 16,107), Lynn, Mass. **Martile O. Bergeron** (also librarian).

MALDEN NEWS (e: 9,924), Malden, Mass. **Samuel Sayward** (also editorial work).

STANDARD-TIMES (e: 45,487; S: 27,116) & **MORNING MERCURY** (6,801), New Bedford, Mass. **John Dakin, Jr.** (also film editor, assistant librarian, record review editor).

BERKSHIRE EVENING EAGLE (e: 20,610), Pittsfield, Mass. **Kingsley R. Fall** (also reporter, drama editor and critic).

SPRINGFIELD UNION (m,e: 77,759), Springfield, Mass. **Henry P. Lewis** (also assignment editor).

WORCESTER TELEGRAM (m) & **GAZETTE** (e: 127,018) and **SUNDAY TELEGRAM** (72,339), Worcester, Mass. **Fredrick L. Rushton** (also feature writer).

MICHIGAN

BATTLE CREEK ENQUIRER & NEWS (e, except Saturday: 26,516; Saturday: 22,164; S: 26,371), Battle Creek, Mich. **John C. F. Healey** (also film editor, assistant city editor).

BAY CITY TIMES (e: 25,132; S: 24,731), Bay City, Mich. **Margaret Allison** (also church and school editor, city desk).

DETROIT NEWS (e: 338,656; S: 400,696), Detroit, Mich. **Herschell Hart** (also broadcasts Gossip of the Stars 3 times a week and writes night club column).

DETROIT TIMES (e: 300,612; S: 419,424), Detroit, Mich. **Pat Dennis** (also real estate editor).

FLINT JOURNAL (e: 56,686; S: 55,754), Flint, Mich. **Dave Hoff** and **Dick Shappell** (also reporters).

CITIZEN PATRIOT (e, except Saturday: 28,626; Saturday: 22,250; S: 28,770), Jackson, Mich. No radio editor. Carries 25-inch log.

KALAMAZOO GAZETTE (e: 32,053; S: 31,991), Kalamazoo, Mich. **Ralph A. Patton** (also music critic, feature writer, copy reader).

MUSKEGON CHRONICLE (e: 27,521), Muskegon, Mich. **Ralph W. Eggert** (also state editor).

PONTIAC DAILY PRESS (e: 32,390), Pontiac, Mich. No radio editor. Carries 21-inch log daily.

SAGINAW NEWS (e: 30,565; S: 30,461), Saginaw, Mich. **Leslie A. Wahl** (also state editor).

MINNESOTA

DULUTH HERALD (e: 30,845) and **NEWS-TRIBUNE** (m: 36,088; S: 46,979), Duluth, Minn. **Nathan Cohen**, radio editor (also music, books, drama, films). **James T. Watts**, Sunday radio columnist (also films, drama reviews for the Herald).

MINNEAPOLIS STAR-JOURNAL (e: 241,236; S: 175,045), Minneapolis, Minn. **George Grim**, **Jeanne Huck**.

MINNEAPOLIS TRIBUNE (m: 67,784; S: 214,655) & **TIMES-TRIBUNE** (e: 115,919), Minneapolis, Minn. **Enar A. Ahlstrom** (also stock market editor).

ST. PAUL DISPATCH (e: 110,064) & **PIONEER PRESS** (m: 87,928; S: 114,943), St. Paul, Minn. **Jules L. Steele** (also film critic).

MISSOURI

KANSAS CITY JOURNAL (e: 89,526; S: 84,625), Kansas City, Mo. **John Cameron Swayze** (also newscaster, columnist, film reviewer).

KANSAS CITY STAR (m: 314,893; e: 318,248; S: 327,087), Kansas City, Mo. **H. Dean Fitzer**.

ST. JOSEPH NEWS-PRESS (e: 43,323; S: 44,194), St. Joseph, Mo. **Frederic M. Pumphrey** (also on telegraph desk).

ST. LOUIS GLOBE DEMOCRAT (m: 229,902; S: 245,478), St. Louis, Mo. **Harry E. LaMertha**.

ST. LOUIS POST-DISPATCH (e: 237,144; S: 294,261), St. Louis, Mo. **James L. Spencer** (also auto editor).

ST. LOUIS STAR-TIMES (e: 157,929), St. Louis, Mo. **David Frederick** (also publicity director of KXOK, owned by the paper).

NEBRASKA

NEBRASKA JOURNAL (m: 26,932), **LINCOLN STAR** (e: 23,750), **EVENING JOURNAL** (15,372) & **SUNDAY STAR-JOURNAL** (46,574), Lincoln, Nebr. **Bruce Nicoll** (also state editor).

OMAHA WORLD-HERALD (m: 89,950; e: 89,145; S: 175,372), Omaha, Nebr. **Keith L. Wilson** (also drama editor).

NEW HAMPSHIRE

MANCHESTER UNION (m: 18,676) & **LEADER** (e: 17,189), Manchester, N. H. **William Thornton** (also reporter).

NEW JERSEY

ATLANTIC CITY PRESS (m: 18,508), **UNION** (e: 10,975) & **SUNDAY PRESS** (14,918), Atlantic City, N. J. **Howard P. Dimon** (also amusement editor).

CAMDEN MORNING POST (14,005) & **EVENING COURIER** (52,122), Camden, N. J. **Marion Gilson**.

ELIZABETH JOURNAL (e: 29,844), Elizabeth, N. J. **Guy M. Chase**.

BERGEN EVENING RECORD (28,935), Hackensack, N. J. **Justin Gilbert** (also Broadway columnist).

JERSEY JOURNAL (e: 40,255), Jersey City, N. J. **C. J. Ingram** (also financial and business editor; gives one weekly broadcast over WAAT).

NEWARK EVENING NEWS (180,627), Newark, N. J. **Hubert R. Ede** (also in feature department).

NEWARK STAR-LEDGER (m: 100,138; S: 60,664), 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).

NEWARK SUNDAY CALL (86,436), Newark, N. J. **Albert E. Sonn** (also lodge and camera editor).

DAILY HOME NEWS (e: 15,753) & **SUNDAY TIMES** (13,064), New Brunswick, N. J. **Will Baltin** (also covers films, stage, night clubs, etc.).

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.

HERALD-NEWS (e: 33,343), Passaic, N. J. **Carl Ek** (also desk man, reporter).

PATERSON MORNING CALL (19,844), Paterson, N. J. **Seymour Greenwald**.

PATERSON NEWS (e: 24,586), Paterson, N. J. **Harry Schwartz** (also sports department).

PERTH AMBOY NEWS (e: 18,173), Perth Amboy, N. J. No radio editor. Carries

RADIO EDITORS—Continued

- 4-page tabloid on Saturday, devoted to programs, foreign station letters, short-wave, etc. Log runs 150 inches, with 18 inches of "best bets."
- PLAINFIELD COURIER-NEWS** (e: 15,395), Plainfield, N. J. **A. Wallace Gray** (also reporter, church editor, dramatic critic).
- HUDSON DISPATCH** (m: 27,438), Union City, N. J. **Albert H. Boyle** (also telegraph editor).
- ### NEW YORK
- ALBANY TIMES-UNION** (m: 41,869; S: 86,916), Albany, N. Y. **Douglass Dahm** (also financial editor).
- KNICKERBOCKER NEWS** (e: 52,012), Albany, N. Y. **Edward S. Healy** (also aviation, school and church editor).
- BINGHAMTON SUN** (m: 25,930), Binghamton, N. Y. **Letitia J. Lyon** (also women's page editor).
- BUFFALO COURIER-EXPRESS** (m: 115,817; S: 201,786), Buffalo, N. Y. **Don Tranter**.
- BUFFALO EVENING NEWS** (206,004), Buffalo, N. Y. **Joseph Betzer**.
- ASSOCIATED PRESS**, New York, N. Y. **Charles E. Butterfield**.
- BROOKLYN CITIZEN** (e: 30,507), Brooklyn, N. Y. **Murray Rosenberg** (also general reporting, city desk work and rewrite).
- BROOKLYN EAGLE** (e: 95,644; S: 87,902), Brooklyn, N. Y. **Jo Ranson** (also has weekly travel program over WMCA under auspices of the paper).
- CORRIERE D'AMERICA** (m: 30,829; S: 23,725), New York, N. Y. **A. Franceschetti** (also assistant business manager).
- THE JEWISH DAY** (e: except Saturday: 65,760; Saturday: 79,030; S: 79,832), New York, N. Y. **Z. H. Rubinstein**, managing editor, handles radio material.
- JEWISH MORNING JOURNAL** (73,426), New York, N. Y. **Jacob Kirschenbaum** (also editorial staff writer, news reporter).
- LONG ISLAND DAILY ADVOCATE** (e, except Saturday: 11,900), Ridgewood, N. Y. **Frank Frazer** (also theatre editor; film, radio and stage commentator over WWRL and WBBC).
- LONG ISLAND PRESS** (e: 93,297), Jamaica, N. Y. No radio editor. Carries **Jack Shafer's** column. For his listing see the Newark (N. J.) *Star-Ledger*.
- QUEENS EVENING NEWS** (13,027), Jamaica, L. I., N. Y. **David J. Fuller** (also handles theatre news).
- NEW YORK DAILY MIRROR** (m: 740,428; S: 1,516,374), New York, N. Y. **Nick A. Kenny** (also radio commentator, ASCAP songwriter and promotional work).
- NEW YORK DAILY NEWS** (m: 1,854,183; S: 3,563,867), New York, N. Y. **Ben S. Gross**.
- NEW YORK HERALD TRIBUNE** (m: 347,782; S: 544,884), New York, N. Y. **H. T. Rowe** (also assistant to Sunday editor).
- NEW YORK JOURNAL-AMERICAN** (e: 630,709; S: 1,031,965), New York, N. Y. **Tom Brooks** (also Hearst Sunday papers; radio, editorial and general promotion).
- NEW YORK MORNING TELEGRAPH** (m, S: not available), New York, N. Y. **Melvin Spiegel**.
- NEW YORK POST** (e, except Saturday: 226,681; Saturday: 181,167), New York, N. Y. **Leonard Carlton** (also writes Sunday feature for Philadelphia Record).
- NEW YORK SUN** (e: 301,983), New York, N. Y. **E. L. Bragdon**.
- NEW YORK TIMES** (m: 481,245; S: 836,566), New York, N. Y. **Orrin E. Dunlap, Jr.**
- NEW YORK WORLD-TELEGRAM** (e, except Saturday: 415,423; Saturday: 346,161), New York, N. Y. **Alton Cook**.
- NEW YORKER STAATSZEITUNG UND HEROLD** (m, S: 60,000), New York, N. Y. **Henry Marx** (also assistant music critic).
- PM** (every day except Saturday: 200,000), New York, N. Y. **John Mac Manus** (radio editor); **Judy Dupuy**, **Jerry Franken**, **Henry Lieberman** (assistants).
- RADIO & TELEVISION MIRROR** (monthly: 147,973), New York, N. Y. **Fred R. Sammis**.
- STATEN ISLAND ADVANCE** (e: 28,581), Staten Island, N. Y. **Walter J. Squier** (also sports department).
- OSWEGO PALLADIUM-TIMES** (e: 12,624), Oswego, N. Y. **J. M. Gill** (managing editor; handles radio material).
- ROCHESTER DAILY ABENDPOST** (e;

RADIO EDITORS—Continued

not available), Rochester, N. Y. **Eric C. Vossmeier** (also general work).

ROCHESTER DAILY RECORD (m; not available), Rochester, N. Y. **E. Willis Stratton** (also associate editor).

ROCHESTER DEMOCRAT & CHRONICLE (m: 81,592; S: 113,633), Rochester, N. Y. **W. DeWitt Manning** (also church, literary and fraternal editor, editorial librarian).

ROCHESTER TIMES-UNION (e: 100,987) and **DEMOCRAT & CHRONICLE** (m: 81,592; S: 113,633), Rochester, N. Y. **Waldon N. Yerger** (also fraternal and church editor).

SCHENECTADY GAZETTE (m: 25,227), Schenectady, N. Y. No radio editor; handled by various reporters and copy-desk men. Carries half to full page daily.

SYRACUSE HERALD-JOURNAL (e: 94,161) and **HERALD-AMERICAN** (S: 167,629), Syracuse, N. Y. **Karel Vander Veer**.

SYRACUSE POST-STANDARD (m: 67,676; S: 83,366), Syracuse, N. Y. **Jack S. Baker** (also assistant city editor).

TROY OBSERVER-BUDGET (S: not available), Troy, N. Y. **Helen L. Collins** (also society and woman's page editor).

TROY RECORD (m, e: 35,527), Troy, N. Y. No radio editor. Lists only nearby stations.

YONKERS RECORD (e: 8,216; S: 12,500), Yonkers, N. Y. **John A. Brennan** (also managing editor).

NORTH CAROLINA

ASHEVILLE CITIZEN (m: 22,358), **TIMES** (e: 16,258) & **CITIZEN-TIMES** (S: 33,860), Asheville, N. C. **Bob Bingham**.

CHARLOTTE OBSERVER (m: 82,379; S: 85,187), Charlotte, N. C. No radio editor; **J. A. Parham**, managing editor, handles radio material.

DURHAM SUN (e: 13,753), Durham, N. C. **Wyatt T. Dixon** (also member news staff).

OHIO

AKRON BEACON JOURNAL (e: 100,177; S: 75,626), Akron, O. **Dorothy Ann Doran**.

CANTON REPOSITORY (e: 46,395; S:

48,478), Canton, O. **Clifford Grass** (also automobile editor).

CINCINNATI ENQUIRER (m: 117,378; S: 201,185), Cincinnati, O. **Andrew G. Foppe** (also general assignments).

CINCINNATI POST (e: 148,503), Cincinnati, O. **Paul Patrick Kennedy**.

CINCINNATI TIMES-STAR (e: 153,675), Cincinnati, O. **France Raine** (also editorial promotion, special sections).

CENTRAL PRESS ASSOCIATION (newspaper syndicate of King Features), Cleveland, O. **Walter L. Johns** (also sports editor).

CENTRAL PRESS ASSOCIATION. **Clifford D. Vormelker** (also librarian, staff writer).

CLEVELAND NEWS (e: 122,795), Cleveland, O. **Elmore Bacon** (also music critic).

CLEVELAND PLAIN DEALER (m: 217,980; S: 400,991), Cleveland, O. **Robert S. Stephan**.

CLEVELAND PRESS (e: 228,784), Cleveland, O. **Norman Siegel**.

COLUMBUS CITIZEN (e: 93,499; S: 93,427), Columbus, O. **Norman Nadel** (also assistant to theatre department).

COLUMBUS DISPATCH (e: 162,891; S: 131,547), Columbus, O. **Herschel G. Dillman** (also general assignments).

COLUMBUS SUNDAY STAR (98,810), Columbus, O. **Joe R. Mills** (also theatre-amusement editor).

OHIO STATE JOURNAL (m: 54,950), Columbus, O. **Harrold C. Eckert** (also film editor, critic; covers all amusements).

DAYTON NEWS (e: 62,983; S: 62,140), Dayton, O. **Charles E. (Chuck) Gay** (also dramatic critic).

PORTSMOUTH TIMES (e: 19,533; S: 20,357), Portsmouth, O. **Carl Hess**.

SPRINGFIELD DAILY NEWS & NEWS-SUN (S: 24,005), Springfield, O. **J. Richard Wolbert** (also reporter).

THE HERALD STAR (e: 21,748), Steubenville, O. **Jack Adams** (also wire news editor).

TOLEDO BLADE (e: 155,365), Toledo, O. **Richard Pheatt**.

TOLEDO TIMES (m: 26,486; S: 65,176), Toledo, O. **Chester Morton** (also theatre department, music criticisms).

RADIO EDITORS—Continued

YOUNGSTOWN VINDICATOR & TELEGRAM (e: 66,784; S: 73,122), Youngstown, O. **Caroline MacDonald** (also librarian).

OKLAHOMA

DAILY OKLAHOMAN (m: 103,647), **SUNDAY OKLAHOMAN** (159,383) & **OKLAHOMA CITY TIMES** (e: 91,480), Oklahoma City, Okla. **Bruce Palmer** (also film critic, reporter).

TULSA DAILY WORLD (m: 72,270; S: 76,277), Tulsa, Okla. **Harry LaFerte** (also Sunday editor).

TULSA TRIBUNE (e: 57,038; S: 59,433), Tulsa, Okla. No radio editor. Carries only daily listings

OREGON

OREGON JOURNAL (e: 139,548; S: 113,046), Portland, Ore. **Lawrence Gilbertson** (also handles aviation).

THE OREGONIAN (m: 132,090; S: 163,910), Portland, Ore. **William Moyes**.

PENNSYLVANIA

ALLENTOWN EVENING CHRONICLE (16,420), Allentown, Pa. **T. L. Wirts** (also police and city hall reporter).

ALLENTOWN MORNING CALL AND SUNDAY CALL CHRONICLE (38,367), Allentown, Pa. **Russ A. Worman** (also reporter).

ALTOONA MIRROR (e: 23,962), Altoona, Pa. No radio editor. No column; carries 18 to 24-inch log daily.

ALTOONA TRIBUNE (m: 8,651), Altoona, Pa. **Paul LeR. Lamade** (also printer and linotype operator, occasionally assistant sports writer).

BROWNSVILLE TELEGRAPH (e: 8,157), Brownsville, Pa. **Lewis W. Hays** (also reporter, theatre columnist).

CHESTER TIMES (e: 23,671), Chester, Pa. No radio editor. Carries daily log only.

EASTON FREE PRESS (m: 7,754), Easton, Pa. **W. D. Gorman** (also amusement editor).

ERIE DISPATCH-HERALD (e: 35,321; S: 27,568), Erie, Pa. **C. B. Hollinger** (also feature, woman's page, garden, junior and church page editor).

ERIE TIMES (e: 39,845), Erie, Pa. **Peg Parsons** (also general assignments).

HARRISBURG EVENING NEWS (61,953), Harrisburg, Pa. **Richard M. Spang** (also film and drama editor, reporter).

HARRISBURG SUNDAY COURIER (7,340), Harrisburg, Pa. No radio editor. Carries 12-inch log.

HARRISBURG TELEGRAPH (e: 38,224), Harrisburg, Pa. **Dick Redmond**.

JOHNSTOWN TRIBUNE (e: 31,138), Johnstown, Pa. No radio editor. Carries daily listings of network and local programs.

McKEESPORT DAILY NEWS (e: 23,209), McKeesport, Pa. No radio editor. Carries listings.

PHILADELPHIA DAILY NEWS (e: 128,078), Philadelphia, Pa. **Raymond Gathrid** (also handles promotion).

PHILADELPHIA INQUIRER (m: 398,920; S: 1,102,596), Philadelphia, Pa. **Frank Rosen** (also stamp editor).

PHILADELPHIA PUBLIC LEDGER (e: 167,155), Philadelphia, Pa. **George Opp**.

PHILADELPHIA RECORD (m: 210,395; S: 385,180), Philadelphia, Pa. **George M. Lilley**.

RADIO PRESS (w; not available), Philadelphia, Pa. **Milton J. Feldman** (also associated with Sunday Herald, Tap & Tavern, Philadelphia Shopping Guide).

PITTSBURGH POST GAZETTE (m: 219,428), Pittsburgh, Pa. **Vincent Johnson**.

PITTSBURGH PRESS (e: 222,165; S: 349,465), Pittsburgh, Pa. **Si Steinhauer** (also member of Sunday staff).

PITTSBURGH SUN - TELEGRAPH (e: 160,813; S: 419,020), Pittsburgh, Pa. **S. G. Kennedy** (also church editor, correspondent).

READING EAGLE (e: 46,776; S: 28,307) and **TIMES** (m: 32,943), Reading, Pa. **Ron G. Sercombe** (also Sunday editor).

READING TIMES (m: 32,943), Reading, Pa. **Louis Schlosberg** (also telegraph copy editing).

SCRANTON TIMES (e: 50,716), Scranton, Pa. **A. J. O'Malley**.

SUNDAY INDEPENDENT (29,594), Wilkes-Barre, Pa. **Paul J. Walter** (also member of advertising department).

WILKES-BARRE RECORD (m: 26,110), Wilkes-Barre, Pa. **Wilbert Taylor**.

WILKES-BARRE TIMES-LEADER and

RADIO EDITORS—Continued

EVENING NEWS (e: 45,154). **John J. McSweeney** (also chief editorial writer).

WILLIAMSPORT GAZETTE & BULLETIN (m: 5,935), Williamsport, Pa. **Quinton E. Beauge** (also city editor).

RHODE ISLAND

PROVIDENCE JOURNAL (m: 36,780), **EVENING BULLETIN** (111,300) & **SUNDAY JOURNAL** (116,014), Providence, R. I. **Ben Kaplan**.

SOUTH CAROLINA

CHARLESTON NEWS & COURIER (m: 24,297), Charleston, S. C. **Thomas R. Waring, Jr.** (also city editor).

TENNESSEE

CHATTANOOGA NEWS-FREE PRESS (e: 41,601; S: 36,638), Chattanooga, Tenn. **Ralph Sanders** (also news editor).

KNOXVILLE NEWS-SENTINEL (e: 56,859; S: 67,840), Knoxville, Tenn. **Richard Davis Golden** (also general reporter).

MEMPHIS COMMERCIAL APPEAL (m: 120,257; S: 146,663), Memphis, Tenn. **Robert M. Gray** (also assistant amusements editor).

MEMPHIS PRESS-SCIMITAR (e: 89,454), Memphis, Tenn. **Robert Johnson** (also amusements editor).

NASHVILLE BANNER (e: 64,364), Nashville, Tenn. **Milton Randolph** (also film critic, feature editor).

NASHVILLE TENNESSEAN (m: 63,906; S: 107,667), Nashville, Tenn. **Robert M. Seals** (also general assignments).

NASHVILLE TIMES (e: 30,412; S: 31,953), Nashville, Tenn. **Warner Ray** (also sports make-up).

TEXAS

AMARILLO NEWS (m: 21,267), **GLOBE** (e, except Saturday: 10,818) & **SUNDAY GLOBE-NEWS** (27,719), Amarillo, Tex. **Bill Wilson** (also amusements).

AMARILLO TIMES (e: 7,131), Amarillo, Tex. **J. B. McCarley**.

AUSTIN AMERICAN (m: 17,635), **STATESMAN** (e: 16,328) & **SUNDAY AMERICAN-STATESMAN** (31,588), Austin, Tex. **William J. Weeg** (also business editor, court house and city hall reporter).

BEAUMONT ENTERPRISE (m: 28,772; S: 37,988), Beaumont, Tex. **Merita Mills** (also reporter, music critic).

CORPUS CHRISTI CHRONICLE (e: 2,483; S: 2,483), Corpus Christi, Tex. **William J. Light** (also editor).

DALLAS DAILY TIMES HERALD (e: 89,724; S: 91,124), Dallas, Tex. **Douglas Hawley** (also feature writer).

DALLAS JOURNAL (e: 61,267), Dallas, Tex. **Margaret Kane** (also reporter).

DALLAS NEWS (m: 108,209; S: 118,454), Dallas, Tex. (Miss) **Fairfax Nisbet** (also assistant amusement editor).

EL PASO HERALD-POST (e: 22,549), El Paso, Tex. **John Middagh** (also copy reader).

FORT WORTH PRESS (e: 36,460), Fort Worth, Tex. **Morris S. Boykin** (also cub reporter, librarian).

STAR TELEGRAM (m: 96,507; e: 78,082; S: 132,288), Fort Worth, Tex. **William S. Potts** (also aviation editor, courthouse reporter).

GALVESTON NEWS (m: 10,317; S: 14,423) & **TRIBUNE** (e: 9,045), Galveston, Tex. No radio editor; correspondence should be addressed to the managing editor.

HOUSTON CHRONICLE (e: 111,912; S: 116,826), Houston, Tex. **Mildred Stockard** (also theatre editor).

HOUSTON POST (m: 97,117; S: 110,477), Houston, Tex. **Lois Cain**.

HOUSTON PRESS (e: 60,132), Houston, Tex. **Anthony J. Triolo** (also librarian).

PORT ARTHUR NEWS (e: 11,143; S: 11,298), Port Arthur, Tex. No radio editor. Carries only AP listings daily.

SAN ANTONIO LIGHT (e: 52,873; S: 78,066), San Antonio, Tex. **Renwicke E. Cary** (also editorial work).

WICHITA FALLS DAILY TIMES (e: 14,820; S: 30,730), Wichita Falls, Tex. **Louis T. Hamlett** (also courthouse reporter).

UTAH

DESERET NEWS (e: 34,873), Salt Lake City, Utah. No radio editor. Carries 27-inch log daily.

SALT LAKE CITY TRIBUNE (m: 59,397; S: 100,062), Salt Lake City, Utah. No

RADIO EDITORS—Continued

radio editor. Carries only paid listings.

TACOMA TIMES (e: 33,721), Tacoma, Wash. **Jan. M. Mottau**.

VIRGINIA

NORFOLK LEDGER-DISPATCH (e: 44,356), Norfolk, Va. **Charles H. Hoofnagle** (also city hall and municipal utilities reporter, music reviewer).

NORFOLK VIRGINIAN-PILOT (m: 45,921; S: 45,972), Norfolk, Va. **Cornelius Philip Donnel, Jr.** (also Sunday editor).

RICHMOND NEWS LEADER (e: 91,126), Richmond, Va. **Elizabeth Copeland** (also film editor).

RICHMOND TIMES-DISPATCH (m: 86,668; S: 93,872), Richmond, Va. **James Birchfield** (also special feature editor).

ROANOKE WORLD-NEWS (e: 23,437), Roanoke, Va. **Shields Johnson** (also general reporter).

WASHINGTON

SEATTLE POST-INTELLIGENCER (m: 97,923; S: 200,799), Seattle, Wash. **E. J. Mitchell** (also handles real estate and church news), **Paul Tieche** (also editorial secretary).

SEATTLE STAR (e: 75,849), Seattle, Wash. **Randolph Smith** (Mr. Fixit and general assignment reporter).

SEATTLE TIMES (e: 101,662; S: 134,888), Seattle, Wash. **Robert Heilman** (also reporter).

SPOKANE SPOKESMAN-REVIEW (m: 64,611; S: 89,783), Spokane, Wash. **Byron Johnsrud** (also assistant on city desk).

TACOMA NEWS TRIBUNE (e: 39,903; S: 37,156), Tacoma, Wash. **Paul O. Anderson** (also reporter, photographer).

WEST VIRGINIA

CHARLESTON DAILY MAIL (e: 37,250; S: 39,653), Charleston, W. Va. **George M. Holbrook**.

CHARLESTON GAZETTE (m: 56,474; S: 62,776), Charleston, W. Va. No radio editor. Carries unspecified amount of news, etc., on irregular basis. Log appears daily, runs 10 inches.

HERALD-DISPATCH (m: 16,978) & **SUNDAY HERALD-ADVERTISER** (26,859), Huntington, W. Va. Uses variable amount of NEA and AP news daily and Sunday. Log runs about 12 inches.

WHEELING NEWS-REGISTER (e: 18,679; S: 27,400), Wheeling, W. Va. **William DeMuth, Jr.** (also telegraph copy desk).

WISCONSIN

KENOSHA EVENING NEWS (12,663), Kenosha, Wis. **Evelyn M. Johnston** (also society editor, theatre page editor).

CAPITAL TIMES (e: 27,438; S: 26,528), Madison, Wis. **Kenneth F. Schmitt**.

WISCONSIN STATE JOURNAL (e: 24,779; S: 24,284), Madison, Wis. **William L. Doudna** (also music, art and theatre editor; newscaster).

MILWAUKEE JOURNAL (e: 249,843; S: 276,457), Milwaukee, Wis. **Edgar A. Thompson** (also assistant to editor of the Green Sheet, 4-page daily feature section).

MILWAUKEE SENTINEL (m: 121,833; S: 197,006), Milwaukee, Wis. **Howard ("Buck") Herzog** (also film editor).

RACINE JOURNAL-TIMES (e: 19,328) & **SUNDAY BULLETIN** (15,900), Racine, Wis. **Paul A. Freye**.



VARIETY'S

Hollywood Daily . . .

DAILY

VARIETY

DAILY

NEWS OF THE SHOW WORLD

Vol. 24 No. 26

Hollywood, California, Thursday, July 6, 1939

5 Cents

AX HITS FILM STARS RADIO PAY

TORRES ENDS SUIT VERSUS WARNERS-

Miguel C. Torres, Mexican producer, filed a dismissal of his \$1,000,000 Federal suit against Warners yesterday, and in superior court was granted \$46,000 judgment against Gabriel Pascal, British producer, for breach of contract.

Dissmissal of Warners action brings to an end settlement negotiations which have been on for past two weeks between Torres and Jack L. Warner.

Jolson Does 'Jazz' Role For 20th's 'Cavalcade'—At Jolson 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 Jolson made for Warners in 1927. Noah Beery, Jr., has been signed for spot-in film.

Ragan's Finale at Rep—Rita Ragan reports at Republic Friday for start of his last picture on contract. Title has been switched from "Fight at Midnight" to "Midnight Fight."

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

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

Rayo Teething—Martha Raye confined yesterday with infected throat while Paramount's \$1,000,000 "Touchdown" was shot around her.

UNITED TECHNICIANS FILE PLEA FOR 12,000

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

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

100 ACTOR COMPLAINTS SPEED SAG DEMAND FOR AMG PACT—With more than 100 contract complaints already filed by actors, tops in Screen Actors Guild are reading demand for early decision by Artists' Managers Guild on proposed agreement to increase all film agents.

Action on many of complaints has been postponed in belief licensing program soon would become operative.

AMG committee headed by Prevy.

GOLDEN ENDS U CONTRACT-

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

Ted Reed Hoisted—Ted Reed has had his directorial rights hoisted by Paramount for another term.

FRISCO FAIR BREAKS RECORD WITH 169,794 GUESTS IN DAY—San Francisco, July 5.—Despite misty weather, all attendance records at the Golden Gate Exposition were shattered yesterday when 169,794 paid their way in. This figure is nearly 30,000 above the opening day.

Approximately 111,000 vehicles crossed the Bay bridge during the four-day holiday, while approximately 20,000 used the Golden Gate.

Total paid attendance at the fair for the four-day holiday was around 300,000.

Exclusive of fair admission visitors.

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 50-called cheap shows. Agency coin layout for the new season's programs to originate here is also said to have already been nipped as much as one-third of 1939 year's output. Hardest hit will be film names, who are reported being overlooked in the '39-'40 slugs.

Network and agency producers.

Continued on page 4.

Thomson Goes East Sat. For AFA Hearing-

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

Lavy In From London To Lamp Disney Fix-

Roy Disney and William Lavy, in charge of London office for Walt Disney Productions, arrived over the week-end from New York. Lavy will look over shorts production and newly completed feature-length cartoon, "Pinocchio," during two-week stay before returning to England.

DOC BAKER

- 31 RACE—Gold With
- 32 RACE—Tate Film
- 33 RACE—Tate Film
- 34 RACE—Bette Carr
- 35 RACE—Bette Carr
- 36 RACE—Steve Staley
- 37 RACE—Steve Staley
- 38 RACE—Steve Staley
- 39 RACE—Steve Staley
- 40 RACE—Steve Staley
- 41 RACE—Steve Staley
- 42 RACE—Steve Staley
- 43 RACE—Steve Staley
- 44 RACE—Steve Staley
- 45 RACE—Steve Staley
- 46 RACE—Steve Staley
- 47 RACE—Steve Staley
- 48 RACE—Steve Staley
- 49 RACE—Steve Staley
- 50 RACE—Steve Staley

Previewed
MILLION DOLLAR LEGS (Part)
Review on page 3

\$10⁰⁰

PER YEAR

\$2 Additional for Foreign Postage

(ACTUAL PAGE SIZE IS 9"x12")

Published at
 1708 North Vine St.
 Hollywood, Calif.

TRADE JOURNALS

Data on the publications serving the broadcasting industry either entirely, or with part of their editorial content, is presented below.

THE ADVERTISER. General office: 3557 Bogart Avenue, Cincinnati, O. Phone: Avon 6825. Branch offices: 11 W. 42d St., New York, N. Y. (Pennsylvania 6-3265); 1138 Lake Shore Drive, Chicago (Delaware 9083). 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, Bernard Posner, 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. Biehuseh and Mary Saxton, editorial associates; Morris Tragerman, 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., Inc. Staff: Elias E. Sugarman, editor (A. C. Hartmann, Cincinnati editor); Paul Denis, assistant indoor editor; Paul Ackerman, radio editor. Type of radio material accepted: General items

of interest to station and network officials, advertising executives, radio performers; accent is on talent angles. Type of pictures accepted: Maintains own staff of photographers. Amount of space devoted to radio: 25% of Indoor Departments.

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

BROADCASTING, 870 National Press Bldg., Washington, D. C. Phone: Metropolitan 1022. Publisher: Broadcasting Publications, Inc. Staff: Martin Codel, publisher; Sol Taishoff, editor. New York office: 250 Park Ave. (Plaza 5-8355); Bruce Robertson, associate editor. Chicago office: 360 N. Michigan Ave. (Central 4115); Paul Brines. Hollywood office: 1509 N. Vine St. (Gladstone 7353); David H. Glickman. 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; George Klinger, news editor; Philip H. Van Itallie, technical news editor; A. W. Adelman, associate technical editor; Ernest Carlson, art director. Type of radio material accepted: News stories of campaigns or programs for drug products

TRADE JOURNALS—Continued

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 10%.

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 10%.

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:** G. A. Nichols, editor; Eldridge Peterson, associate editor in charge of radio. **Type of radio material accepted:** Articles showing how advertisers use radio as a sales stimulant; articles on various phases of broadcasting and radio news 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 and TELEVISION RETAILING, 330 West 42nd St., New York, N. Y. **Phone:** Medallion 3-0700. **Publisher:** McGraw-Hill Publishing Co. **Staff:** Lee Robinson, manager; W. W. MacDonald, editor. **Atlanta office:** 1105 Rhodes-Haverty Bldg. **Boston office:** 1425 Statler Bldg. **Chicago office:** 520 N. Michigan Ave. **Cleveland office:** 1510 Hanna Bldg. **Philadelphia office:** 16 S. Broad St. **San Francisco office:** 68 Post St., Room 503. **Washington, D. C., office:** National Press Bldg. **Type of material accepted:** Sales and merchandising information of interest to all members of the trade divisions of the industry. **Type of pictures accepted:** Those relevant to all phases of the trade divisions.

RADIO TODAY, 480 Lexington Avenue, New York, N. Y. **Phone:** Plaza 3-1340. **Publisher:** Caldwell-Clements, Inc. **Staff:** Dr. Orestes H. Caldwell, editor; H. L. M. Capron, merchandising editor; Darrell 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, N. Y. **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; Randolph Smith, production manager; James R. Daniels, Lawrence M. Hughes, Lester B. Colby, D. G. Baird, Maxwell Droke, Ray B. Prescott, 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 1,136 pages published in 1939, approximately 384 pages dealt wholly with radio advertising or merchandising.

STANDARD RATE & DATA SERVICE, 333 N. Michigan Avenue, Chicago, Ill. **Phones:** Randolph 5616-7-8. **Publisher:** Standard Rate & Data Service, Inc. **Executives:** Walter E. Botthof, president; Albert Moss, executive vice-president; C. Laury Botthof, vice-president, assistant treasurer; Albert William Moss, secretary; Richard A. Trenkmann, treasurer, general manager. **Type of service of-**

TRADE JOURNALS—Continued

ferred: Rate and data services, published in 4 sections, monthly, correction bulletins three times weekly. (1) Newspaper, (2) Magazine and Farm Publications, (3) Business Paper Sections in which are listed papers and magazines published in the U. S. and Canada which accept advertising giving such data as circulation, advertising rates, closing dates, mechanical requirements, personnel, etc. Radio and advertising publications are included in the Business Paper Section. (4) Radio Advertising, Rates and Data, in which are listed all radio stations in the U. S., Canada and American territories licensed by the FCC, and giving such data as ownership, general advertising rates, contract and other requirements, mechanical program equipment, etc.

TIDE, 232 Madison Avenue, New York, N. Y. **Phone:** Ashland 4-3390. **Publisher:** Tide Publishing Co., Inc.; David Frederick, president. **Staff:** Ellen Hess, editor; Esther R. Bien, Harrison Doty (managing), Barbara Bement, Max Forester, Norman H. Prince, Burnett Murphey, Reginald T. Clough, Richard M. Howland, Hiram K. Smith, 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%.



UNIONS

DEVELOPMENTS OF 1939-1940

The past year has been the first since 1937 that did not bring some major new pact between the broadcasters and one or more unions. While a new agreement was due between the broadcasters and the American Federation of Musicians this, too, did not materialize because of a potential danger that the A. F. M.'s demands might be construed by the U. S. Department of Justice as a violation of the Sherman Act.

Radio (that is, the networks and their affiliates) had made their original peace treaty with the A. F. M. in 1937. That contract stipulated that the network affiliates would annually spend \$1,500,000 more for musicians than what they had been spending. Old and new expenditures were to aggregate at least \$3,000,000 per annum. Meantime, the networks agreed to increase the expenditures of each of their key stations by \$60,000.

The expiration date of this Plan of Settlement was Jan. 17, 1940.

A. F. M.'s New Demands

On Nov. 2, 1939, the A. F. M. verbally notified the network affiliates (IRNA) that under any forthcoming new agreement the union would want another new \$1,500,000 from the affiliates (or \$4,500,000 annually), and another \$60,000 from each network key station atop the \$60,000 already guaranteed as additional expenditure.

This plan was pronounced unacceptable by the radio industry on Nov. 20, 1939.

On the same day Thurman Arnold (Assistant Attorney General in charge of the Justice Department's anti-trust division) made public a letter he had written to the Central Labor Union in Indianapolis. The latter had inquired about the indictment of a number of building union leaders under the Sherman Act. Arnold's reply to this inquiry said in part:

"The types of unreasonable restraint against which we have recently proceeded or are now proceeding illustrate concretely the practices which in our opinion are unquestionable violations of the Sherman Act, supported by no responsible judicial authority whatever." He cited: "Unreasonable restraints designed to compel the hiring of useless and unnecessary labor" and "unreasonable restraints, designed to destroy an established and legitimate system of collective bargaining."

Effect of Thurman Arnold's Letter

Three days after this letter was made public, the A. F. M. withdrew its proposals for a new Plan of Settlement, and waited for the broadcasters to make a counter-proposal. Meantime the broadcasters conferred with the Department of Justice, thinking that the Arnold letter might have a distinct bearing on the A. F. M. matter. On Dec. 28, 1939 the broadcasters

UNIONS—Continued

informed the A. F. M. that they believed the 1937 Plan and any elaborations thereon violated the anti-trust laws, and suggested that all broadcasters should settle A. F. M. affairs with the union's local branches, not with the main A. F. M. council.

This suggestion was vetoed by the A. F. M.

End of A. F. M.-IRNA Negotiations

At this point all negotiations came to a halt, and have subsequently never been resumed, though no strike has resulted and few, if any, difficulties have arisen. The A. F. M. has apparently not wished to risk an anti-trust prosecution, and the broadcasters have apparently not wish to cause any breach with the union in the absence of a formal agreement. Hence, union members are being employed in about the same numbers, and with about the same pay scale, as under the 1937 agreement which has expired.

Technical Unions

Technical unions continued to enroll new members during 1939-40. There are two major technical unions—the International Brotherhood of Electrical Workers (an A. F. L. affiliate), and the American Communications Assn. (C. I. O.). Negotiations with these unions were entirely on a local basis, and in general were successfully concluded without extensive strikes or similar troubles.

Radio Writers Guild

Some progress was made by the Radio Writers Guild in a drive for increased wages, retention by authors of all rights to their works except radio rights, air credits, and a closed shop. In February, 1940, the R. W. G. was granted a guild shop by transcription manufacturers in Hollywood. Elsewhere, however, the R. W. G. is proceeding slowly, and is not pressing its demands immediately.

American Federation of Radio Artists

The American Federation of Radio Artists (AFRA), which the year before had won an agreement covering minimum pay and other conditions for artists employed commercially on the networks, spent a relatively quiet year. Some local unionization was carried out, and considerable thought was devoted toward negotiating for union conditions in the transcription business. The latter plan, however, did not materialize rapidly, and is still in the formative stage. Since there is a considerable divergence in business methods (and markets) between the transcription industry in the East and on the West Coast, AFRA's plan for a uniform contract has required much ironing out, and the final stage is still at some distance.



EXECUTIVE WHO'S WHO

This represents the first attempt at compiling essential information on the business career, education, and origin of a group of radio executives whose importance is ever growing. The data was acquired via questionnaires which were sent to the following (1) executives and department heads of the major U. S. and Canadian networks; (2) officials in the industry's trade association (National Association of Broadcasters); (3) officials in the industry's music venture (Broadcast Music, Inc.)

Persons who failed to reply to the questionnaire are not listed here in any manner whatsoever.

It is hoped that in future years this listing may include those who did not supply information for the initial attempt.

AKERBERG, HERBERT VESTNER. Vice-president and Director of Station Relations, Columbia Broadcasting System, New York City. Born in Columbus, Ohio, June 24, 1897; son of Mr. and Mrs. O. Akerberg. At the age of 14 he built a wireless station in Columbus; when the War broke out, he joined the signal corps of the U. S. Army and taught code to pilot cadets at the Cincinnati training school; in 1923 he built WPAL in Columbus which he operated until 1926; he then became engineer at WAIU, Columbus, later being named manager of that station; he joined the Bell Laboratories as engineer in 1928; the following year he was in charge of the installation of WABC, New York. In October, 1929, he was named assistant chief engineer of CBS, from which position he rose to the post of chief engineer; in 1934 he became assistant to Sam Pickard, CBS vice-president, and the following year was named station relations manager; in 1936 he became Vice-president and Director of Station Relations. He pioneered in the field of synchronized broadcasting, carrying out experiments in 1926 whereby WAIU was synchronized with KMOX, St. Louis, and WKRC, Cincinnati. Member, Masonic Order (Thirty-Second Degree); Shriner.

ANDREWS, WILLIAM. Manager Guest Relations Department, Hollywood Division, National Broadcasting Co., Hollywood, Calif. Born in Oakland, Calif., April 5, 1905; son of Clara Emma and John Edward Andrews; attended Fremont High School, and Western Radio Institute, Oakland, Calif.; married Helen Musselman Andrews, Aug. 21, 1933. From 1924-28 he was station engineer and studio announcer at KLX, Oakland; from 1928-33 he was NBC staff announcer in San Francisco; he was then named NBC chief announcer in San

Francisco; he became NBC night manager in Hollywood in 1937. Since 1939 he has been Manager of the NBC Hollywood Guest Relations Department. Member, Masonic Order.

ANGELL, JAMES ROWLAND. Director and Educational Counselor, National Broadcasting Co., New York City. Born in Burlington, Vt., May 8, 1869; son of Sarah Swope Caswell and James B. Angell (both deceased; latter onetime President of the University of Michigan); attended University of Michigan (A.B. and A.M. degrees), Harvard (A.M.), University of Vermont (Litt. D.), and studied at Berlin University and Halle; married Marion Isabel Watrous, 1894 (deceased, 1931); married (Mrs.) Katharine Cramer Woodman Angell, Aug. 2, 1932; one son by first marriage, James W., 42, and one daughter, (Mrs.) Marion McAlpin, 37. In 1893 he became instructor in philosophy at the University of Minnesota; from 1894-1919 he was a member of the University of Chicago faculty, advancing from assistant professor of psychology to head of the department, dean of the University faculties, and acting President (1918-19); in 1921 he was appointed President of Yale University; since 1937 he has been NBC Director and Educational Counselor. Also president, English-Speaking Union; director, New York Life Insurance Co. Awarded LL.D. degree by Yale, Harvard, Princeton, Columbia, Chicago, Union, Cincinnati, McGill, Connecticut Wesleyan, Brown, Middlebury, Illinois College, University of Michigan, Washash, University of California, New York University, Williams, Dartmouth, Rutgers, and University of Pennsylvania; awarded honorary Ph.D., Rensselaer Polytechnic Institute; awarded gold medal by the National Institute of Social Science, 1937. Phi Beta Kappa; Sigma Xi. Author, textbooks and

EXECUTIVE WHO'S WHO—Continued

articles on psychology. Onetime (1920-21) President of the Carnegie Corporation. He has the following decorations: Chevalier, Legion of Honor, 1930; Officer, Legion of Honor, 1931; Grand Officer of the Order of the Crown of Italy, 1935; Chinese Blue Grand Cordon Order of the Jade, 1937. Trustee, American Museum of Natural History; fellow, American Academy of Arts and Sciences. Member, Delta Kappa Epsilon; Graduate Club (New Haven); Yale Club (Boston); University Club (Boston); Century Club (New York); Yale Club (New York); Cosmos (Washington, D. C.); University Club (Chicago).

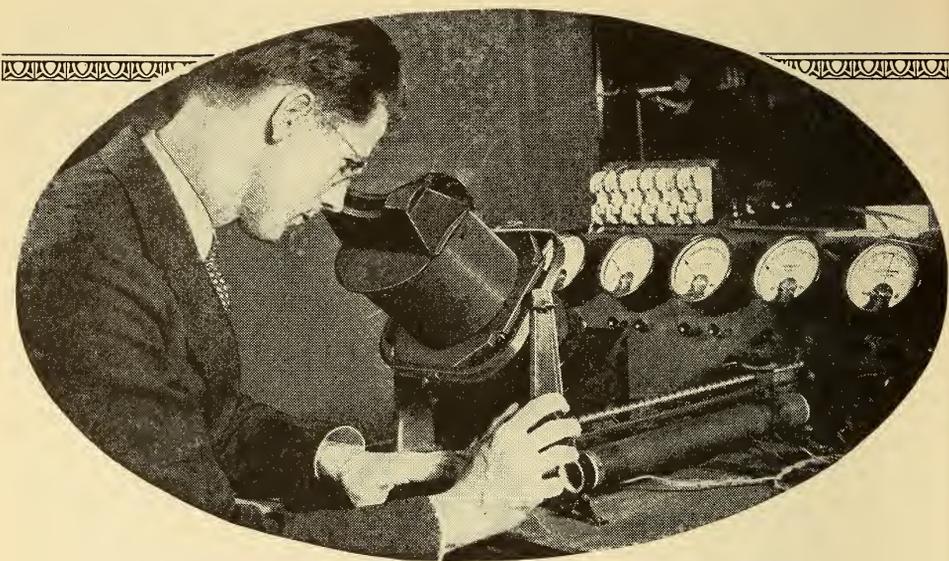
ANTRIM, ELBERT M. Executive Secretary, Treasurer, and Director, Mutual Broadcasting System; Assistant Business Manager, Tribune Co.; Secretary, Ontario Paper Co., Ltd., Quebec & North Shore Paper Co., Ltd., Quebec & Ontario Transportation Co., Ltd., Tonawanda Paper Co., Inc., Baie Comeau Co., Three Markets Group; Assistant Secretary, News Syndicate Co., Inc., Chicago Tribune Building Corp., and WGN, Inc., Chicago, Ill. Born in Rensselaer, Ind., June 30, 1885; son of Alvena B. (teacher) and James F. Antrim (recorder, Jasper County); attended Rensselaer public schools, and Indianapolis Business School; married Georgiana Gillespie Antrim; one son, Thomas G., 24. His first job, in 1905, was in the general freight department of the Burlington Railroad; in 1917 the Chicago Tribune offered him a position to organize a traffic department for the parent company and its affiliated paper mills, boat lines, etc.; he was made assistant to the president in 1927, and assistant business manager in 1938. He has served on various committees of the Chicago Assn. of Commerce, and the American Newspaper Publishers' Assn. He promoted and served as a member of the Chicago Regional Port Commission, and for several years was a member of the advisory committee of the Inland Waterway Corp. under Secretary of War Hurley. Member, Tavern Club; Mid Day Club; Traffic Clubs of Chicago.

ARNEY, CHARLES ELWOOD, JR. Assistant to the President, National Association of Broadcasters, Washington, D. C. Born in Idaho Falls, Idaho, Jan. 9, 1891; son of Gertrude Jenks and C. E. Arney; attended Idaho and Washington, D. C., public schools, and University of Washington, Seattle (LL.B. degree, 1915); married Mildred S. Arney, March 20, 1917; twin daughters, Patricia Marie (Mrs. Clyde Stepheson), and Kathleen

Jeanne, 22. From 1915-18 he was assistant to the attorney general, State of Washington; he then became assistant counsel U. S. Shipping Board Emergency Fleet Corp., North Pacific District; in 1920 he became assistant manager of the Seattle Chamber of Commerce, and in 1923 was named executive secretary of the Washington State Tax Payers Assn.; from 1932-35 he was a radio commentator; in 1936 he became public relations director of KOMO-KJR, Seattle. He was named Assistant to the President, N.A.B., in 1940. Member, Sigma Nu; Phi Delta Phi.

ASHBY, AUBREY LEONARD. Vice-president and General Counsel, National Broadcasting Co., New York City. Born in Wacousta, Mich., April 13, 1886; son of Sarah Bertha Coad and John Henry Ashby; attended Olivet College, Olivet, Mich., and New York University (A.B., LL.B., and J.D. degrees); married Alta Virginia Lee Ashby, Aug. 31, 1916; one son, John Lee, 22, and one daughter, Marjory Lee, 17. From 1908-10 he was instructor in history at the Prospect Heights School for Boys; the following year he became acting secretary of the New York University School of Commerce; from 1912-29 he was professor of law and finance at the University of Pittsburgh and 1911-29 assistant general attorney of the Westinghouse Electric & Mfg. Co. Since 1929 he has been Vice-president and General Counsel for NBC. Author of the following brochures and articles: Every Man with a Kingdom, The Rules of the Game, America's Peril—The Money Greed, The Man Who Toils, and Legal Aspects of Radio Broadcasting. Member, American Bar Assn.; Allegheny County Bar Assn.; FCC Bar Assn.; New York State Bar Assn.; Bar Assn. of the City of New York; New York County Lawyers Assn.; Institute of Radio Engineers. Member, Siwanoy Country Club; Bronxville Field Club; Phi Alpha Pi; Phi Delta Phi; Alpha Kappa Psi; Delta Mu Delta; N. Y. U. Faculty Club.

ATLASS, H. LESLIE. Vice-president in Chicago, Columbia Broadcasting System; Director, WJJD and WIND, Chicago, Ill. Born in Lincoln, Ill., Nov. 29, 1894; son of Sarah B. and Frank Atllass, president of the Frank Atllass Pro. Co.; brother of Ralph Atllass, president of WIND and WJJD; attended Lincoln (Ill.) grammar school, and Lake Forest Academy; married Harriet M. Atllass, June 27, 1917; three children, H. Leslie, Jr., 20, Frank II, 9, and Harriet Jane, 6. He was associated with the



Research is radio's road to progress

WORLD WIDE radio communications; national and international broadcasting; radio usefulness in times of peace and in times of national emergency, are all the products of scientific research. Without such research, the American radio industry would be non-existent. Without it, radio's future usefulness would remain unexplored.



Radio

Radio research has been the keystone of RCA's operation since 1919. Today, this Company, which is engaged in every field of radio, is following its consistent policy of improving present-day radio services and pioneering in the development of the new.

Three new services in radio now beckon those who would expand radio's usefulness to the public and who would create employment of men and money. They are Facsimile, Frequency Modulation, and Television. Involved in these three new services are the transmission of printed matter and illustrations; the improved transmission of sound services; and the transmission of sight and sound simultaneously through the air. In other words, new and important communication services are now out of the laboratory and ready for use in the interests of education and entertainment, and for the service of industry and commerce.

Research continues, however, to explore the unknown frontiers of space where additional useful radio channels may be created for a thousand and one additional services in the interest of mankind.

RCA continues with 600 research specialists at work constantly improving the old and developing the new. Radio's road to the future is the research road, the road to progress.

Corporation of America

EXECUTIVE WHO'S WHO—Continued

Frank Atlass Pro. Co., 1918-25, serving in the capacity of president; in 1923 he became associated with WBBM, Chicago, later being named president of that station (now owned by CBS and managed by Mr. Atlass); CBS has subsequently elected him Vice-president in Chicago. His first interest in radio was as an amateur in 1915. Member, Chicago Yacht Club; Mackinac Island Yacht Club; Starboard Club.

BALL, DONALD IRVING. Assistant Commercial Editor, Columbia Broadcasting System, New York City. Born in Block Island, R. I., Feb. 8, 1904; son of Mr. and Mrs. Fenner Ball (father is hotel owner and executive); attended Bridgham Grammar School, Technical High School, and Brown University (Ph.B. degree, 1927), all in Providence, R. I., and did special post-graduate work in psychology, at Columbia University, New York City; married Virginia Arnold Ball, Oct. 16, 1932; two children, Mary Arnold, 5, and Donald Irving, Jr., 2. In 1923-27, while still in college, he capitalized on an earlier interest in radio by becoming an announcer and entertainer; following college graduation in 1927, he was a theatre and night club entertainer with a specialty act; in 1929 he joined CBS as an announcer, later becoming a producer, and assistant production manager. He was named Assistant Commercial Editor in 1937. Member Sigma Chi; University Glee Club, N. Y.

BARTON, FRANCIS C., JR. Director of Program Service, Columbia Broadcasting System, New York City. Born in Chicago, Ill., Sept. 17, 1903; son of Margaret Wilson and Francis C. Barton; attended Philadelphia and Oakmont (Pa.) public schools, and Haverford College, Haverford, Pa. (B.S. degree, 1925). He was associated with N. W. Ayer & Son, Inc., from 1926-38 as member of the following departments: media contract, business, radio contract, radio plans, business division of the radio department (manager), account executive. He became CBS Service Director in 1938. Author, articles on radio for trade journals; author, "Time Buyer vs. Station Representative" (VARIETY RADIO DIRECTORY, I, 859-865).

BECKER, ISIDOR S. Vice-president and Business Manager, Columbia Artists, Inc., New York City. Born in New York City, May 19, 1897; son of Sarah and Louis Becker; attended New York City elementary schools, Townsend Harris Hall, and College of the City of New York

(A.B. degree); married Ceel Becker, June 11, 1922; two children, Vivian Selma, 15, and Arnold, 10. He was a teacher from 1918-19, then became an office manager for the next five years; from 1924-30 he was owner of a private school; in 1930 he became office manager in the band booking business. As a result of this position he was named Business Manager of Columbia Artists, Inc., in 1934.

BELVISO, THOMAS HENRY. Manager, Music Division, National Broadcasting Co., New York City. Born in New Haven, Conn., Jan. 25, 1898; son of Julia Fenney and Emil Belviso; attended New Haven public schools, Yale School of Music, and Institute of Musical Art, New York; married Elinor Mullins Belviso, Sept. 24, 1928; two sons, Thomas H., Jr., 10, and Robert H., 5. From 1909-11 he was violinist with the New Haven String Orchestra, then was violinist for the New Haven Symphony Orchestra, 1911-19; during 1914-21 he was also engaged in the business of building and selling orchestras and musical organizations; in 1921 he became general musical director of the 30 Olympia Theatres in New England, and in 1924 was named to a similar post with the Paramount-Publix Theatres in New England; he joined NBC in 1930 as musical director and program builder, becoming manager of the music arranging, music rights, and music library divisions in 1932. He has been Manager of the NBC Music Division since 1937. He was in the Yale Students Army Training Corps, 1918, directing the first Yale University band. Composer and conductor; lecturer on radio, College of Fine Arts, N. Y., 1934.

BENNETT, ANDREW W. Special Copyright Counsel, National Association of Broadcasters; General Counsel, National Independent Broadcasters; Lawyer, Washington, D. C. Born in Washington, D. C., Feb. 17, 1893; son of Bessie and John Whitney Bennett; attended Savannah (Ga.) High School, Lawrenceville School, Lawrenceville, N. J., and Georgetown University School of Law (Bachelor Laws, 1915, Master Laws, 1916, Master Patent Law, 1916); married Lucie Agnew Bennett, Nov. 1, 1916; two daughters, Helen Browne (Mrs. Bruce Langdon), 22, and Lucie Agnew, 20. From 1916-18 he did special work for the British Embassy in Washington; from 1918-19 he was attorney for the U. S. Alien Property Bureau; he then became attorney for the Barnsdall Oil Co. in

EXECUTIVE WHO'S WHO—Continued

Bartlesville, Okla., resigning in 1920 to represent the Balkan National Insurance Co. and the First Bulgarian Insurance Co. in Bulgaria; from 1921-26 he conducted a legal practice before various Federal Government departments; from March, 1926 to 1931, he was attorney for the United Fruit Co. and its subsidiaries in the general office in Boston; from 1932-34 he was an attorney for the Reconstruction Finance Corp.; in April, 1934, he was named special assistant to the Attorney General of the United States in anti-trust actions, among which was the action against ASCAP in 1934. On Nov. 1, 1937, he resumed the private practice of law, specializing in broadcasting law. Member, American Bar Assn.; Federal Communications Bar Assn.

BEVILLE, HUGH MALCOLM, JR. Research Manager, National Broadcasting Co., New York City. Born in Washington D. C., April 18, 1908; son of Bessie H. and Hugh M. Beville; attended grammar schools in Washington, D. C., Maryland, Savannah, Ga., Pasadena and Fresno and Oakland, Calif., Central High School, Washington, D. C., and George Washington and Syracuse Universities (B.S. degree in business administration from Syracuse, 1930); married Eleanor Hudson Macaulay on September 1, 1939; one stepdaughter, Nancy, 7. After college graduation in February, 1930, he joined the National Broadcasting Co. as statistical clerk; in September, 1931, he helped in the formation of the Statistical Department and was named assistant chief statistician; in March, 1935, he became chief statistician, and in November, 1939, was appointed Research Manager. Second Lieutenant, Infantry Reserve; author, Social Stratification of the Radio Audience. Member Sigma Chi; New York Chapter, American Marketing Assn. (treasurer); Market Research Council of New York; American Statistical Assn.; Research Committee, National Association of Broadcasters; Technical Committee of the Joint Committee on Radio Research (1936-38); chairman, Work Study Group on Research. Institute for Education by Radio (1940).

BOCK, HAROLD JOHN. Press Relations Manager, Western Division, National Broadcasting Co., Hollywood, Calif. Born in Avoca, Wis., May 17, 1908; attended Long Beach (Calif.) Polytechnic High School, Long Beach Junior College, and University of California at Los Angeles; married Sybil Chism, radio organist, June 5, 1936. From 1926-27 he was a reporter on the Long Beach Sun; he then

spent a year with the Welch Hanbery Advertising Agency, Long Beach; from 1928-30 he was San Francisco manager for Inside Facts Pub. Co.; from 1931-34 he was San Francisco correspondent for several trade papers, among them VARIETY; from 1933-34 he was news editor for the NBC San Francisco division; later in 1934 he did publicity for CBS and Don Lee in San Francisco; he rejoined NBC in 1935 as Hollywood press manager, and became Press Relations Manager, Western Division, in 1938. Member, Author's Club (Hollywood); Los Angeles Advertising Club; Los Angeles Junior Chamber of Commerce.

BOTTORFF, ORVILLE O. Executive Vice-president and General Manager, Civic Concert Service, Inc., subsidiary of the National Broadcasting Co., New York City. Born in Courtland, Ind., Jan. 15, 1896; son of Ella Whitted and Miles F. Bottorff; attended Seymour (Ind.) public schools, and Northwestern University (B.S. degree); married Marguerite Zender Bottorff, former musical comedy and light opera star, June 30, 1936. From 1915-27 he was circuit manager for the Redpath Chautauqua and Lyceum Bureau; for the next two years he was promotional manager of the Chicago Civic Opera Co.; in 1929 he became assistant manager of the Civic Concert Service, Inc., and in 1935 was named Executive Vice-president and General Manager. Member, Sigma Nu; Collegiate Club of Chicago; Medinah Shrine; Oriental Consistory; Masonic Blue Lodge.

BOWMAN, LESTER HAROLD. Operations Engineer, Pacific Division, Columbia Broadcasting System, Hollywood, Calif. Born in Brooklyn, N. Y., April 9, 1902; attended College of the City of New York, and University of Valparaiso, Valparaiso, Ind.; married Lillian Bowman, August, 1929; one daughter, 8. Following college, he was a wireless operator at sea for five years; in 1929 he joined CBS where he has held the following positions: technician, master control supervisor at WABC, New York, assistant Eastern division engineer, WABC, New York, chief engineer at WJSV, Washington, D. C., and Western (Pacific) Division Engineer at KNX, Hollywood, Calif. His interest in radio dates from 1916 when he became an amateur operator. Member, Masonic Order; I.R.E.; S.M.P.E.; Toastmasters; Veteran Wireless Operators Assn.

BOYD, MAURICE M. Local and Spot Sales Manager, National Broadcasting Com-

EXECUTIVE WHO'S WHO—Continued

pany, Chicago, Ill. Born in Indiana, Aug. 10, 1905; attended Purdue University (B.S.E.E. degree); not married. From 1928-31 he was copywriter in the Westinghouse Electric & Mfg. Co advertising department; during 1931-32 he was sales promotion manager for WBZ-WBZA, Boston (owned by Westinghouse); from 1932-33 he was a partner in Benjamin Soby & Associates. He joined the NBC New York sales department in 1933, and was New York Spot Sales Manager until May, 1940, when he was transferred to his present post in Chicago. Member, Sigma Chi.

BROWN, CHARLES BERNARD. Sales Promotion Manager, Western Division, National Broadcasting Co., Hollywood, Calif. Born in Victoria, B. C., Canada, Aug. 12, 1897; son of Hilda and Charles Brown; attended Norwood Grammar School and McTabish Business College, Edmonton, Alta., and completed special courses at University of California and University of San Francisco; married Rosalie Freda Brown, June, 1919; one son, Charles John, born Oct. 19, 1929. In 1921 he became sales promotion manager for the International Magazine Co., New York, and the following year held a similar capacity with the Hodgkinson Film Co.; he joined the Westgate Metal Products Co. in 1923 as district sales manager; in 1924-25 he was sales representative for the Parafine Companies, Inc.; in 1925-26 he was Oakland district factory representative for the Chevrolet Motor Co.; from 1926-27 he was vice-president in charge of sales and advertising for the Commercial Soap Co.; for the next 10 years he was sales promotion manager for Foster & Kleiser. Member, Alpha Delta Sigma.

BUSHNELL, ERNEST LESLIE. General Program Supervisor, Canadian Broadcasting Corp., Toronto, Ont., Canada. Born on a farm between Lindsay and Port Perry, Ont., Nov. 19, 1900; attended public schools in Omeme, Ont., Victoria College, University of Toronto, and Toronto Conservatory of Music. In 1922 he became second tenor and accompanist of the Adanac Male Quartet (which had originally been formed in the World War to aid Victory Loan and Red Cross Drives); in January, 1927, after five years of concert work in Canada and the U. S., he founded what is believed to be the first radio advertising agency in Canada; later in 1927 he assumed joint managership of CFRB, Toronto, and in 1928 became associated with CKNC (the Eveready sta-

tion) of which he was appointed manager in 1930; in November, 1933, he was appointed program director of Ontario and Western Canada for the Canadian Radio Broadcasting Commission. He has been General Program Supervisor for the CBC since 1937. His first radio concert work was in 1921. During 1927-33 he continued his vocal studies with teachers in Toronto.

BUTCHER, HARRY C. Vice-president, Columbia Broadcasting System, Washington, D. C. Born in Springville, Ia., Nov. 15, 1901; son of Mrytle Abbie Kimball and Harry C. Butcher; attended Cedar Rapids and Arnolds Park (Ia.) High Schools, and Iowa State College of Agriculture and Mechanic Arts (A.B. degree, after specializing in agricultural journalism); married Ruth Barton Butcher, June 8, 1924; one child, Beverly, 7. In 1924 he became director of information for the Illinois Agricultural Assn., Chicago, and editor of this group's Review; in 1926 he was named managing editor of The Fertilizer Review, and general assistant to the head of the National Fertilizer Assn., Washington, D. C.; he remained in this capacity until 1929 when CBS named him to open its first Washington office. From 1932-34 he was manager of WJSV, Washington (owned by CBS). Since 1934 he has been Vice-President in charge at Washington. His first interest in radio developed when the Illinois Agricultural Assn. named him to take charge of programs running via WGN and WLS, Chicago, and the old Stix-Baer-Fuller station in St. Louis. He has received the Accolade of the Silver Tongue, summa cum laude; magna cum laude and cum laude, J. Russell Young School of Expression. Many expressions describing government acts and agencies are attributed to him, including "fireside chat," "check writing machines of the AAA," "money making," etc. Honorary Deacon, Elder Lightfoot Solomon Michaux Church of God. Member, National Press Club; Burning Tree Club; Metropolitan Club.

CARLBORG, HERBERT ANSON. Manager, Detroit office, Radio Sales (a division of the Columbia Broadcasting System), Detroit, Mich. Born in Minneapolis, Minn., Jan. 30, 1901; son of Mary Anson and Andrew Carlborg; attended University of Minnesota (A.B. degree, 1922); married Ethyl Baldwin Carlborg, May 19, 1934. He was in Procter & Gamble's sales department, 1922-28, then became account executive for N. W. Ayer & Son, 1928-33. Since 1933 he has

EXECUTIVE WHO'S WHO—Continued

been associated with CBS. Member, Zeta Psi.

CARLIN, PHILLIPS. Director of Sustaining Programs, National Broadcasting Co., New York City. Born in New York City, June 30, 1894; son of Laura Phillips and Wayland Carlin; attended New York University (A.B. degree, 1916); married Claire E. Carlin, 1921; two daughters, Virginia Claire, 14, and Patricia W., 11. He became an announcer in 1923, and for the next nine years was one of the foremost members of this craft; he was manager of WEAJ, New York, 1925-26. He became Director of Sustaining Programs for NBC in 1932. Lieutenant (j.g.) U.S.N.R.F., 1917-18. Credited to him are the use and popularization of the NBC chimes and theme music. Phi Beta Kappa. Member, Delta Upsilon.

CARLSON, EMMONS C. Advertising and Sales Promotion Manager, Central Division, National Broadcasting Co., Chicago, Ill. Born in Chicago, Ill., Dec. 17, 1898; son of Serena Berry and August Carlson; attended Lafayette Grammar School, R. T. Crane Technical High School, Academy of Fine Arts, Church School of Art, and Bush Conservatory of Music, all Chicago; not married. His first position was as sales promotion manager for Ford Distributors in Chicago; he then held a similar position with the Cheney Talking Machine Co.; following an association with the Pillsbury Flour Mills advertising department, he joined RCA, first as advertising manager of the Central Division, then as advertising and sales promotion manager in New York; subsequently he became Advertising and Sales Promotion Manager for the NBC Central Division. Lieutenant, AEF. Member, A. F. & A. M. 540, Oak Park, Ill.; American Legion; Chicago Federated Advertising Club; Illinois Athletic Club (Chicago).

CARPENTER, HARRY KENNETH. Member, Board of Directors and Operating Board, Mutual Broadcasting System; General Manager, Radio Stations WHK and WCLE, Cleveland; Vice-president, United Broadcasting Co. (owners of WHK, WCLE, WHKC), Cleveland, Ohio. Born in Beallsville, Ohio, Jan. 7, 1894; son of Araminta Jane Hudson and William A. Carpenter; attended Ravenna High School, Ravenna, O., Case School of Applied Science, Cleveland, O., and Kent State University, Kent, O. (awarded life teachers' certificate); married Bernice Lytle Carpenter, Aug. 31, 1915; three daughters, Bernice Virginia, 23;

Marilyn Louise, 19, and Dorothy Jean, 17. He became a high school principal in 1915, and for the next three years held this position with various schools; meantime he started as an instructor in the Goodyear factory school at Akron in 1918, and in 1921 became manager of Goodyear Industrial University; in 1925 Goodyear bought radio station WEAR, Cleveland, and named him manager; in 1926 Willard Storage Battery bought WEAR and again named him manager of this station, as well as WTAM; in 1928 he went to Raleigh, N. C., to manage WPTF; since 1934 he has been manager of WHK and the associated radio properties, Author, Behind the Microphone. District governor, 158th District, Rotary International. Member, Cleveland Church Federation (president); Heights Rotary Club (past president); Masonic Order; Cleveland Chamber of Commerce; Cleveland Advertising Club; Goodyear Friars (life member).

CASE, FOX. Director of Public Relations, Public Affairs, News and Special Events, Pacific Network Division, Columbia Broadcasting System, Hollywood, Calif. Born in Detroit, Mich., July 27, 1901; son of Judge and Mrs. J. W. Romaine, retired; attended Los Angeles public schools, and University of Southern California, Extension Division; married Elizabeth Rose Daum Case, co-owner and manager of the Rancho Cielito, Orange County, Calif., July 15, 1931. From 1917-29 he was assistant to the publisher, and sports and radio writer for the Los Angeles Evening Herald; in 1930 he became director of public relations for the All-Year Club of Southern California. He joined CBS in 1937. Member, California State Board of Agriculture; director, California State Agricultural Society; president and director, California Sixth District Agricultural Assn.; director, Los Angeles Coliseum Commission; associate member, California Newspaper Publishers' Assn.; chairman, legislative committee, 16th District, National Assn. of Broadcasters; member, California Fruit Growers Exchange; member, advertising committee, All-Year Club.

CHAMBERLAIN, ADOLPH BERNARD. Chief Engineer, Columbia Broadcasting System, New York City. Born in Franklin, Mass., Feb. 3, 1901; son of Angil and Adolph A. Chamberlain; attended Franklin, Mass., grammar and high schools, U. S. Naval Radio School, Great Lakes, Ill., and U. S. Naval Submarine School, New London, Conn.; married Susan Mae Howenstein, July,

EXECUTIVE WHO'S WHO—Continued

1926; four children, Allan Bernard, 12, Leo Joseph, 10, Marilyn Ann, 7, and Nora Angil, 3. In 1919 he became engaged in U. S. Naval radio; he was named broadcast engineer of WGY, Schenectady, in 1923, chief engineer of WHAM, Rochester, in 1927, and general manager of the same station in 1928; in 1929 the Buffalo Broadcasting Corp. (WGR-WKBW) appointed him technical director, and in 1930 elected him vice-president. He has been Chief Engineer of CBS since 1931. His interest in radio began as an amateur in 1912. Lieutenant, U.S.N.R. Member, Institute of Radio Engineers.

CHIZZINI, FRANK EDWARD. Manager of Radio Recording, National Broadcasting Co., Central Division, Chicago, Ill., Born in New York City, July 14, 1902; son of Isabelle and Charles Chizzini; attended New Utrecht High School and New York University School of Commerce (B.C.S. equivalent); married Miranda Chizzini, March 24, 1934. In 1923-24 he was associated with the Caravel Advertising Agency, and then became assistant advertising manager of the Lily Cup Co.; from 1927-34 he was vice-president of Robert E. Ramsay, Inc., advertising agency; in 1934 he joined NBC as member of the sales promotion department. He became Assistant Manager of the NBC Radio Recording Division in 1935; in 1940 he became NBC Recording Manager in Chicago.

CHOTZINOFF, SAMUEL. Director of Serious Music, National Broadcasting Co., New York City. Born in Vitebsk, Russia, Jan. 4, 1889; attended Columbia University, New York City; married Pauline Heifetz Chotzinoff, 1925; two children, Arthur Blair, 13, and Josefa Ann, 10. Until 1925 he was a concert pianist; he then became music critic of the New York World, remaining with this paper until 1930; since 1930 he has been music critic for the New York Post. He was appointed Director of Serious Music for NBC in 1936. Author of *Eroica: The Life of Beethoven*.

CHURCHILL, JOHN K. Chief Statistician, Columbia Broadcasting System, New York City. Born in Dubuque, Ia., Feb. 27, 1905; son of Myra E. and William L. Churchill (president, Churchill Engineering Corp.); attended White Plains (N.Y.) High School, Bishop Ridley College, St. Catherines, Ont., and Wesleyan University, Middletown, Conn. (B.Sc. degree, 1926); married Sophie C. Churchill, July 28, 1939. From 1926-29 he was industrial economist for the Churchill

Engineering Corp.; he then became research economist for the Evans, Kip & Hachett advertising agency; from April, 1930 to March, 1931, he was statistician for the Wool Institute; from March to June, 1931, he did merchandising research for Evans, Nye & Harmon. He has been with the Columbia Broadcasting System since January, 1932.

CLARKE, WILLIAM ARTHUR. Manager of Technical Services, National Broadcasting Co., New York City. Born in New York City, March 7, 1900; son of Wilhelmina and William E. Clarke; attended Cooper Union, New York City, and Columbia University; married Marion L. Clarke, Aug. 7, 1925. From 1919-20 he was estimator for H. W. Caldwell & Son; he then became sales engineer for the Link Belt Co., remaining until 1923 when he joined the Western Electric Co. as designer. Since 1926 he has been in the NBC Engineering Division supervising architectural design, technical drafting, engineering statistics, estimating, technical equipment supply, and receiving set maintenance. Served in the U. S. Navy during the World War.

COHAN, EDWIN KING. Director of Engineering, Columbia Broadcasting System, New York City. Born in New York City, Sept. 7, 1900; son of Gabrielle R. and Charles K. Cohan; attended grammar and high schools in New York City; married Beatrice B. Cohan, 1924; one daughter, Jane King, 9. In 1912 he built and operated one of the first 12 amateur radio stations in New York City; from 1917-18 he worked in the U.S. Naval Radio Laboratories; he turned to studies between 1919-22; from 1922-25 he was engaged in radio design and manufacturing; in 1926 he joined the engineering department of WOR, New York, and in 1929 became managing director of the Judson Studios, Inc. In 1930 he was named Director of Engineering for CBS. He holds the Marconi Medal of Achievement in Radio; was the first to use the fade-in and fade-out in programs; first to synchronize programs originating at two or more remote points (such as a soloist in New York, and an orchestra in Chicago); first to keep a broadcast station in operation all night. Member, Institute of Radio Engineers; Acoustical Society of America; Society of Motion Picture Engineers; U. S. Naval Reserve Officers' Assn.; Columbia Yacht Club. Lieutenant, U.S.N.R.

COLIN, RALPH FREDERICK. Director and General Counsel, Columbia Broadcasting System, Columbia Concerts Corp.,

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Columbia Recording Corp. and subsidiaries; Director, Alfred A. Knopf, Inc., and Jonas & Naumburg Corp.; Member of the law firm of Rosenberg, Goldmark & Colin, New York City. Born in New York City, Nov. 18, 1900; son of Elizabeth and Dr. William Colin; attended New York public schools, Townsend Harris Hall, College of the City of New York (A.B. degree, 1918), and Columbia University Law School (LL.B. degree, 1921); married Georgia T. Colin, June 2, 1931; two children, Ralph F., Jr., 7, and Pamela T., 5. Following graduation from law school, he became associated with the law firm of Rosenberg & Ball; in February, 1926, he became a member of the firm, and has subsequently been a member of the successor firms. From 1923-28 he was a member of the board of directors of the Provincetown Playhouse, Greenwich Village Theatre, and Actors Theatre. His association with the radio industry began in September, 1927, when he represented Jerome H. Louchheim of Philadelphia in his purchase of the controlling interest in CBS. Member, Association of the Bar of the City of New York; County Lawyers Assn.; New York State Bar Assn.; American Bar Assn.; The Lawyers Club of New York City; Century Country Club, Purchase, N. Y.

CORMACK, ALAN NELSON. Traffic Manager, Pacific Network Division, Columbia Broadcasting System, Hollywood, Calif. Born in San Francisco, Calif., Oct. 23, 1900; son of Nettie E. and C. F. Cormack; attended Polytechnic High School, and San Francisco University School; married Julia Beale Cormack March 9, 1940; two daughters, by a former marriage, Carol, 13, and Marjorie, 9. In 1920 he became a steamship radio operator, and the following year was operator of the Fairmont Hotel's broadcasting station (6XG, later KDN); from 1925-28 he was retail radio department manager for Hale Bros. in San Jose, Calif.; he then became chief engineer of KFRC, San Francisco, and traffic manager of the Don Lee network. He joined CBS as Traffic Manager of the Pacific Network Division in 1936. Member, Bohemian Club, San Francisco.

COULTER, DOUGLAS. Assistant Director of Broadcasts, Columbia Broadcasting System, New York City. Born in Baltimore, Md., June 26, 1900; attended Johns Hopkins University, Baltimore (A.B. degree, 1921); married Nancy French Coulter, 1926; one son, Douglas III, 9. In 1925 he joined the N. W. Ayer & Son

advertising agency, and became vice-president in charge of radio. In 1936 he was named to his present position at CBS. Editor, Columbia Workshop Plays.

COWHAM, HUGH ASHLIN. Commercial Engineer in Charge of Traffic, Columbia Broadcasting System, New York City. Born in New Rochelle, N. Y., March 13, 1898; attended New Rochelle Grammar and High School; married Evelyn E. Cowham, Jan. 27, 1918; two daughters, Dorothy, 21, and Muriel, 18. In 1916 he joined the American Telephone & Telegraph Co., serving first in the commercial division, and then in the capacity of radio representative; as a result of the latter post he was named to his present position by CBS in 1930. Member, Wykagyl Country Club; Masonic Order.

CUNNINGHAM, EDW. CHARLES. Assistant to the Vice-President and Evening Manager of Studios, Central Division, National Broadcasting Co., Chicago, Ill. Born in Norfolk, Va., Nov. 16, 1906; son of Esther G. Nugent, deceased, and Edw. James Cunningham, railway executive, deceased; attended public and parochial schools in Newton, Kans., and the University of Michigan; married Nell Poling Cunningham, June 25, 1938. From 1924-29 he was employed by the Chicago Commonwealth Edison-Public Service during school vacations; in 1930 he joined the operating department of Halsey-Stuart, investment bankers, remaining there from June to September when he became a member of NBC's guide staff; subsequently he has been in the station relations department, night program-traffic supervisor, and evening general manager. His interest in radio dates from 1921 when his first home-made crystal receiver set won a prize. Member, Phi Delta Theta; Barrington Hills Country Club, Barrington, Ill.

CUTHBERT, MARGARET ROSS. Director of Women's Activities, National Broadcasting Co., New York City. Born in Prince Albert, Sask., Canada (now a naturalized citizen of the U.S.A.); daughter of Allison Charlotte Nye and Major A. Ross Cuthbert, formerly assistant commissioner of the Royal Canadian Mounted Police; attended public schools in Canada, and Cornell University (special certificate in fine arts, College of Architecture, 1910). From 1917-18 she was in the decoding division of the British Embassy, Washington, D. C.; in 1920 she became executive secretary of the College of Home Economics, U.S. College

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of Agriculture, Cornell University (while at Cornell she also started a small lecture bureau); she joined WEAFF in 1924, in charge of talks. In 1936 NBC appointed her Director of Women's Activities, which division also supervises programs for children. Cited by the New York League of Business and Professional Women as one of the Women of Achievement, 1936. Contributor to newspapers and magazines. Member, American Woman's Assn. (board of governors); Kappa Kappa Gamma.

DEAN, SAMUEL RANDOLPH. Assistant Treasurer and Comptroller, Columbia Broadcasting System, New York City. Born in Darien, Ga., Sept. 28, 1898; son of Frances Young and Samuel Randolph Dean; attended Darien public schools, Massey Business College, Columbus, Ga. (graduate), and Columbia University; married Gertrude Grace Dean, Jan. 28, 1926; one daughter, Carol, born Nov. 24, 1928. From 1918-28 he was chief accountant for the Standard Textile Products Co., New York; he then became chief accountant for the United Merchants Manufacturing Co. Since 1931 he has been Assistant Treasurer and Comptroller for CBS. Member, Prince of Orange (F. & A. M.).

DELLETT, FRANK V. Auditor, Western Division, National Broadcasting Co., Hollywood, Calif. Born in Kansas, Dec. 11, 1902; son of Helena and Henry John Dellett; married Lillian Ross Dellett June 14, 1931. He was cost accountant for the Redwood Manufacturing Co., lumber firm, three years, cost accountant for Union Oil nine years, and field accountant for Farquhar & Manners, certified public accountants, two years. He joined NBC in 1931.

DRIPS, WILLIAM E. Director of Agriculture, Central Division, National Broadcasting Co., Chicago, Ill. Born in Sioux Falls, S. D., Oct. 18, 1890; attended Rock Island (Ill.) High School, and University of Wisconsin (B.S. degree, 1920); married Josephine Wylie Drips, April 4, 1931; one son, William E., Jr., 7. From 1920-23 he was instructor at Iowa State College, and then spent 11 years as editorial assistant on Wallace's Farmer, Des Moines, Ia. He became NBC Director of Agriculture, Central Division, in 1934. Ensign, U. S. Navy, 1917-19. Sigma Delta Chi. Member, Illinois Athletic Club, Chicago; Glen Oak Country Club.

DUNHAM, FRANKLIN. Educational Director, National Broadcasting Company; Director, 10th Federal Loan & Sav-

ings Bank of New York, New York City. Born in Brooklyn, N. Y., May 17, 1892; son of Gertrude Quarles and Frank Dunham (pioneer New York automobile man); attended Brooklyn public schools, Brooklyn Polytechnic Institute, Columbia University, and New York University (bachelor's degree); married Mary E. F. Burke, teacher, on October 15, 1921; three children, Alvin, 17, Franklin, Jr., 15, and Mary Gertrude, 12. From 1916-23 he was assistant to the educational director of the Victor Talking Machine Co.; he then became educational director for the Aeolian Co., remaining there until 1930 when he became Educational Director for NBC. During 1938-39 he taught at Columbia and Harvard Universities. He put the first program on WJZ, New York, April 6, 1922, thereby beginning high-grade sustaining music. Among the programs he has pioneered are amateur symphonies, popular science broadcasts, programs dealing with art, and programs dealing with books. Mus. D., New York College, 1935; Litt. D., St. Bonaventure College, 1937; Fellow, Trinity College, London, 1939. First Lieutenant, Officers Reserve Corps, U.S.A., 1918; U. S. Medal, World War, 1918. He has been awarded the D'Academie (France) (with palms), 1930; Officer of Public Instruction (France), 1931. Member, Executive Committee, National Conference of Christians and Jews; member, Executive Committee, Catholic Thought Assn. of America. Clubs: Authors' Club (London); Conservatoire (Paris); Beethoven Club (Bonn, Germany); Columbia University Club; Bohemians; Cliff-Dwellers (Chicago); Cosmos Club (Washington). Knights of Columbus.

DUNN, GANO. Member, Board of Directors National Broadcasting Co.; President, The J. G. White Engineering Corp.; Director, RCA and RCA Manufacturing Co.; Director, Foreign Light & Power Co.; Treasurer and Director, Panhandle Eastern Pipe Line Co.; Trustee, Greenwich Savings Bank, New York City. Born in New York City, Oct. 18, 1870; son of Amelia Sillick and N. Gano Dunn. lawyer; attended College of the City of New York (B. S. degree), and Columbia University (E.E.); married Julia Gardiner Gayley Dunn (deceased, 1937), Oct. 26, 1920. He worked his way through college as a Western Union telegraph operator, 1886-91; from 1898-1911 he was vice-president and chief engineer of the Crocker Wheeler Electric Mfg. Co.; for the next two years he was vice-president in charge of engineering

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and construction for J. G. White & Co.; he became President of the J. G. White Engineering Corp. in 1913. President and trustee, Cooper Union for the Advancement of Science; trustee, Barnard College, Columbia University (1928-34); trustee, Grant Monument Assn. Awarded: honorary M. S., College of the City of New York; honorary M. S. and D. Sc. Columbia University; honorary D. Sc. Rutgers University; honorary D. Sc. New York University; Eagleston Medal, Columbia University, 1939; Townsend Harris Medal, College of the City of New York, 1933; Edison Medal, American Institute of Electrical Engineers, 1937; Hoover Medal, United Engineering Societies, 1939; Modern Pioneer Award, National Assn. of Manufacturers, 1940; Order of Honor and Merit, Republic of Haiti, 1940; Phi Beta Kappa; Sigma Xi. During the World War he was a member of the War Dept. Nitrate Commission, chairman of the Special Commission on Submarine Cables, and member of the engineering commission, Council of National Defense. He is vice-president of the Phi Beta Kappa Society; honorary vice-president, Pan-American Society; director, Argentine American Chamber of Commerce; chairman, visiting committee, Bureau of Standards; honorary member, Assn. of Iron and Steel Engineers; honorary secretary for the U. S. A., British Institute of Electrical Engineers; consultant, New York City Housing Authority; advisory committee, New York City Dept. of Commerce; member, in the past, of many civic, industrial, and cultural committees and organizations. Member, A. I. E. E. (fellow); Institute of Radio Engineers (fellow); Royal Microscopical Society of London (fellow); A. A. S. (fellow); New York Academy of Science (fellow); New York Microscopical Society (fellow); National Academy of Sciences; American Philosophical Society; A. S. C. E.; A. S. M. E.; Franklin Institute; Illum. Engineering Society; New York Historical Society; New York Zoological Society; Optical Society of America; Horological Institute of America; Metric Assn.; American Classical League; Chamber of Commerce, State of New York; Business Advisory Council for the Department of Commerce. Author, papers and treatises on electrical and engineering subjects. He is a member of the following social organizations: Tau Beta Pi; Delta Kappa Epsilon; Sons of the Revolution; The Pilgrims; Union Club; University Club; Century Club; Engineers Club; Downtown Club; Church

Club; Recess Club; Columbia University Club; Fencers Club; Tuxedo Club; New York Yacht Club; Cruising Club of America; Cosmos Club, Washington, D. C.

EGNER, C. LLOYD. Manager, Radio Recording Division, National Broadcasting Co., New York City. Born in Philadelphia, Pa., Nov. 10, 1895; attended Central High School, Philadelphia, and took several night courses at Columbia University, New York City; married Marion B. Egner, 1919. In 1917 he became a salesman for the Victor Talking Machine Co.; from 1917-18 he was in the U. S. Army; he then returned to the Victor Talking Machine Co., remaining there until 1929 variously as assistant manager, manager of salesmen, district sales manager in Chicago, and assistant general sales manager; from 1929-31 he was president of the Chicago Talking Machine Co.; he then became manager of record and recording sales for RCA until 1934, when he joined NBC.

ENGLES, GEORGE. Vice-President, National Broadcasting Co.; Managing Director, NBC Artists Service; President, Civic Concert Service, Inc. (NBC subsidiary), New York City. Born in Albany, N. Y., Dec. 10, 1889; son of Emma Mulholland and Clarence Engles; attended New York City public schools; married Elizabeth Cherry Engles, June 24, 1915; three sons, George, Jr., 24, Robert T., 22, and Richard J., 17. In 1905 he became secretary to F. F. Proctor (vaudeville pioneer, theatre owner-manager), and in 1906 was appointed assistant to Philip Mindil, general press representative for the Proctor Theatres; in 1907 he was secretary to Martin Beck; he became treasurer of Proctor's 58th St. Theatre in 1908, and from 1909-17 was secretary to Walter Damrosch; from 1917-28 he was manager of the New York Symphony Orchestra. He became Managing Director, NBC Artists Service in 1928, and Vice-President of NBC in 1929. Member, New York Athletic Club; Wykagyl Country Club, New Rochelle, N. Y.

FAGAN, WILLIAM J. Assistant Sales Manager, Columbia Broadcasting System, New York City. Born in New York City Feb. 25, 1900; son of Minnie and Peter Fagan; attended New York City public schools and Commercial School, Brooklyn; married Irene K. Schmidt April 16, 1931; two daughters, Mary, 7, and Margery, 5. From 1918-24 he was on the United Press staff, then became UP

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radio editor, 1925-29; in 1930 he joined CBS as sales service manager, remaining in this capacity until 1937, when Benton & Bowles named him business manager of the radio department. In 1940 he rejoined CBS as Assistant Sales Manager.

FARRIER, CLARENCE W. Television Coordinator National Broadcasting Co., New York City. Born in Tipton, Ia., April 28, 1893; son of Mary Blanche Stout and Theodore Darby Farrier, merchant; attended Tipton public schools and Armour Institute of Technology, Chicago (B. S. degree, 1916); married Edna Mahon Farrier, formerly commercial artist, Sept. 22, 1917; one son, John Marshall, 15. In 1916 he was detailer for the Northwestern Terra Cotta Co., Chicago, and later in the same year became superintendent of construction for Howard Van Doren Shaw, architect; he served in the U. S. Army during the War, and in 1919 became city planning engineer for the Board of Local Improvements and Chicago Zoning Commission, Chicago; in 1923 he established a private architectural practice; a year later he joined Bennett Parsons & Frost, consulting architects and city planners, as associate; from 1929-34 he was assistant director of works, director of maintenance and operations, and assistant to the general manager in charge of special events for A Century of Progress Exposition, Chicago; from 1934-37 he was planning coordinator and head assistant coordinator for the Tennessee Valley Authority. He became NBC Television Coordinator in 1937. His first interest in radio was as an amateur operator in 1909. During the War he was Second Lieutenant, and later First Lieutenant, Construction Division. Member, Delta Tau Delta.

FASSETT, JAMES. Assistant Director of the Music Division, Columbia Broadcasting System, New York City. Born in Massachusetts, Nov. 27, 1904; son of Helen Carter and Lorenzo J. Fasset; attended Dartmouth College, Hanover, N. H. (A. B. degree, 1929), and Harvard Graduate School of Arts and Sciences (M. A. degree, 1930); not married. After two more years at Harvard he became music critic for the Boston Herald and later for the Boston Transcript; in 1934 he was an announcer for WBZ, Boston; as a result of this association with radio, he became a member of the CBS production department. In 1938 he was named Assistant Director of the CBS Music Division.

FELLOWS, HAROLD EVERETT. General Manager, WEEL, Boston, Mass. (leased and operated by the Columbia Broadcasting System). Born in Amesbury, Mass., March 21, 1899; son of Grace Hilliard and Roscoe Fellows; attended Newton (N. H.) and Haverhill (Mass.) public schools, New York University, and Burdett College, Boston; married Janet Edgerley Fellows, June 10, 1919; two daughters, Barbara Louise, 19, and Jean Edgerley, 16. After being a salesman and manager of a retail shoe store, he entered the advertising and direct mail business; he spent three years in vaudeville, one year in writing and producing dramas and musical comedies, and two years as an after-dinner speaker; he then became radio director of an advertising agency, later being promoted to executive-in-charge of all copy, plans and contact work; he was next commercial manager of a radio station; in August, 1936, he became General Manager of WEEL. Member, Theta Chi; University Club, Boston; Advertising Club of Boston; Tedesco Country Club; Boston Chamber of Commerce.

FISH, MICHAEL. Director of Photography, Columbia Broadcasting System, New York City. Born in Chicago, Ill., May 8, 1904; son of Grace and James Fish; attended Chicago public schools; widower; one son, Michael Anthony, 7. From 1920-29 he was staff photographer for the Chicago Tribune; for the next 10 years he was assistant city editor in charge of photography for the Chicago Times. He has been Director of Photography for CBS since Jan. 1, 1939.

FISHER, STERLING WESLEY. Director of Education and Talks; Director, Columbia's American School of the Air; Founder and Director, Radio Escuela de las Americas (School of the Air of the Americas), including all nations of the Western Hemisphere and the Philippine Commonwealth; Director, School of the Air of the Americas; Columbia Broadcasting System, New York City. Born in San Antonio, Tex., May 24, 1899; son of Sue Harper and Dr. Sterling Fisher; attended Coronal Institute, San Marcos, Tex., Southern Methodist University, University of Texas (A.B. degree, 1919), Columbia University (School of Journalism), and University of California (M.A., 1924); married Jean Callahan Fisher, Nov. 28, 1923; two sons, Sterling III, 14, and William Murray, 7. From 1919-21 he was English instructor at the Himeji (Japan) Middle School; he then became instructor in English at the Georgia

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School of Technology, 1922-23; from 1924-29 he was professor of English at the University of Western Japan; he turned to editorial work in 1929 for the Springfield (Mass.) Republican, and later the Associated Press; from 1930-37 he was Far Eastern Expert and correspondent for the New York Times. He represented the publisher of the New York Times as a member of the Congressional-Press Delegation attending the inauguration of the Philippine Commonwealth Government, 1935. CBS named him Director of Education and Talks on April 19, 1937. Member, American Museum of Natural History (honorary life member); Sigma Delta Chi; National Education Assn.; Progressive Education Assn.; Music Educators National Conference; American Assn. for the Advancement of Science; Pi Kappa Alpha; Overseas Press Club. Served in the U. S. Marine Corps., 1918. Editor, "Talks", "CBS Student Guide", and "Teachers' Manual of American School of the Air."

FRIGON, DR. AUGUSTIN. Assistant General Manager, Canadian Broadcasting Corp.; President of the Corporation, Ecole Polytechnique (engineering faculty of the University of Montreal), Montreal, Quebec, Canada. Born in Montreal, March 6, 1888; son of Maria Lizée and A. J. Frigon; attended Académie Commerciale Catholique of Montreal, Ecole Polytechnique of Montreal (civil engineer, 1909), Massachusetts Institute of Technology, Boston, Ecole Supérieure d'Electricité in Paris (electrical engineer, 1921), and Université de Paris (Sorbonne) (Doctor of Science, 1922); married Elsie Owen, April 14, 1913; two children, Raymond, 25, and Marguerite, 23. From 1910-28 he was professor at the Ecole Polytechnique; meantime, in 1910, he became consulting engineer to the Quebec Public Service Commission, serving until 1917; from 1912-17 he was a junior partner in the firm of Surveyer & Frigon, consulting engineers; from 1915-17 he was manager and engineer of the Canadian Seigwart Beam Co.; in 1920 he was engineer at the Laboratoire Central d'Electricité in Paris; he was dean of the Ecole Polytechnique from 1923-35, and a member of the National Research Council, 1923-39; he served as director general of technical education for the Province of Quebec, 1924-35, and during this same interval was chairman of the electrical commission of the City of Montreal; from 1928-29 his interest in radio broadcasting was sharpened when he served as a member of the Royal Commission on Radio Broadcasting (Aird Commis-

sion); since 1923 he has been a member of the Catholic committee of the Council of Education of the Province of Quebec; he was a member of the Catholic School Board of Montreal, 1929-35, and a member of the Electricity Commission for the Province of Quebec (Lapointe Commission), 1934-35; also in 1934-35 he was president of the Quebec Electricity Commission. Has written many documents and articles on radio, is director of Revue Trimestrielle (Montreal) and Revue Technique. Member, Institute of Electrical Engineers; Société Française des Electriciens; Cercle Universitaire de Montréal (president, 1931-32); Engineering Institute of Canada (chairman, Montreal branch, 1934); University Club of Montreal; Rotary Club of Montreal; Winchester Club; Laval sur le Lac Golf Club.

FROST, LEWIS SCOTT. Assistant to the Vice-president in Charge of the Western Division, National Broadcasting Co., Hollywood, Calif. Born in Denver, Colo., Aug. 9, 1899; son of Mima Frost and Lewis Tappan Frost (deceased); attended Byers Grammar School and West Denver High School, Denver, Colo.; married Fern Frost, May 22, 1927. From 1916-29 he was associated with the Continental Oil Co. in Denver, rising from office boy to assistant chief accountant in charge of operations and personnel; in 1929 he resigned to become district advertising manager for RCA Victor on the Pacific Coast; in April, 1930, he joined NBC as program traffic manager, Western Division; in December, 1931, he was named NBC Western assistant production manager; he became production manager in 1932, and later in the same year program manager; on July 1, 1936, he became Assistant to the Vice-president in Charge of the Western Division. His interest in radio results from writing and supervising programs for RCA Victor, and from his interest in amateur theatricals.

FRY, GEORGE THOMAS CLARK. Sales Promotion Manager, Detroit Office, Columbia Broadcasting System, Detroit, Mich. Born in New York City, July 3, 1912; son of Julia Gladys Angell and Morton H. Fry (senior partner, Scholle Bros., brokers); attended Montclair (N.J.) High School, Phillips Andover Academy, Andover, Mass., and Princeton University (A.B. degree, 1934); not married. From 1934-39 he was associated with Esquire Magazine in New York City as space salesman, then research director, and finally as assistant promo-

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tion manager. He became Sales Promotion Manager, CBS Detroit Office, Nov. 1, 1939. Member, Key and Seal Club (Princeton); Montclair Athletic Club.

FRY, KENNETH D. Director of News and Special Events, Central Division, National Broadcasting Co., Chicago, Ill. Born in Schenectady, N. Y., Sept. 28, 1902; son of Thomazine and F. C. Fry; attended Hyde Park High School, Chicago, Lyons Township High School, La Grange, Ill., Alma College, Alma, Mich., and University of Chicago; married Margaret Fry, free lance writer, Sept. 19, 1925; two daughters, Nancy, 12, and Susan, 9. In 1923 he joined the Chicago Evening Post as sports writer, and became sports editor in 1929; in 1932 he was appointed Central Division sports editor for the United Press. The following year he joined NBC as news editor of the Central Division; he became Director of News and Special Events, NBC Central Division, in 1936.

FULLER, THE REV. CANON WILFRID EASTLAND. Member, Board of Governors, Canadian Broadcasting Corp.; Rector of St. James, Halifax, N.S., Canada. Born in Peterboro, Ont., Jan. 10, 1900; son of Mary Amelia Eastland and Hugh Simons Fuller; attended public schools in Peterboro, University College of the University of Toronto, and Wycliffe College (Licentiate in Theology); married Jean Donald Shand Fuller, Sept. 1, 1925; four children, John 13, Donald 9, Christopher 6, and Mary 1. He became assistant at St. Luke's Church, St. John, N. B., 1925-26, and assistant at Trinity Church, St. John, 1925-27; he then became Rector of the Parish of Norton, N.B., 1927-30, and Rector of Christ Church, Campbellton, N.B., 1930-40; in 1932 he became Rural Dean of Chatham; in 1936 he was made Canon of Christ Church Cathedral, Fredericton, N. B.; since 1940 he has been Rector of St. James, Halifax, N.S. Wireless operator in the World War, 1914-18; holds rank of Major and Chaplain, Princess Louise N.B. Hussars. Member, Masonic Order.

GAMMONS, EARL HENDERSON. General Manager of WCCO, owned and operated by the Columbia Broadcasting System; President, WCCO Artists' Bureau, Inc., Minneapolis, Minn. Born in Iowa, July 23, 1893; son of Carrie Studebaker and the Rev. John Gammons; attended Cresco (Ia.) public schools, and Cornell College, Mt. Vernon, Ia. (A.B. degree, 1915); married Ardelle Bergeson Gammons, June, 1917;

one daughter, Jeanne Ann, 19. He was engaged in newspaper work for many years, as reporter on the Cedar Rapids Republican Times, 1915-17, and Minneapolis Tribune, 1917; he served in the War two years, becoming news editor of The Watch on the Rhine (weekly newspaper of the Third Div., U.S.A.) in 1919; in September, 1919, he rejoined the Minneapolis Tribune editorial department, but left a month later to become editor of Washburn Crosby's house organ; when this milling company purchased WLAG (now WCCO) he was named publicity director, sales manager, and assistant manager (1924); he has been Manager of WCCO since 1933. Member, Board of Directors, Minneapolis Civic Council; member, Board of Directors, Minneapolis Better Business Bureau; member, Publicity Committee, Minneapolis Council of Social Agencies; member, Board of Directors, Hennepin County T.B. Assn.; director, 11th District, National Assn. of Broadcasters. Minneapolis Club; Minikahda Golf Club; Minneapolis Advertising Club; American Legion; Masonic Order.

GILMAN, DON EARL. Vice-president in Charge of the Western Division, National Broadcasting Co., Hollywood, Calif. Born in Indianapolis, Ind., Feb. 5, 1883; son of Ella E. and Charles H. Gilman; attended Indianapolis grammar and high schools; married Sara E. Gilman, Aug. 14, 1937; one son, Page H., 22. He left school to take a position in the mechanical department of the Indianapolis Sentinel, as a result of which training he later became plant superintendent for the Scripps-McRae papers in California; he next transferred from the mechanical to the advertising phase of newspapers, becoming Pacific Coast manager of the Christian Science Monitor, then assistant to the president of Sunset Press, and finally Coast representative for the Pacific Railway Advertising Co. In 1927 he became Manager of the Western Division for NBC. Consulting Professor in Business Management, Stanford Graduate School of Business. Member, Alpha Delta Sigma (past grand president); Pacific Advertising Clubs Assn. (past president); Los Angeles Chamber of Commerce (member, board of directors); Community Development Assn. (board member); California Safety Council. Also member, Bohemian Club, San Francisco; Los Angeles Golf and Country Club; Authors Club; Masquers Club.

GITTINGER, WILLIAM CHRISTOPHER. Vice-President in Charge of Sales, Co-

EXECUTIVE WHO'S WHO—Continued

lumbia Broadcasting System, New York City. Born in Newark, N. J., June 14, 1897; son of Anna Marie and William Frederick Gittinger; attended Barringer High School, Newark, and New York University (A.B. degree, 1918); married Charlotte Kunze Gittinger, Nov. 6, 1920; three children, Miriam Anne, 17, Janet Elizabeth, 15, and Peter Day, 9. From 1919-20 he was in the advertising department of the Murphy Varnish Co.; from 1920-24 he held a similar position with the Vacuum Oil Co. and from 1924-27 with the Joseph Richards Co.; from 1927-34 he was advertising and sales development manager of the Tide Water Associated Oil Co. He joined CBS in 1934. Phi Beta Kappa. Member, Rock Spring Country Club, West Orange, N. J.; Maplewood Country Club, Maplewood, N. J.

GODFREY, JOHN WILFRID. Member, Board of Governors, Canadian Broadcasting Corp.; King's Counsel, Barrister and Solicitor. Born in Prince Edward Island, May 26, 1896; son of Elizabeth I. and William H. Godfrey; attended Prince of Wales College, Charlottetown, P.E.I., Dalhousie University, Halifax, N.S. (A.B. degree, 1920), and Exeter College, Oxford, England (A.B. degree with honors in Honour School of Jurisprudence, 1922; B.C.L. with honors, 1923); married Helen Cameron Godfrey, Oct. 15, 1924; two daughters, Joan Isobel, 13, and Helen Patricia, 12. Rhodes Scholar, 1920. On March 25, 1924, he was admitted to the Bar of Nova Scotia, and has subsequently practiced law in Halifax. From 1924-39 he was lecturer in the history of English law at Dalhousie Law School, Halifax. Since 1927 he has been a member of the council of the Nova Scotia Barristers' Society (of which he was elected president in 1940). He was created a King's Counsel in June, 1938. Director, Eastern Trust Co. Governor, Dalhousie University, Pine Hill Divinity Hall, Halifax Ladies' College. Member, Halifax Golf & Country Club; Commercial Club; Canadian Club.

GOLDMARK, DR. PETER CARL. Chief Television Engineer, Columbia Broadcasting System, New York City. Born in Budapest, Hungary, Dec. 2, 1906; attended University of Vienna and University of Berlin (B.S. and Ph.D. degrees); married Frances Trainer, Jan. 12, 1940. From 1931-33 he was chief television engineer for Pye Radio, Ltd., England; in 1933 he came to New York and for the next two years was a consulting engineer. Since 1936 he has been Chief Television Engineer for CBS.

Member, Institute of Radio Engineers; Society of Motion Picture Engineers; Television Society of Great Britain.

GOTTLIEB, LESTER. Publicity Director, Mutual Broadcasting System, New York City. Born in Brooklyn, N. Y., Dec. 31, 1912; son of Anna Glyn and Albert Gottlieb; attended Brooklyn public schools, Erasmus High School, and New York University; married Henrietta Wiston Gottlieb, July 12, 1936; one daughter, Madeleine, born Aug. 30, 1937. From 1929-34 he was employed by Simon & Schuster; he then became radio editor of News-Week, 1934-35; did publicity for Leading Attractions, Inc., 1935; joined the WOR publicity department in 1936; later in the same year he was named Publicity Director for the Mutual Broadcasting System, and helped establish this department. Whilom writer and contributor to fan magazines.

GRAHAM, RICHARD HARPER. Assistant Pacific Coast Counsel, National Broadcasting Co., Radio Corp. of America, and affiliated companies, Hollywood, Calif. Born in San Diego, Calif., May 8, 1910; son of Edith and John A. Graham; attended grammar school in Jacksonville, Fla., Sewanee Military Academy, Sewanee, Tenn., New York University, and Loyola University of Los Angeles School of Law (bachelor laws degree); married Ethel Stevens Graham, June 3, 1937. Prior to joining NBC he was associated for five years with the law firm of West, O'Melveny, Tuller and Myers, in Los Angeles. Member, Psi Upsilon.

GRAY, GILSON B. Commercial Editor, Columbia Broadcasting System, New York City. Born in Kansas City, Mo., Jan. 4, 1898; son of Catherine S. and Gilson B. Gray; attended the Garfield School and The Country Day School, both in Kansas City, Phillips Exeter Academy, Exeter, N. H., and Princeton University (A.B. degree, 1920); married Mary Frances B. Gray, Sept. 26, 1925; three children, Gertrude, 11, Gilson III, 9, Charles, 6. Entering newspaper work after graduating from Princeton, he became a reporter, a re-write man for the New York Tribune, 1921-23, and from 1923-24 was re-write man for the New York Times; joined Barton, Durstine & Osborn, Inc. (now BBD&O) in 1924 as account executive and copy writer; in 1927 he joined the D'Arcy Advertising Co. as account executive, copy writer, and head of the radio department. He was named Commercial Editor, CBS, in 1935. Ensign, USN flying corps, 1918-19. Member, Sleepy Hollow Country Club,

EXECUTIVE WHO'S WHO—Continued

Scarborough, N. Y.; Woods Hole (Mass.) Golf Club; University Cottage Club, Princeton, N. J.

GREENE, F. MELVILLE. Sales Traffic Manager, National Broadcasting Co., New York City. Born in Brooklyn, N. Y., April 18, 1902; attended Brooklyn Polytechnic Institute (degree of electrical engineer); married Edna R. Greene, Sept. 21, 1928; two daughters, Betty Anne, 9, and Doris Evelyn, 5. He has spent the past 13 years with the National Broadcasting Co., the first three months of his employment being in the receiving set service department; then he became assistant in the sales traffic department, and a year later was named Sales Traffic Manager. His interest in radio dates from 1918 when he owned an amateur radio station; while in college he majored in radio. Member, Lambda Chi Alpha.

GREENE, JOHN MORTON. Circulation Manager, National Broadcasting Co., New York City. Born in Lowell, Mass., Dec. 9, 1897; son of Ruth Newcomb and William Storrs Greene; attended Phillips Academy, Andover, Mass., and Harvard College (A.B. degree, 1919); not married. In 1920 he became a salesman for the Aluminum Co. of America, and in 1922 joined the John A. Roebling Co. in a similar capacity; from 1926-28 he was a copy writer for the McGraw-Hill Publishing Co.; he then became publicity manager for the Commercial Investment Trust Corp., remaining there until 1930 when he joined Scott Howe Bowen, Inc., where he later became sales promotion advertising manager; in 1934 he was a salesman for Paul H. Raymer Co., station representatives. He joined NBC in 1935 as a member of the sales promotion department; in 1938 he changed to the NBC sales department, and in 1939 was appointed Circulation Manager. Second Lieutenant, U. S. Coast Guard Artillery, 1918. Member, Harvard Club, N. Y.

GREGORY, SHERMAN DELOS. Manager, M&O Stations, National Broadcasting Co., New York City. Born in South Dakota, Sept. 18, 1904; son of Louise D. and Herbert D. Gregory; attended Pierre Grammar and High Schools, and South Dakota State School of Mines, Rapid City (B.S. degree in electrical engineering, 1926); married Elizabeth M. Gregory, June 29, 1931; two children, Betty Louise, 4½, and James Alan, 3. Following college graduation he became a line foreman with the Northwest Bell Telephone Co., Rapid City; later in 1926 he joined Westinghouse

Elec. & Mfg. Co., East Pittsburgh, Pa., as radio engineer and remained at this post until 1933; in 1933 he was named assistant manager of radio broadcasting for Westinghouse, Chicopee Falls, Mass.; in 1936 he became assistant general manager, Westinghouse Radio Stations, Chicopee Falls. In 1938 he became general manager of KDKA, Pittsburgh, and in May, 1940, was transferred to New York as Manager of NBC's M&O stations. Member, Rotary International; A. F. & A. M.; Variety Club; Institute of Radio Engineers.

GUDE, JOHN G. Manager of Station Relations, Columbia Broadcasting System, New York City. Born in Newark, N. J., Sept. 12, 1902; attended Brown University (Ph.B. degree, 1926); married Helen Howard Gude, 1928; three children, Elizabeth, 5, Jonathan, 3, and David, 1. From 1927-29 he was in the advertising and publicity department of the Tide Water Oil Co.; he joined the CBS publicity staff in 1930, and did news and special events, 1931-33; he then became CBS news editor, 1933-34, and in 1935 was named publicity director. He has been Station Relations Manager of CBS since 1938. Member, Delta Kappa Epsilon.

GUY, RAYMOND FREDERICK. Radio Facilities Engineer, National Broadcasting Co., New York City. Born in Hartford, Conn., July 4, 1899; son of Mary M. and George E. Guy (mechanical engineer in executive capacity); attended public schools, Curtis High School, and Pratt Institute, all New York City; married Myrtle B. Guy, 1922; one daughter, Betty Marion, 16. From 1916-21 he was periodically employed by the Marconi Wireless Telegraph Co., and also attended Pratt Institute, and served with the A.E.F. at intervals during this period; from 1921-24 he was a member of the original WJZ staff, New York City, doing both engineering and announcing; from 1924-29 he was head of the broadcast engineering department of RCA Research Laboratory, directing the development of transmitting apparatus; since 1929 he has been in charge of design, construction and engineering of all NBC radio facilities. His first interest in radio was as an amateur operator in 1911. He directed the first trans-Atlantic re-broadcast from London to WJZ and WRC in 1925, supervised the first radio relay broadcast, has written numerous articles on broadcast engineering, and is believed to have the longest continuous service in broadcast engineering among all U. S.

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engineers. Fellow, Institute of Radio Engineers.

HAFTER, ROBERT M. Production Manager, Chicago Division, Columbia Broadcasting System, Chicago, Ill. Born in London, England, Jan. 7, 1899; married Kitty O'Neil ("The Laughing Lady"), actress, August, 1923. Prior to his association with radio, he was in the show business for many years (musical comedies and vaudeville); in 1930 he became announcer and producer at WDAF, Kansas City, and in 1933 was named program director of KMOX, St. Louis; he became CBS Chicago Production Manager in 1936. Creator of many CBS coast-to-coast programs, including "St. Louis Blues," "All Hands on Deck," and "The Laugh Liner."

HANSON, O. B. Vice-president and Chief Engineer, National Broadcasting Co., New York City. Born in Huddersfield, England, Feb. 11, 1894; attended Royal Masonic School, England, Hillyer Institute, Hartford, Conn., and the Marconi School, New York City; not married. From 1910-15 he was associated with the Underwood Typewriter Co.; he then joined the Marconi Co. of America as radio operator; in 1917 he became a Marconi test engineer, later advancing to the position of chief test engineer; in 1920 he became radio operator for the U.S.A.T. Service, but resigned the following year to form a company of his own in the field of automotive electric work; from 1922-23 he was chief engineer for radio station WAAM, Newark, N. J.; later in 1923 he joined the American Telephone & Telegraph Co. as plant manager of the radio broadcasting department. He has been Chief Engineer for NBC since 1927. Has been interested in radio and wireless since 1910. Awarded Marconi Medal from Veteran Wireless Operators; awarded Modern Pioneer Membership, National Association of Manufacturers. Member, board of directors, Institute of Radio Engineers; member, board of directors, RCA Institutes, Inc. Inventor; contributor to technical and scientific publications. Captain, special reserves assigned to the Office of the Chief of the Signal Corps, U. S. Army. Pioneer in the problems relating to network operations; constructed and designed first large-scale radio broadcasting headquarters. Member, Acoustical Society of America (fellow); Institute of Radio Engineers; Society of Motion Picture Engineers; Veteran Wireless Operators Assn. Member, F. & A. M.; Cedar Point Yacht Club,

HARBORD, JAMES GUTHRIE. Chairman of the Board, Radio Corp. of America; Director, National Broadcasting Co., New York City. Born in Bloomington, Ill., March 21, 1866; son of Effie Critten Gault and George W. Harbord; attended public schools in Bloomington, Ill., and Lyon County, Kans., Kansas State Agricultural College (B.S. and M.S. degrees), Infantry and Cavalry School (1895), and Army War College (1917); married Emma Ovenshine, 1899 (deceased, 1937); married Anne Lee Brown, Dec. 31, 1938. In 1889 he joined the 4th Infantry as private, later becoming Quartermaster-Sergeant; in 1891 he was commanding 2nd Lieutenant, 5th Cavalry; in 1898 he was Major, 2nd Volunteer Cavalry; after being honorably mustered out of the volunteers, he became 1st Lieutenant, 10th U. S. Cavalry, Captain in the 11th Cavalry (1901), and was assigned to the 1st Cavalry in 1914; he became a Major in 1914, and Lieutenant Colonel, General Staff, 1917; in the same year he was appointed Brigadier General, National Army, and the following year became Major General, National Army, and Brigadier General, U. S. A.; in 1919 he was appointed Major General, U. S. A. He was Chief of Staff, A. E. F., 1917-18 and 1919; he was Deputy Chief of Staff, 1921-22, when he retired on Dec. 31 from the Army to become President of RCA. He has been Chairman of the RCA Board since Jan. 3, 1930. Also director, A. T. & S. F. Railway; New York Life Insurance Co.; Bankers Trust Co.; RKO. Awarded LL.D. degree by Trinity College (Hartford, Conn.), 1924; Colgate University, 1926; Marietta College, 1927; Yale, 1928. Awarded D.S.M. by both the U. S. Army and Navy; Commander Legion of Honor, Croix de Guerre, two palms (French); Knight Commander St. Michael and St. George (British); Grand Officer Order of the Crown (Belgium); Commander St. Maurice and St. Lazarus (Italian); Ordinance Medal of Merit, 1937 (Army Ordnance Assn.). Chairman, American Red Cross for New York and Bronx Counties. Member, Masonic Order (Thirty-second Degree); Army and Navy Clubs (Manila, P. I., and Washington, D. C.); Knickerbocker Club; Century; Apawamis, Rye, N. Y. (honorary member); Union League Club (honorary member); National Republican Club.

HARDEN, EDWARD WALKER. Director, National Broadcasting Co., Radio Corp. of America, RCA Manufacturing, and RCA Communications; Member, Baker, Weeks & Harden (brokers), New York

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City. Born in Labette, Kans., Aug. 20, 1868; son of Mary and James Walker; attended public schools; married Ruth Vanderlip, 1903; two sons, Walter, 36, and Richard C., 33. In 1895 he became financial editor of the Chicago Tribune, in 1898, as war correspondent for the Chicago Tribune and New York World, he covered Admiral Dewey's victory in the Battle of Manila, his dispatches arriving in New York six hours before Dewey's report reached Washington; from 1899-1904 he was financial editor of the New York Commercial, and from 1904-05 editor-in-chief and vice-president of the Chicago Journal. Since 1905 he has been a stock and bond broker. Member, New York Stock Exchange; president, Reynolds Development Co.; vice-president, Palos Verdes Corp. Author and contributor to magazines. Member, Metropolitan Club; India House; Sleepy Hollow Country Club.

HAYES, ARTHUR HULL. Sales Manager, WABC, owned and operated by the Columbia Broadcasting System, New York City. Born in Detroit, Mich., July 1, 1904; son of Helen Hull and James Joseph Hayes; attended Detroit Holy Trinity School, University of Detroit High School, and University of Detroit (Ph. B. degree, 1926); married Florence Gruber Hayes, Oct. 8, 1932; two sons, Arthur Hull, Jr., 7, and Joseph Gruber, 2. From 1926-28 he was in the national advertising department of the Detroit News; he then joined the Campbell-Ewald advertising agency as assistant media director, 1928-29, and assistant radio director, 1930-33; in 1934 he became salesman for Radio Sales, a division of CBS; he was eastern Sales Manager of Radio Sales, 1935-37. He has been Sales Manager of WABC since 1938.

HEATH, HORTON H. Manager, Department of Information, Radio Corp. of America, New York City. Born in Chicago, Ill., Oct. 13, 1889; son of Mary Hubbard and William R. Heath; attended Buffalo (N. Y.) public schools, and Harvard University (A. B. degree, 1911); married Violet Townsend Heath, Sept. 13, 1913; one daughter, Mrs. Violet Heath Wellington, 22, and one son, Horton H., Jr., 20. From 1911-34 he was associated with the Larkin Co. (1911-22), and various advertising agencies, including Harry C. Michaels Co. (1923-26), Michaels & Heath, Inc. (in which he was partner, 1927-29), and United Advertising Agency, Inc. (in which he was also partner, 1930-34); in 1935 he became as-

sociate editor of The New Yorker magazine. He joined RCA in 1936, and was named Manager, RCA Department of Information, in 1939. Non-commissioned officer, U. S. Army, 1916-17; R. O. T. C. and 1st Lieutenant, Field Artillery, 1917-18. Author, short stories, most of which appeared in The New Yorker. Member, Harvard Club, N. Y.

HEDGES, WILLIAM SAXBY. Vice-president in Charge of Stations, National Broadcasting Co., New York City. Born in Elmwood, Ill., June 21, 1895; son of Ida Ellis and LeRoy C. Hedges, M. D.; attended grammar schools in Onalaska, Wis., and Grand Junction, Colo., high schools in Grand Junction, East Denver, and Colorado Springs, Colo., and the University of Chicago (associate in philosophy); married Margaret Hasenbalg Hedges, April 21, 1920; two daughters, Helen, 18, and Margaret Ann, 15. His first association was with the Chicago Daily News, for whom he was University of Chicago campus correspondent (1915-17), military correspondent from Camp Grant (1917), reporter (1919-22), radio editor (1922-31), and president of WMAQ, Inc. (then owned by Chicago Daily News), 1929-32; when NBC bought WMAQ, he remained as manager of the station, meantime also becoming sales manager of WENR (also owned by NBC); from 1933-34 he was manager of KDKA, Pittsburgh, and from 1934-36 he was general manager of NBC managed-operated stations; in 1937 he became vice-president of the Crosley Radio Corp. and general manager of its two stations, WLW and WSAI; in November, 1937, NBC named him vice-president in charge of station relations. He became Vice-president in Charge of Stations in May, 1939. His first interest in radio was via the War, during which he served in the Air Service. From 1928-30 he was President of the National Association of Broadcasters. Contributor to books on radio. Member, A. F. & A. M., Chicago; Freeport (Ill.) Consistory; Medinah Temple, Chicago; Sigma Nu; Bonnie Briar Country Club, Larchmont, N. Y.; Town Club, Scarsdale, N. Y.

HERBUVEAUX, JULES. Program Manager, Central Division, National Broadcasting Co., Chicago Ill. Born in Utica, N. Y., Oct. 2, 1898; son of Helen (former concert pianist) and Jules Herbuveaux; attended Christian Brothers Grammar School, Utica, N. Y., Culver Military Academy, Harrison High School, Chicago, and McGill University, Montreal; Married Jeannette Herbuveaux, Oct. 3,

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1919; three daughters, Dawn, 17, Nanette, 14, and Judith, 7. In 1920 he became an orchestra director, playing at various cafes and hotels in Chicago; from 1926-27 he was a producer for the Orpheum Circuit; during the next three years he was orchestra director and assistant manager of KYW, Chicago; from 1930-32 he was orchestra director for the NBC Central Division; in 1933 he joined the NBC program department in Chicago. Since 1939 he has been Program Manager, NBC Central Division. His was the first popular orchestra to broadcast via radio in Chicago (he appeared on KYW the second night it was on the air). His orchestra is also believed to have had the first remote pickup in radio, 1924, as well as one of the first long-line broadcasts, 1925 (Chicago to St. Paul). Chief gunner's mate USN (pilot's rating). He is author and developer of the rotary antenna device. Member, Amateur Radio Relay League; Chicago Federated Advertising Club.

HICKOK, GUY CARLTON. Director of Programs, International Division (Short-wave Broadcasting), National Broadcasting Co., New York City. Born in Warren, Ohio, April 5, 1888; son of Clara Elizabeth and Llewellyn Miller Hickok; attended public schools in Marion, Cleveland, and Columbus, Ohio, Oberlin Academy, and Oberlin College (A. B. degree, 1914); married Mary Elizabeth Chandler, Aug. 26, 1914; two children, Robert, 24, Andrea, 19. From October, 1914, to August, 1918, he was ship news reporter for the Brooklyn Eagle, and then spent 15 years for the same paper as European correspondent; in 1935 he became European correspondent for the McClure Syndicate; in 1936 he was named foreign editor of the Literary Digest, following which he became foreign editor of News-Week in 1937. In 1938 NBC appointed him to his present position. Member, National Press Club; Overseas Press Club; The Players.

HICKOX, SHELDON B., JR. Manager, Red Network Division, Station Relations Department, National Broadcasting Co., New York City. Born in Medford, Mass., July 9, 1907; son of Helen S. and Sheldon B. Hickox; attended Medford, Mass., High School, Gunnery Preparatory School, Washington, Conn., and Amherst College, Amherst, Mass.; married Evelyn Speidell, July 31, 1937; one son, Sheldon B. III, born July 15, 1938. From 1927-28 he was traffic manager, retail store division, for Sears Roebuck in Boston; in 1929 he joined the National Broadcast-

ing Co. His first interest in radio, however, came at the age of 16 when, singing and playing in a band, he broadcast over WGI, Medford, Mass. Member, Chi Phi.

HITZ, EDWARD R. Assistant to the Vice-president in Charge of Sales, National Broadcasting Co., New York City. Born in Cleveland, Ohio, Dec. 1, 1900; brother of Elsie Hitz, actress; attended New York City public schools, and business schools in Cleveland and Lima, Ohio; married Dorothy Pollard, Dec. 15, 1934; two daughters. He was associated with various Wall Street stock-bond firms for 10 years, then joined the New York Daily News advertising department for a short time. He became a member of NBC in 1928, shortly after this network was formed.

HOLE, LEONARD. Manager of Television Operations, Columbia Broadcasting System, New York City. Born in New Jersey, Jan. 31, 1908; son of Chas. B. Hole, president of the N. C. Public Service Co.; attended Greensboro (N. C.) public schools, Woodberry Forest Preparatory School, Orange, Va., University of North Carolina (A.B. degree), and Columbia University; married Maurine Forester Hole, June 12, 1931; one daughter, Judith, 1. He was in the R. H. Macy (department store) advertising department for one year, NBC sales promotion research department one year, and account executive in Benton & Bowles' radio department for three years. He then joined CBS as director of the program service department; in 1937 he also began producing various CBS programs; he has been CBS Manager of Television Operations since 1939. Member, Sigma Chi; Sigma Upsilon.

HOLMAN, JOHN A. Manager of Radio Station KDKA, Pittsburgh, Pa. Born in Chicago, Ill., Sept. 23, 1888; son of Mary A. and John J. Holman; attended John Ericsson Grammar School and John Marshall High School, Chicago, Ill., and Army and Navy Preparatory School, Washington, D. C.; married Rachel S. Holman, Aug. 17, 1908; one daughter, now Mrs. Benjamin S. Herick, 29. Between 1915 and 1932 he was associated with the AT & T and various Bell System telephone companies as manager, commercial telephone engineer, manager of broadcasting, head of WEAf (then owned by AT & T), general commercial supervisor, and district manager. It was in 1921 that he first became interested in radio, when the AT & T named him radio representa-

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tive for Ohio. Between 1932 and 1934 he was associated with the Broadcasting Stations Corp., which was trying to establish another nationwide network. In 1934 he became manager of WBZ-WBZA, Boston, Mass., and in 1940 was named Manager of KDKA. Member, Pittsburgh Advertising Club; Rotary Club; Field Club.

HORN, CHARLES WILLIAM. Assistant Vice-president and Director of Research and Development, National Broadcasting Co., New York City. Born in New York City, July 9, 1894; son of Theresa and Charles W. Horn; attended New York public and private schools; not married. From 1909-11 he was radio operator for the United Wireless Telegraph Co.; he then became operator and engineer for the United Fruit Co., 1911-17, following which he served as Lieutenant in the U. S. Navy until 1920; for the next nine years he was manager of radio operations for the Westinghouse Electric & Manufacturing Co.; he joined NBC as general engineer in 1929. His first interest in radio was as an amateur operator in 1908. He was a pioneer in international short-wave broadcasting, and was associated with Westinghouse at the time KDKA was launched. Served as member of the Hoover radio conferences, RMA, NAB, CCIR, FCC and other conferences; author, technical papers on broadcasting. Lieutenant Commander, U. S. Naval Reserves. Member, Institute of Radio Engineers (fellow); Radio Club of America (fellow and past-president); New York Electrical Society (past-president). Member, Masonic Order.

HOWARD, HENRY, JR. Attorney, National Broadcasting Co., New York City. Born in New York City, May 14, 1913; son of Florence N. and the late Henry Howard; attended Hopkins School, New Haven, Conn., Phillips Academy, Andover, Mass., Yale University (A.B. degree, 1934), and Yale School of Law (LL.B., 1938). Has been associated with NBC since graduation from law school. Member, Alpha Delta Phi; Whiffenpoofs; Corbey Court; Phi Delta Phi; Yale Club, N. Y.; FCC Bar Assn.

HURLEY, JOHN JOSEPH. Attorney, National Broadcasting Co., Washington, D. C. Born in Dorchester, Mass., Sept. 13, 1912; son of Grace F. and Jeremiah J. Hurley; attended Dorchester public schools, Boston College (A.B. degree, 1934), and Georgetown University Law School (LL.B., 1938). From 1934-36 he was with the Bureau of Investigation,

U. S. Dept. of Justice; he then became an announcer for WRC-WMAL, Washington, D. C. (operated by NBC); following his graduation from law school in 1938 he became attorney for NBC in Washington. Member, Gamma Eta Gamma; Boston College Club of Washington.

HUTCHINSON, THOMAS HAROLD. Television Program Manager, National Broadcasting Co., New York City. Born in California, May 9, 1892; son of Irma G. and Thomas B. Hutchinson; attended California grammar schools and the Berkeley High School; married Dorothy E. Hutchinson, 1928. From 1911-27 he was engaged in theatrical work as actor and director; he then joined the NBC program department, Pacific Division, becoming manager in 1930; from 1932-34 he was Pacific Coast representative for the McKee & Albright advertising agency; in 1934 he rejoined NBC, becoming associated with the production department. He was named Television Program Manager in 1937.

JACKSON, HENRY M. Manager, San Francisco Office, Columbia Broadcasting System, San Francisco, Calif. Born in San Francisco, Calif., 1906; attended San Rafael (Calif.) grammar and high schools, and the University of California; not married. From 1927-30 he was in the stock and bond business, acting as manager for Gorman Kayser & Co., Fresno, Calif., from 1929-30; from 1930-31 he was associated with KYA, San Francisco, and from 1931-32 with KTAB, same city; he became a partner in Bobs Roberts & Associates, advertising agency, in 1932; from 1933-36 he was with KFRC, San Francisco, in the capacity of sales manager, 1935-36. He became Manager of the CBS San Francisco Office in 1936. His first interest in radio was as an amateur operator in 1920. Member, Sigma Phi Epsilon; San Francisco Yacht Club (Vice-Commodore).

JAMES, EDGAR P. H. Advertising Manager, National Broadcasting Co., New York City. Born in London, England, June 23, 1904; son of Mabel E. and Percy F. James; his father was political and sports cartoonist for the London Star and People, and more recently has headed an advertising agency bearing his name; attended Cooper's School, London, and London University; not married. From 1924-26 he was associated with various advertising agencies in London; between 1926-27 he did sales work, and in 1927 was for eight months

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an advertising agency copy writer. On Oct. 1, 1927, he joined NBC and started its new sales promotion department. Author of the first book and papers on radio merchandising; part author of *The Technique of Marketing Research*; lecturer on television as an advertising medium; planner and director of the first television automobile show, 1938. Member, Advertising Club, N. Y.; Sales Executives Club; Amateur Comedy Club; Mendelssohn Glee Club; Manhattan Badminton Club; Candlewood Isle Association.

JOHNSTON, RUSS. Program Director, Pacific Division, Columbia Broadcasting System, Hollywood, Calif. Born in Guthrie, Okla., Sept. 8, 1908; son of Cleo and Frank Johnston; attended the University of Oklahoma; married Lee Johnston, composer and arranger; one son, Michael, 14. From 1923-27 he was an announcer with WKY, Oklahoma City, KVOO, Tulsa, and KFJF, Oklahoma City; he then became studio manager for KTSM, El Paso; in 1931 he joined the Freeman Lang Studios, Hollywood, as writer-producer; from 1935-37 he wrote scripts for the Wm. Wrigley, Jr., Co. programs; from 1937-39 he was CBS director of continuity. He became Program Director, CBS Pacific Division, in 1939. His interest in radio dates from the early 1920's when he got a job with the National Radio Mfg. Co. winding coils for crystal sets. Author, *Find Your Place in Radio*; and *Bedlam*. Member, National Aeronautical Society; Lions Club; Gamma Beta Alpha.

JONES, MERLE S. General Manager, KMOX, St. Louis, Mo. (owned and operated by the Columbia Broadcasting System). Born in Omaha, Neb., Aug. 14, 1905; son of Ida A. and Allen W. Jones; attended public schools in Omaha, University of Omaha, and University of Nebraska, Lincoln (LL.B. degree, 1929); married Frances E. Greene, March 21, 1932. From 1929-31 he was associated with the Buchanan-Thomas Advertising Agency in Omaha, and then joined the Ernest F. Bader Agency, Omaha, in 1932, taking charge of the radio account of the Union Pacific RR; from Jan. 1, 1933 to Jan. 1, 1934, he was associated with WAAW, Omaha, and from Jan. 1, 1934, to July 1, 1936, with KMBC, Kansas City. He became Assistant Manager of KMOX on July 1, 1936, and General Manager on Nov. 1, 1937. Member, Alpha Tau Omega; Missouri Athletic Club (St. Louis); Algonquin Golf Club (St. Louis); Kiwanis Club of St. Louis; Advertising Club of St. Louis.

JOY, LESLIE WELLS. General Manager, KYW, Philadelphia, Pa. (owned and operated by Westinghouse Electric and Manufacturing Co.). Born in Tacoma, Washington, July 21, 1892; son of Helen Warburton and Russell T. Joy; attended Peekskill Military Academy, Peekskill, N. Y., and University of Pennsylvania (B.S. degree in economics); married Anne Lutz Joy, 1930; one son, Leslie Wells, Jr., 7. As a concert singer in 1923 he broadcast over WEAJ, New York, later (1925) joining the station as announcer; from announcing he branched into production work, and organized the NBC Production Department; he was then appointed assistant to the general manager on coordination of the company's operating activities. In 1935 he came to Philadelphia as NBC representative on policy matters pertinent to KYW; he was appointed General Manager of KYW in September, 1936. Among his feats as an announcer was the first shortwave broadcast for NBC from an airplane, 1929; and his announcing of the progress of the historic Lindbergh transatlantic flight. He was Lieutenant, Ambulance Service and Balloon Division, during the World War. Member, Poor Richard Club; Racquet Club; Mask & Wig; Orpheus Club; Chamber of Commerce (Philadelphia); Walnut St. Business Men's Assn.

KAROL, JOHN J. Market Research Counsel, Columbia Broadcasting System, New York City. Born in Portland, Ore., July 26, 1904; attended Harvard University (A.B. degree in 1927) and University of California (M.S. degree in 1928); married Ann Hale Karol, June 3, 1930; two children, Kathryn Hale, 9, and John J., Jr., 5. Following his graduation from California, he became associated with Crossley, Inc. (research), and remained in this capacity until 1930; joined CBS as director of market research; in 1937 he was named Market Research Counsel. He first became interested in radio when he helped Crossley find what is now the Cooperative Analysis of Broadcasting. Past president, Market Research Council, N. Y.; past secretary-treasurer, American Marketing Assn.; author of numerous articles on radio research. Member, Alpha Delta Sigma; Harvard Club.

KAYE, SYDNEY M. Vice-president and General Counsel, Broadcast Music, Inc.; member, Rosenberg, Goldmark & Colin, New York City. Born in New York City, Feb. 3, 1900; son of Elvira Metz and Ludwig Kaye; attended New York public schools, and Columbia University

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(A.B. degree, 1921; LL.B., 1923). He first became associated with the law firm of Hays, St. John and Buckley, then joined the legal department of the Shubert Theatres Corp.; in 1931 he became a member of the law firm of Rosenberg, Goldmark & Colin (in which capacity he became associated with the radio industry as legal advisor, particularly in copyright matters). Member, American Bar Assn.; New York State Bar Assn.; Association of the Bar of the City of New York; County Lawyers Assn.; Lawyers Club.

KELLY, NORVAL RAY. Manager of Sound Effects Development, National Broadcasting Co., New York City. Born in Pryor Creek, Indian Territory, Oct. 24, 1905; son of Elsie A. and W. S. Kelly; attended Horace Mann School and Central High School, Tulsa, Okla.; Washington University, St. Louis; Knox College, Galesburg, Ill. (A.B. degree, 1928), and Harvard University Law School; married Mary Louise Cook Kelly, 1930; two sons, Glenn Ray, 9, and James Sanford, 7. From 1922-23 he was a bank clerk; during the summers of 1925-28, and from 1928-30 he was associated with the Gypsy Oil Co., Tulsa, Okla.; he joined NBC in 1930. Member, Phi Delta Theta; Theta Alpha Phi.

KEMP, ARTHUR JAMES. Pacific Coast Sales Manager, Columbia Broadcasting System, San Francisco, California. Born in Chicago, Ill., May 21, 1899, son of Mr. and Mrs. Oliver C. Kemp, general manager of the Rochester, German and Reliance Insurance Co.; attended Pasadena (Calif.) High School, California Institute of Technology, and Massachusetts Institute of Technology; married Doreen Mitchell Kemp, Jan. 16, 1936; two children, Janet Valerie, 4, and Murray Arthur, 2. He was associated with various advertising agencies for eight years, and with the Los Angeles Examiner (food advertising) for one year; he then joined the Rodney E. Boone organization as salesman; after two years the late Don Lee named him sales manager of KHJ, Los Angeles, and KFRC, San Francisco; three years later he became sales promotion manager of KNX, Hollywood; after CBS bought this station he was transferred to New York as Eastern representative of the Columbia Pacific Network; he has been CBS Pacific Coast Sales Manager since 1938. Member, San Francisco Press Club; San Francisco Sales Managers' Assn.; Orinda Country Club.

KESTEN, PAUL W. Vice-president and Director, Columbia Broadcasting System, New York City. Born in Milwaukee, Wis., Aug. 30, 1898; son of Lucy D. and George H. Kesten; attended Milwaukee public schools, and the University of Wisconsin; not married. His interest in radio developed in 1929 via the planning and producing of radio programs for the Lennen & Mitchell advertising agency. He joined CBS in 1930, taking charge of advertising and promotion; he has been Vice-president and Director since 1935.

KIGGINS, KEITH. Sales Manager, Blue Network, National Broadcasting Co., New York City. Born in Boise, Idaho, May 20, 1896; son of Etta Lee and C. M. Kiggins; attended Lincoln High School, Portland, Ore., and the University of Oregon, Eugene; married Dorothy Manville in 1924. From 1921 to 1933 he was associated with Blyth and Co., investment bankers. He joined the National Broadcasting Co. in 1933. Member, Phi Gamma Delta.

KIRBY, EDWARD MONTAGUE. Director of Public Relations and Education, Co-director Bureau of Advertising, and Secretary N.A.B. Code Compliance Committee, National Association of Broadcasters, Washington, D. C. Born in Brooklyn, N. Y., June 6, 1906; son of Leah Anne and Hugh Lee Kirby, coal operator; attended grade school at Mt. Washington Seminary, Mt. Washington, Md., New York Military Academy, Cornwall-on-Hudson, N. Y., and Virginia Military Institute (A.B. degree, 1926); married Marjorie Arnold Kirby, daughter of Dean E. C. Arnold, Vanderbilt University Law School; one daughter, Patricia, born July 21, 1939. From 1926-27 he was a reporter for the Baltimore Sun, following which he became writer of market letters for the E. E. Mac Crone Co., Detroit; from 1929-30 he was chief statistician for the Commerce Union Co., investments, in Nashville; in 1930-31 he was account executive and vice-president of the C. P. Clark advertising agency; in 1932 he became sales promotion manager of the National Life & Accident Insurance Co., and director of public relations for WSM (owned by the insurance firm). He was named the first Public Relations-Educational Director of the N.A.B. in 1939. Contributor to magazines and newspapers; director of several Community Chest and Red Cross drives; creator of many historical, educational, and cultural program series for WSM; editor, Rural Radio magazine; author, tracts and pamphlets for the N.A.B.;

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lecturer on radio topics. While at college he was editor of the student paper *Cadet*; class valedictorian. Second Lieutenant, Field Artillery, U. S. Army Reserve. Member, National Press Club; University Club, Nashville; Advertising Club, New York City.

KOBAK, EDGAR. Vice-President in Charge of Blue Network Sales, National Broadcasting Co., New York City. Born in Chicago, Ill., April 18, 1895; son of Frances and Benedict Kobak; attended Notre Dame Preparatory and Chicago high schools, and Georgia School of Technology; married Evelyn Hubert, June 10, 1916; two sons, Edgar Hubert and James Benedict. He did electrical engineering work for the Georgia Railway & Electric Co., 1911-16, then joined the staff of *Electrical World* (McGraw-Hill), of which paper he later became manager; in 1922 he became vice-president, sales manager, and publishing director of the McGraw-Hill Publishing Co.; in 1934 he was named vice-president and sales manager of the National Broadcasting Co.; he left this position in 1936 to become vice-president of Lord & Thomas. He returned to NBC in 1940 as Vice-President in Charge of Blue Network Sales. Former director, National Better Business Bureau; director, American Management Assn.; ex-chairman of the board and past-president of the Advertising Federation of America. Member, American Institute of Electrical Engineers; New York Advertising Club; Sigma Nu; Alpha Delta Sigma. Clubs: Engineers; Pine Orchard (Conn.) Country Club.

KOPF, HARRY CLIFFORD. Sales Manager, Central Division, National Broadcasting Co., Chicago, Ill. Born in Paducah, Ky., Dec. 26, 1902; attended John Fiske Grammar School and Hyde Park High School, Chicago, and University of Illinois (B.S. degree, 1925); not married. Following his college graduation he joined the advertising staff of the *Chicago Herald & Examiner*; in 1927 he became Western District advertising manager for *System Magazine*, and in 1929 joined the *Literary Digest* as space salesman; from November, 1931, to December, 1939, he was account executive in the NBC sales department. Since December, 1939, he has been Sales Manager of the NBC Central Division. Member, Alpha Tau Omega; Illinois Athletic Club; Chicago Federated Advertising Club; Merchants and Manufacturers' Club.

KOSTKA, WILLIAM JAMES. Manager, Press Division, National Broadcasting Co., New York City. Born in Chicago,

Ill., May 18, 1905; son of Anna Papacek and Mathew Kostka; attended Knox College, Galesburg, Ill. (A.B. degree, 1927); married Dorothy Parmenter Kostka, June 15, 1928; two children, William, 5, and Stefan, 1. He was telegraph editor of the *Chicago Daily Drivers Journal* in 1927, and then spent five years with the International News Service as chief wire editor in New York (1928-29), and manager of the Central Division (1929-33); from 1933-35 he was editor of *Modern Mechanix*, and from 1935-36 he was managing editor of the *Fawcett Publications*; in 1937 he was editor of *Detective Fiction Weekly*; in 1938 he was a principal in Haig-Kostka Publications (*Everyday Photograph Magazine*). He joined the NBC Press Division in 1938. Phi Beta Kappa; Sigma Delta Chi. Member, Tau Kappa Epsilon.

LAMPHEAR, MILES E. Auditor and Office Manager, Mutual Broadcasting System, Chicago, Ill. Born in Iowa, June 12, 1894; attended the University of Chicago (Ph.B. degree); married Anne McLaughlin Lamphiear, 1925; two daughters, Leslie, 12, and Donna, 7. Certified Public Accountant, Illinois. Has been engaged in public accounting since 1925. Became Auditor for Mutual Broadcasting System in 1937.

LANDRY, RENE PHILIPPE. Secretary, Canadian Broadcasting Corp.; Chief Radio Broadcasting Censor; Member, Censorship Coordination Committee, Ottawa, Ont., Canada. Born in Montreal, P.Q., Feb. 19, 1898; son of Blanche Lacoste and the late Major-General J. P. Landry, C.M.G.; attended Mount St. Louis College, Montreal, Laval University, Quebec, and Royal Military College, Kingston (special certificate of military qualification, 1916); married Pauline Lanctot, Oct. 5, 1925; six children, Philippe, 13, Paul, 12, Charles, 10, Renée, 8, Claire, 6, and Marc, 1. From 1916-20 he was in the Royal Canadian Artillery; in 1920 he was A.D.C. to the Lieut. Governor of the Province of Quebec; from 1921-33 he was associated with various financial and bond broker firms as manager; in 1933 he was appointed to the Canadian Broadcasting Commission. He was named Secretary to the Canadian Broadcasting Corp. on Nov. 2, 1936. Lt. Colonel commanding 6th Reserve Brigade, R.C.A.; awarded Efficiency Decoration. Member, Little Saguenay Fish & Game Club, P.Q.

LA PRADE, ERNEST. Director of Music Research, National Broadcasting Co., New York City. Born in Memphis, Tenn., Dec. 20, 1889; son of Berta Thur-

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man and John Thomas La Prade; instructed by private tutors, and attended the Cincinnati College of Music and the Royal Conservatory of Music, Brussels; married Virginia Vance on September 20, 1927; one daughter, Joan Maitland, 11. From 1909-12 he was violinist with the Cincinnati Symphony Orchestra; during 1911-12 he was instructor in the College of Music, Cincinnati; from 1919-28 he was violinist with the New York Symphony Orchestra, also holding the position of program annotator, 1921-26; he was instructor for the American Orchestral Society, 1924-28, and director of the violin department, Chautauqua Summer Schools, 1925-27; from 1927-32 he was musical director of Collier's Hour and other radio programs; he was assistant to Walter Damrosch, 1928-35. Since 1935 he has been NBC Director of Music Research, acting as program executive and conductor. Since 1936 he has been guest conductor at the National Music Camp, Interlochen, Mich.; chairman of the Advisory Board, Pine Peak Music Camp, N. H., 1940. Served as flying instructor (2nd Lieutenant) U. S. Army Air Service, 1917-18; 1st Lieutenant, Air Corps Reserve, 1920-30. Author, *Alice in Orchestralia*; *Marching Notes*; also author articles and papers on studio technique in broadcasting. Originator of Home Symphony (audience participation radio program). Member, Tennessee Federation of Music Clubs (honorary member); Phi Mu Alpha.

LENT, WORTHINGTON COMPTON. Assistant Director of Development and Research, National Broadcasting Co., New York City and Washington, D. C. Born in New York City, Nov. 14, 1902; son of Edith Compton and Lewis H. Lent; attended Ridgely Park (N.J.) grammar and high schools, and Union College, Schenectady, N. Y. (B.S. in E.E. degree, 1925); married. From 1925-26 he was a development engineer for Bell Telephone Laboratories, and from 1926-27 held a similar position with Stromberg-Carlson; he then became chief engineer for the Continental Broadcasting Corp., New York City; from 1930-31 he was chief engineer for the Empire Broadcasting Corp., Fredericksburg, Va.; from 1931-35 he was president of the General Communications Laboratories. In 1935 he joined the National Broadcasting Co., becoming Assistant Director of Development and Research in August, 1939. His interest in radio began as an amateur operator in 1911. Member, Sigma Chi.

LEUSCHNER, FREDERICK. Attorney, Pacific Coast Counsel of Radio Corpora-

tion of America, its affiliated companies, including the National Broadcasting Co., Hollywood, Calif. Born in San Francisco, Calif., May 14, 1905; son of Prof. and Mrs. Armin O. Leuschner; attended University High School, University of California (A.B. degree, 1926), and Columbia University Law School (LL.B., 1929); married Dorothy S. Leuschner, Dec. 20, 1939. He was associate in the legislative drafting bureau of Columbia University School of Law, 1928-29; for the next five years he was counsel for RCA and its affiliated companies in New York. He became Pacific Coast Counsel for RCA and its affiliates in 1934. Member, Beta Theta Pi; Institute of Radio; American Bar Assn.; Assn. of the Bar of the City of New York; F.C.C. Bar Assn.; Los Angeles Bar Assn.; Board of Governors, Hollywood Bar Assn. Clubs; Los Angeles Country Club.

LEVINE, LEON. Assistant Director, Department of Educational Broadcasts, Columbia Broadcasting System, New York City. Born in Boston, Mass., March 28, 1904; son of Sarah and Don Levine; attended English High School, Boston, Mass., New York University, New York City, and University of Chicago, Chicago, Ill.; married Nessie Merrill Levine, April 10, 1933; two children, Philip, 6, and Suzanne, 2. From 1924-30 he was a newspaper reporter, and for the next three years a news editor; from 1933-35 he was engaged in public relations work; program director, America's Town Meeting of the Air, 1935-38. In June, 1938, he joined CBS as Assistant Director, Department of Education. Subsequently he has produced the People's Platform and Americans at Work programs, officiated as broadcasting director for the American School of the Air, supervised CBS farm broadcasts, and produced all CBS Adult Education Board experimental programs. Authority on the production of radio forums dealing with controversial issues. Member, City Club.

LEVINE, MARKS. Manager of Concert Division, NBC Artists Service, New York City. Born in New York City, Aug. 19, 1890; son of Anna Smelansky and Jacob Levine; attended grammar and high school in Russia, and Cooper Union, New York City (B.S. degree, civil engineering); married Emily Dellinger Levine, Jan. 1, 1926. From 1906-14 he was engaged in newspaper work; he then became a civil engineer; in 1922 he entered the field of concert management. He joined NBC in 1930. Served on the U. S. Shipping Board during the World War. Composer of lyrics in the classical

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song field. Member, Musicians Club of New York.

LEVY, ISAAC DAVID. Director, Columbia Broadcasting System, Inc.; Director, Yellow Cab Co. of Philadelphia; Director, Transradio Press Service, Inc.; Chairman of the Board and Treasurer, WCAU Broadcasting Co., Philadelphia, Pa. Born in Philadelphia, Pa., Aug. 26, 1892; son of Fannie and David Levy, and brother of Dr. Leon Levy, also a CBS Director and President-General Manager of WCAU; attended the George W. Nebinger Grammar School, Southern High School, and University of Pennsylvania (LL. B. degree), all Philadelphia; married Rita K. Levy, Nov. 20, 1924; two children, David Richard, born Oct. 15, 1925, and Ann Frances, born June 15, 1931. He was admitted to practice law before the Supreme Court of Pennsylvania in 1915, and before the U. S. Supreme Court in 1934; in 1925 he became one of the purchasers of the WCAU Broadcasting Co., and in 1927 became a stockholder, vice-president, and director of CBS (he resigned as vice-president in 1935); actively a member of the legal profession throughout his entire career. During the World War he served in the Intelligence Department, USN. Member. Masonic Order; Locust Club; Penn Athletic Club; Philmont Country Club.

LEVY, LEON. Director, Columbia Broadcasting System; Director, Transradio Press Service; Director, Yellow Cab Co. of Philadelphia; President, WCAU Broadcasting Co., Philadelphia, Pa. Born in Philadelphia, Pa., June 6, 1895; son of Fannie and David Levy, and brother of Isaac David Levy, also a CBS Director and Chairman of the Board and Treasurer of WCAU; attended Close Grammar School, South Philadelphia High School, and University of Pennsylvania (D. D. S. degree, 1915), all Philadelphia; married Blanche Paley Levy, Sept. 22, 1927; two children, Robert P., 9, and Lynn Frances, 3. Following his graduation he practiced dentistry for 10 years. In 1925 he became interested in radio, bought WCAU, then a 500-watt station, and for a year divided his time between dentistry and radio. In 1926 he gave up dentistry to devote his full time to WCAU, of which he became president in 1927. He was Secretary of the Columbia Broadcasting System from 1927-35, and has been a CBS Director since 1927. Lieutenant (J. G.) USNR, 1918-19. Honorary Sc. D. degree, Pennsylvania Military College,

1936. Member, Poor Richard Club; Locust Club; Penn A. C.; Philmont; Electrical Assn. of Philadelphia; Variety Club; Columbia Yacht Club, N. Y.; Philadelphia Yacht Club.

LEWIS, W. B. Vice-president in Charge of Broadcasts, Columbia Broadcasting System, New York City. Born in Lakewood, O., Aug. 12, 1904; son of Lucille and Norman Lewis; attended Denison Grammar and Lincoln High School, Cleveland, Soldan High School, St. Louis, and Missouri University; married Sarah Johnson Lewis, Jan. 1, 1935; two children, Lawrence Johnson, 4, and Sarah Ragan, 2. From 1925-35 he was writer for various advertising agencies, including J. Walter Thompson, Joseph Richards, Wm. B. Remington, and Badger, Browning & Hersey. He joined CBS in July, 1935.

LOWMAN, LAWRENCE W. Vice-president in Charge of Operations, Columbia Broadcasting System, New York City. Born in Philadelphia, Pa., Jan. 30, 1900; attended University of Pennsylvania. Has been CBS Vice-president in Charge of Operations since 1928. Served in the Aviation Service, U. S. Army, 1918.

MacCONNACH, LEWIS. Secretary, National Broadcasting Co., Radio Corp. of America, R.C.A. Communications, and R.C.A. Institutes, New York City. Born in Brooklyn, N. Y., March 16, 1887; son of Ida A. and the late Lewis MacConnach; attended public schools in Nutley, N. J., and Brooklyn, Hefley Institute, and Charles School, Brooklyn; married Dorothy E. MacConnach, March 22, 1911; two sons, Donald, 28, and John, 25, and one daughter, Dorothy, 10. In January, 1915, he was employed by the Marconi Wireless Telegraph Co. of America as clerk and stenographer; in 1918 this company appointed him assistant secretary; in 1919 when the American Marconi firm was taken over by the Radio Corp. of America, he became assistant secretary for RCA. He was elected Secretary of RCA in December, 1923.

MacDONALD, JOHN H. Business Manager, Radio Recording Division, National Broadcasting Co., New York City. Born in Maine, Sept. 1, 1896; son of Harriet H. and William MacDonald; attended New York University School of Commerce (B.C.S. degree, 1922, M.C.S., 1923); married Victoria H. MacDonald, Sept. 20, 1921; two daughters, Jeannette E., 18, and Helene H., 12. From 1922-27 he was assistant professor of management at New York University, following which he became assistant secretary for

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the McGraw-Hill Publishing Co.; in 1929 he became controller for Namm & Sons; from 1932-35 he was secretary of Trade-Ways, Inc. In 1936 he was appointed Budget Officer for NBC; he became Business Manager of the NBC Recording Division in 1939. Author of two books: *Office Management*, and *Practical Budget Procedure*. Member, Delta Sigma Pi.

MACFARLANE, W. E. President, Mutual Broadcasting System; Business Manager, the Chicago Tribune; Vice-President, WGN, Inc.; Vice-president, Chicago Tribune Building Corp.; Director, Press Wireless, Inc.; bank director, Chicago, Ill. Born in 1883 in Seneca, Ill.; attended Chicago public schools; married Alice Miller Macfarlane, 1912; two sons, Fred, 27, and Bruce, 20. In 1907 he became secretary to the advertising manager of the Chicago Tribune, and a year later was promoted to sales work; in 1910 he was named manager of the classified advertising department, a position which he held until 1927 when he became the Tribune's advertising director. He has been Business Manager of the paper since November, 1928. Has served as chairman of the committee in charge of the Bureau of Advertising, American Newspaper Publishers Assn.; has been an ANPA director for the past 10 years.

MacRORIE, JANET. Editor, Continuity Acceptance Department, National Broadcasting Co., New York City. Born in New York; attended public schools, Columbia University, and Wheatuck School of Dramatic Art. From 1910-12 she did freelance newspaper work; she was on the stage 1912-15, then was associated with the New Service, San Francisco, for a year; from 1918-24 she was special story writer for the Newark Star-Eagle, Detroit Journal, and Toledo Blade; in 1924 she joined the Public Service Electric and Gas Co., New Jersey, as head of the new business advertising department, remaining in this capacity for 10 years. In 1935 she was named Editor of NBC's newly-created Continuity Acceptance Department.

MARSH, ALLYN JAY. Assistant Sales Manager, Columbia Broadcasting System, New York City. Born in New York City, June 29, 1896; son of Oliver Allyn Marsh, president, Travelers Co.; attended St. Paul School, Garden City, L. I., De Witt Clinton High School, New York, and Princeton University (Litt. B., B.S., and A.B. degrees, 1919); married Gwendolyn Fisk Marsh, vice-president, Talman Bigelow, Inc., Nov. 28, 1935. From 1919-24

he was salesman for the New York Times; he then became assistant to the advertising manager of the New York Herald Tribune, 1925-29. He joined CBS in 1929. Served in the U. S. Navy during the World War. Member, Princeton Club; Fairfield County Hunt Club; Longshore Club; Phi Gamma Delta; Phi Alpha Sigma; Cannon Club, Princeton.

MASON, FRANK E. Vice-president, National Broadcasting Co., New York City. Born in Milwaukee, Wis., Feb. 8, 1893; son of Cora Lee Tussing and George F. Mason, M.D.; attended Ohio State University (A.B. degree, 1915); married Ellen Mason, Jan. 15, 1920. In 1915 he became assistant editor of the American Boy Magazine; following service during the war, he was on the American Legation staff at The Hague, 1919, and Military Observer in Berlin, also 1919; in 1920 he joined the International News Service as Berlin correspondent; in 1921 he became I.N.S. London manager, then Paris manager (1922-26), then business manager in New York (1927), and finally general manager and president in New York (1928-31). He was elected NBC Vice-president in 1931. During the war he served as Intelligence Officer, 9th Infantry, U.S.A.; instructor, Army Intelligence School, Langres, France; chief censor, advanced GHQ General Staff German Occupied Area; Military Observer, Berlin. Awarded Order of the Purple Heart (U. S.), Croix de Guerre (France), Officer of the Crown (Roumania). Member, Second Division Association (president, 1935); associate in Journalism, Columbia University; member, Navy League of the United States; member, Academy of Political Science; Phi Beta Kappa; Sigma Delta Chi. Belongs to Delta Chi; Payers Club; Dutch Treat Club; Sleepy Hollow Country Club; Artists and Writers Golf (N. Y.); Army & Navy Club (Washington).

MATTFELD, JULIUS. Director of the Music Library, Columbia Broadcasting System, New York City. Born in New York City, Aug. 8, 1893; attended New York schools, and studied at the German Conservatory of Music. From 1910-26 he was associated with the New York Public Library; he then became music librarian for the National Broadcasting Co.; since 1929 he has been associated with CBS. Concert organist and conductor; organist, Fordham Lutheran Church, 1916-32. Author, *The Folk Music of the Western Hemisphere*; *One Hundred Years of Grand Opera in New York*; contributor to the *Encyclopaedia Britannica* (13th ed.); contributor to, and

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musical consultant of, the **VARIETY RADIO DIRECTORY**; Associate American Editor, **Hull's Dictionary of Modern Music and Musicians** (London); composer, **Virgins of the Sun** (ballet, presented in New York, 1922).

MAULSBY, GERALD F. Production Manager, Columbia Broadcasting System, New York City. Born in Tucson, Ariz., July 14, 1906; son of Florence (deceased) and Frederick R. Maulsby, general superintendent, Railway Express; attended public schools in Los Angeles and Berkeley, Calif., and University of California; married Ann T. Maulsby, Dec. 21, 1935. He has been associated with CBS since August, 1934.

McALLISTER, G. STANLEY. Director, Construction and Building Operations, Columbia Broadcasting System, New York City. Born in Salt Lake City, Utah, Feb. 10, 1900; son of Jeannette Maeser and George S. McAllister; attended Salt Lake City public schools, University of Utah (A.B. degree), Georgetown University, and New York University (M.S. degree); married Donnette McAllister, Sept. 1, 1926; two children, Maridon, 10, and Kenneth Fielding, born April 8, 1940. From 1923-26 he was secretary to the Public Buildings Commission, Washington, D. C.; he then became manager of the Office Planning Service of Cushman Wakefield, New York. Since 1929 he has been Director of Construction and Building Operations for CBS, in which capacity he supervised the construction installation of the CBS facilities in New York. Member, Sigma Chi; LCL Club.

McCLANCY, BENJAMIN F. Traffic Manager, National Broadcasting Co., New York City. Born in Springfield, Mo., Nov. 18, 1903; attended Springfield, Mo., and Wichita, Kans., public schools, and the University of Missouri; married Irma B. McClancy, August, 1932; one daughter, Barbara E. He was associated with the General Railway Signal Co. in 1924-25, the Union Switch & Signal Co., 1925-27, the D. L. & W. railroad, 1928, and RCA Photophone in 1929-30. He joined NBC in 1931.

McCLUER, PAUL. Blue Network Sales Manager, Central Division, National Broadcasting Co., Chicago, Ill. Born in Brimfield, Ill., Aug. 3, 1900; son of the Rev. and Mrs. Charles McCluer; attended Union Academy, Anna, Ill., Park College, Parkville, Mo., University of Illinois (A.B. degree), and University of Chicago; married Marjorie Geraldine

Ryan, Dec. 21, 1929. From 1922-25 he was head of the English department at Northwestern Military Academy; he then became instructor of English at the University of Illinois; from 1927-28 he was instructor for the Commonwealth Edison Co., whence he was transferred to the Great Lakes Broadcasting Corp. as assistant to the manager; in 1931 he joined NBC, Central Division, as account executive. Since April 1, 1936, he has been Assistant Sales Manager, and since July 1, 1940 Blue Sales Manager, NBC Central Division. Member, Saddle & Cycle Club; Knollwood Club; Sigma Phi Sigma; Masonic Order.

McCLUNG, (MRS.) NELLIE LETITIA. Member, Board of Governors, Canadian Broadcasting Corp., Victoria, B. C., Canada. At the age of six, she moved with her parents into the great Canadian Northwest; attended the Collegiate Institute and the Provincial Normal School, Winnipeg, Man.; married Robert Wesley McClung, Aug. 25, 1896; five children. Author of 14 books, including four novels and six volumes of short stories (one of her novels, "Clearing in the West," published in 1935, recounts the migration into the Canadian Northwest, a phenomenon which she experienced as a child); writer of a weekly feature for Canadian newspapers; author, magazine articles; member, for five years, of the Legislative Assembly of the Province of Alberta. Member, Canadian Authors Assn.; Canadian Women's Press Club.

McCONNELL, JAMES VERNON. National Spot and Local Sales Manager, National Broadcasting Co., New York City. Born in Chicago, Ill., March 21, 1902; son of Harriett and George Lee McConnell; attended St. Jarlath Grammar School, St. Ignatius Academy, and Loyola University, Chicago; married Margot Murphy McConnell, June 2, 1934; one son, James V., Jr., 2. Prior to his association with NBC in 1931 he was local sales promotion manager for the Chicago division of General Outdoor Advertising, assistant director of outdoor advertising for Campbell-Ewald in Detroit, outdoor advertising director for Batten, Barton, Durstine & Osborn, account executive for Hays MacFarland, and national sales representative for the Hearst-Quality Group Magazines. His first position with NBC in 1931 was as network salesman; in 1932 he became Eastern zone manager of the local service bureau; in 1934 he was named assistant sales manager of the Eastern district, and a short time later he became assistant to the vice-president in charge of sales. In July,

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1939, he was named National Spot and Local Sales Manager.

McCOSKER, ALFRED JUSTIN. Chairman of the Board, Mutual Broadcasting System; President, Bamberger Broadcasting Service (WOR), New York City. Born in New York City, Sept. 4, 1886; son of Catharine Angela and James McCosker, treasurer, Lord & Taylor Co.; attended St. Joseph's Parochial School and Manhattan College, New York City; married Hazel Meeker McCosker, June 10, 1914; one daughter, Angela McCosker Van Dolen. He was motion picture reporter for various New York papers (Morning Telegraph, etc.), then joined the WOR press staff in 1924, also broadcasting motion picture news and reviews; in 1926 he was named director and general manager of WOR; in 1933 he became President of the station; he has been Chairman of the Board, Mutual Broadcasting System, since 1934. Awarded honorary LL.D. degree, John Marshall College, 1937; president, National Assn. of Broadcasters, 1932-34; member, executive committee of the NRA (radio code division), 1933; member, National Assn. of Broadcasters board of directors, 1934-38; co-chairman, American Legion Entertainment Committee, 1937; co-chairman, radio committee of the New York World's Fair, 1939-40; replaced Felix Warburg on the Jury of Award for the American Hebrew Annual Medal; co-president, McCosker-Hershfield Cardiac Foundation; first radio executive to be appointed member of the board of directors, American Federation of Advertising Agencies. Member, Metropolitan Club; National Press Club; Lambs; Catholic Club of N. Y.; Economic Club; New York Athletic Club; New York Electrical Society; Friendly Sons of St. Patrick; Loto's Club; Advertising Club.

McDONALD, JOSEPH A. Attorney, Central Division, National Broadcasting Co., Chicago, Ill. Born in New York City, June 8, 1903; son of Luella A. and Joseph F. McDonald (assistant secretary, Municipal Civil Service Commission, New York City; now deceased); attended New York public schools, Webb Institute of Naval Architecture, New York City, Fordham University Law School (LL.B. degree, 1928), and New York University Law School (LL.M., 1929); married Louise C. Muth McDonald, Aug. 9, 1931; two children, Joseph F., 3, and Louise M., 1. From 1929-32 he was associated with the legal firm of Hunt, Hill and Betts. He joined the

NBC legal department in 1932. Co-author (with Grimshaw) of Radio Defamation. Member, Gamma Eta Gamma; Chicago Bar Assn.; City Island Yacht Club; U. S. Power Squadron; Chicago Federated Advertising Club.

McGRADY, EDWARD FRANCIS. Vice-president in Charge of Labor Relations, Radio Corporation of America; Director, RCA Manufacturing Co.; Director, RCA Communications; Member, Board of Directors, RCA; Member, Board of Directors, Intertype Corp.; Member, Board of Directors, National Broadcasting Co., New York City. Born in Jersey City, N. J., Jan. 29, 1872; son of Jane Gawley and James T. McGrady; attended public schools in Boston, Mass., specializing in economics and business management; married Mary J. Griffin McGrady, Oct. 11, 1897; two daughters, Mrs. Alfred Fleming, and Mrs. Nathaniel Simkins. He is former president of the Boston Central Labor Union, and the Massachusetts State Federation of Labor; he was elected to the Boston City Council and to the Massachusetts Legislature; he then became foreman of the Boston Traveler press room, as a result of which position he was later named consultant on production problems in the printing industry; in 1919 Samuel Gompers (A.F. of L.) appointed him to handle all labor legislation; in June, 1933, he was sworn in as assistant administrator to Gen. Hugh S. Johnson, N.R.A.; on Aug. 19, 1933, he was sworn in as Assistant Secretary of Labor. On Sept. 9, 1937, he became Director of Labor Relations for RCA. In November, 1937, he was elected a Director of RCA Manufacturing; in June, 1938, he was elected a Vice-president of RCA; in September, 1938, he was elected a Director of NBC, Director of RCA Communications, and Board of Directors of RCA. Member, The Conference Board's Executive Committee, New York; member, Federal Advisory Council for the Bureau of Employment Security, U. S. Social Security Board, Washington. Clubs: National Press Club, Washington, D. C.

MEIGHAN, HOWARD S. Eastern Sales Manager, Radio Sales, a division of the Columbia Broadcasting System, New York City. Born in Mamaroneck, N. Y., Dec. 8, 1906; son of Effie I. and Burton C. Meighan, lawyer; attended Mamaroneck public schools, and Columbia University. He joined J. Walter Thompson as apprentice, later becoming one of the original members of the radio department in 1928; he resigned in 1931 to become stations relations manager and

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later vice-president of Scott Howe Bowen, Inc. (station representatives and program builders); in 1934 he was radio director for J. Stirling Getchell. He has been with Radio Sales since 1934.

MERRYMAN, PHILIP. Assistant Director of Research and Development, Stations Department, National Broadcasting Co., New York City. Born in Laredo, Mo., Dec. 13, 1903; son of Emma C. Breckenridge and Joseph Merryman; attended Commerce High School, Portland, Ore., and George Washington University, Washington, D. C.; married Frances Merryman, August, 1926; three children, Philip, Jr., 12, Michael, 9, and Heather Ann, 2. In 1918 he became a radio engineer. He joined the National Broadcasting Co. in January, 1927. Delta Sigma Rho. Member, Phi Sigma Kappa.

MILLER, JOSEPH L. Director of Labor Relations, Natl. Assn. of Broadcasters, Washington, D. C. Born in Uniontown, Pa., July 21, 1907; son of Laura J. and Clyde B. Miller; attended Uniontown (Pa.) public and high schools, and Haverford College, Haverford, Pa. (A.B. degree, 1930); married Elinor Lord Miller, 1936; one child, D. M. A. Miller, 3. From 1931-32 he was employed by the Associated Press in Harrisburg, Pa., and then sent to Washington, D. C., where he became AP labor editor in 1935. In 1938 he was named Director of Labor Relations by the NAB. Member, National Press Club; Arts Club.

MILLER, NEVILLE. President, National Association of Broadcasters, Washington, D. C. Born in Louisville, Ky., Feb. 17, 1894; son of Mary Floyd Welman and Shackelford Miller (father, who died in 1924, had been Chancellor of the Jefferson Circuit Court and Chief Justice of the Kentucky Court of Appeals); attended Louisville grammar schools and Male High School, Princeton University (A.B. degree, 1916), and Harvard Law School (LL.B. degree, 1920); married Katherine Castleman Wilson Miller, Sept. 20, 1924; four children, Barbara, born June 5, 1926, Gale, born July 1, 1928, Katherine Wilson, born April 24, 1931, and Mary Welman, born Nov. 5, 1933. Following his graduation from the Harvard Law School, he entered the practice of law with his father and his brother under the firm name of Miller & Miller; his career as lawyer covered 10 years, until 1930, during which time he also taught law at the Jefferson School of Law (1920-25), American Institute of Banking (1925-30), and University of Louisville (1920-30). In 1930 the trustees of

the University of Louisville, whose law school had been largely conducted by practicing lawyers, decided to appoint a full-time dean (together with other full-time faculty members) in order to comply with the standards of the American Bar Assn. and the Assn. of American Law Schools; Mr. Miller thereupon retired from active legal practice to become first dean of this revised law school. In February, 1933, he announced himself as candidate for mayor of Louisville, and was elected the following November—the first Democratic mayor in 16 years. As Mayor of Louisville he established budgetary control, centralization of city purchases, reductions in utility and telephone rates, extension of the park system, right of the city to make franchise assessments, extension of the merit system, and classification of city employees. From January to July, 1938, he was assistant to the president at Princeton University. In July, 1938, he became the first paid President of the National Association of Broadcasters, under the revised constitution of that trade association. He is a member of the Democratic Party, and during his political career served as precinct captain, group man, secretary to the chairman of the campaign committee (1921), chairman of the speakers' bureau (1922), and chairman of the campaign committee (1929). While Mayor of Louisville, he was a director of the Kentucky Municipal League (president 1935-36, 1936-37), trustee and member of the executive committee of the U. S. Conference of Mayors (1935-36, 1936-37), and an affiliate member of the International City Managers' Assn. He is a member of the following associations: Louisville Bar Assn. (1920-33) (president, 1924-25); Kentucky State Bar Assn.; American Bar Assn.; Louisville Lodge of Elks No. 8 (1921-37) (Exalted Ruler; 1925-26); American Trade Assn. Executives (1939-); Princeton Visiting Committee of the State & Local Government Section (1939-); Industry Committee No. 2, Wage & Hour Administration (1939-). He is a member of the following social organizations: Pendennis Club (1934-37); Audubon Country Club (1933-37); Rotary Club (1932-37); Salmagundi (1936-37); Law Club; Hyannis Port Yacht Club, Hyannis Port, Mass.; Ivy Club, Princeton, N. J.; Nassau Club, Princeton, N. J. (1937-38); Princeton Club of New York; Metropolitan Club, Washington, D. C. (1939-). He is author of: *The American City in Relation to Works Progress Administration and Direct Relief* (published in *Social Service Re-*

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view); and Channels of Communication (published in Public Opinion Quarterly).

MILLER, WILLIAM BURKE. Night Program Manager, National Broadcasting Co., New York City. Born in Louisville, Ky., June 20, 1904; son of Julia C. Burke and Charles J. Miller; attended Louisville and Augusta, Ga., public schools, and took private preparatory courses with a view to entering West Point; married Alice Reinheart, radio-stage actress, Sept. 26, 1938. From 1922-27 he was a newspaper reporter for the Louisville Post, then the Louisville Courier-Journal, and later the New York World; from 1927-28 he was feature writer for the NBC Press Dept., becoming assistant manager of this division, 1928-30; for the next five years he was NBC's first director of special broadcasts. Since 1935 he has been NBC's first Night Program Manager. Awarded Pulitzer Prize in Journalism, 1925, while on the Courier-Journal staff. Originator of many radio special events and stunt programs.

MORGAN, CLAYLAND T. Director of Public Relations and Assistant to the President, National Broadcasting Co., New York City. Born in Jersey City, N. J., June 20, 1894; son of Fannie Tilden and Edward Thomas Morgan; attended Jersey City public grammar and high schools, Art Students League, and Columbia University (advertising class), New York City; married Ellen Gierum Morgan, former leading woman in stock, Sept. 24, 1926. After one term of high school work, he began clerking for a bank and later for the American Express Co.; at the age of 19 he became a player in stock and road shows; when the War broke out, he enlisted and served overseas as 2nd Lieutenant, 54th Pioneer Infantry, taking part in the Meuse Argonne offensive, and later serving six months in the Army of Occupation in Germany; in September, 1919, he joined the French Line which, in 1924, appointed him director of publicity. He has been with NBC since Oct. 1, 1936. Author, *Fun En Route*, and many magazine articles on France and travel in general. Member, Dutch Treat Club; Overseas Press Club.

MORIN, RENE. Chairman of the Canadian Broadcasting Corp.; General Manager of the General Trust of Canada, Montreal, Quebec, Canada. Born in St. Hyacinthe, Quebec, July 27, 1883; son of Marie Louise Bourgouin and Joseph Morin (Provincial auditor); attended St. Hyacinthe College, Quebec, Laval University, Montreal (A.B. degree), and Mc-

Gill University, Montreal (B.C.L. degree); married Adine Saint Jacques Morin, May 17, 1909; three children, Suzanne (Mrs. Jean Raymond), 29, Jacques M., architect, 28, and Madeleine (Mrs. Graeme Thomson), 26. He was a notary from 1905-27; during 1915-17 he served as mayor of the city of St. Hyacinthe; from 1921-30 he was a Member of Parliament; he was vice-president of the Board of Notaries, Province of Quebec, 1920-23; since 1927 he has been General Manager of the General Trust of Canada. In 1936 he became vice-chairman of the Canadian Broadcasting Corp. In 1940 he was chosen Chairman of the Canadian Broadcasting Corp. Member, Chamber of Commerce of Montreal (president, 1937); vice-president for Quebec of Canadian Chamber of Commerce; Montreal Club; Cercle Universitaire; Laval sur le Lac Golf Club. He is a member of the Liberal Party.

MORTON, ALFRED HAMMOND. Vice-president in Charge of Television, National Broadcasting Co., New York City. Born in Chicago, Ill., Oct. 5, 1897; son of Mary Hammond and Dr. Edward C. Morton; attended Parker Grammar and High School, University of Illinois (B.S. degree, 1917), United States Military Academy, and Columbia University (M.S. degree, 1920); married Helen Mills Morton, Feb. 3, 1925; one daughter, Mary, 12. In March, 1919, he became associated with the General Electric Co. as assistant to Owen D. Young; in 1921, GE transferred him to the newly-organized RCA which named him manager of the Washington office; he built the first RCA broadcasting station (WRC) in Washington in 1922; in 1923 he was appointed commercial manager, RCA Communications, New York; from 1929-34 he was RCA's European manager in Paris (while in Europe he supervised construction of broadcasting stations in Rome and Milan); from 1934-37 he was manager of the program department of NBC, following which he became vice-president in charge of NBC managed and operated stations. On May 1, 1939, he became NBC Vice-president in Charge of Television. Awarded Legion of Honor, France. Member, Psi Upsilon; AIEE; IRE.

MOSKOVICS, GEORGE LEWIS. Sales Promotion Director, Pacific Division, Columbia Broadcasting System, Hollywood, Calif. Born in Kansas City, Mo., Aug. 4, 1892; son of Cesarine Theresa and Maxmilian Moskovics; attended New York City public schools; married Louise Bosler Moskovics, Aug. 1, 1914; one son,

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John Gibson, 23. From 1910-14 he was advertising manager of American Motors, Inc., Indianapolis; he then became advertising manager of the Society of Automotive Engineers, New York City; in 1917 he joined Mitchell Motors, Racine, Wis., as advertising manager; from 1920-32 he was West Coast sales manager for Marmon Motor Cars; he then joined KFAC, Los Angeles, as sales manager; in 1934 he became a salesman for KNX, Hollywood, and in 1936 was named Los Angeles representative for Radio Sales (a division of CBS). In 1938 he became Sales Promotion Director, CBS Pacific Division. Member, Alpha Delta Sigma; Masonic Order; Los Angeles Chamber of Commerce; Los Angeles Advertising Club; California Country Club.

MULLEN, FRANK ERNEST. Vice-President and General Manager, National Broadcasting Co., New York City. Born in Clifton, Kans., Aug. 10, 1896; attended public schools in Presho, S. D., and Mitchell, S. D., and Iowa State College (A.B. degree, 1922); married Lois V. Coulter, 1922; one son, Russell, born 1924; married Florence Wilcock, January, 1940. In 1920 he became associate editor of Swine World in Des Moines, Ia., and the following year became editor of the Nevada (Ia.) Representative; in 1922 he was named farm page editor of the Sioux City Journal, but resigned in 1923 to take the position of radio editor with the Stockman & Farmer; in November, 1926, he became director of agriculture for NBC; in 1934 he joined RCA as manager of the department of information. In 1939 he became Vice-President in Charge of Advertising and Publicity for RCA. In July, 1940, he was elected Vice-President and General Manager of NBC. Served with the 20th Engineers, U. S. Army, A.E.F., 1917-19 (rank of bugler). Member, Izaak Walton League of America (director); Academy of Political Science; Alpha Gamma Rho; American Forestry Assn. (vice-president); Sigma Delta Chi; Commandery—Masonic Lodge; Future Farmers of America (honorary member); Presbyterian Church. Clubs: National Press Club, Washington, D. C.; Advertising Club, New York; University Club, Chicago.

MURRAY, MAJOR W. E. GLADSTONE. General Manager, Canadian Broadcasting Corp., Ottawa, Ont., Canada. Born in British Columbia, Canada, 1893; attended McGill University, Montreal, where he distinguished himself as an athlete, and gained a Rhodes Scholarship. After the

World War he worked for Lord Beaverbrook on the London Daily Express, and for the League of Nations Union as publicity director; he joined the British Broadcasting Corp. in 1923 as head of the information, political and public relations branches, and founded the three weekly BBC papers; in 1933 he was sent on a special mission to Canada to advise the Canadian Government on radio policy; in 1936, after acting as BBC Programme Controller, he became General Manager of the Canadian Broadcasting Corp.

MYERS, ROBERT PEARCE. Attorney, National Broadcasting Co., New York City. Born in Pasadena, Calif., Aug. 22, 1903; son of Fanny J. and Harry E. Myers; attended Pasadena and Long Beach (Calif.) grammar schools, Long Beach Polytechnic High School, and Stanford University (A.B. and J.D. degrees); married Rowena Mason Myers, Sept. 14, 1928; two children, Michelle, 7, and Robert, 2. From 1927-28 he was associated with Pillsbury, Madison & Sutro, following which he joined RCA Communications; in 1929 he became assistant general counsel for Radio Victor Corp. of America, and from 1930-34 held an identical position with RCA Victor; from 1934-35 he was assistant general counsel and assistant secretary for Keith-Albee, Orpheum, B. F. Keith and RKO theatre companies. He became Attorney for NBC in 1935. Member, Manursing Island Club; Phi Kappa Psi; Phi Delta Phi; Assn. of the Bar of the City of New York; F.C.C. Bar Assn.

NALLY, EDWARD JULIAN. Director, National Broadcasting Co., Radio Corp. of America, RCA Manufacturing, and RCA Communications, New York City. Born in Philadelphia, Pa., April 11, 1859; son of Mary Cullen and Patrick Nally; attended public schools; married Lee Warren Redd Nally, June 10, 1897; one daughter, Marylee (Mrs. F. H. Hahn), and one son, Edward Julian, Jr., 36. At the age of eight he went to work as a cash boy; on Sept. 1, 1875, he became a Western Union messenger boy in St. Louis, later becoming office boy for Col. Clowry, onetime WU president, and finally being assistant to the superintendent of the St. Louis and Minneapolis areas; in October, 1890, he was named assistant general superintendent for the Postal Telegraph-Cable Co., two years later rising to the position of general superintendent; he became Postal vice-president in 1906; in 1907 he was elected first vice-president, general manager, and director; in 1913 he became vice-president and general manager of the

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Marconi Wireless Telegraph Co. of America; when this company was made a part of RCA in 1919, he was elected RCA president and director, remaining in the capacity of RCA's first president until 1923; he was managing director of international relations for RCA until 1925, with headquarters in Paris, retiring in that year. A pioneer in telegraphic communications by land lines and cable, he prepared the estimates for the first telegraph lines to follow the paths of the transcontinental railroads, 1880-90; under his supervision the Postal Telegraph service was created in the Midwest and West; he launched the wireless service between California and Hawaii, 1914, and between the U. S. and Japan, 1916; shortly before the World War he organized the first wireless telegraph service between the U. S. and Europe; in 1920 he established the first direct commercial wireless circuit between the U. S. and Great Britain, Norway, Germany, and France. Collector of books on telegraphy, and possessor of Samuel F. B. Morse's memorabilia. Pioneer in the establishment of libraries and other employee facilities in the companies with which he was associated. Awarded Order of Polonia Restituta (Poland, 1923). Member, Wireless Veterans Assn. (honorary member); Academy of Political Science; Friendly Sons of St. Patrick; American-Irish Historical Society; Japan Society; New York Electrical Society. Member, Ends of the Earth Club; Century; Grolier; Catholic Club, N. Y. Residence: Belle Haven, Greenwich, Conn.

NELSON, ALVIN ENUS. Assistant Vice-president, NBC, and General Manager, KGO and KPO, National Broadcasting Co., San Francisco, Calif. Born in Chicago, Ill., June 9, 1893; son of Charlotte and Olaf Nelson; attended the Brentano School, Chicago, Evanston (Ill.) High School, and Northwestern University; married Ethel Tiplady Nelson, May 2, 1914; one daughter, Mrs. Eugene Bowes, 23, and one son, Alvin E., Jr., 19. From 1913-17 he was in the insurance business, then spent five years in the field of auto finance; in 1923 he became president of WIBO, Chicago, a position which he held 10 years, meantime (1929-33) also becoming president of the Nelson Bros. bond and mortgage firm; in 1933 he was appointed general manager of KOA, Denver, and in 1937 accepted a similar position with KDKA, Pittsburgh; during 1938-39 he was Director of the NBC Blue Network; since October, 1939, he has been General Manager of KGO and KPO. Member, Den-

ver Country Club; Denver Club; Rotary Club; Press Club; Commonwealth Club; Commercial Club.

NORTON, JOHN H., JR. Assistant to the Vice-president in Charge of Stations, and Manager of Station Relations for the Blue Network, National Broadcasting Co., New York City. Born in Chambersburg, Pa., Aug. 21, 1907; son of Elizabeth J. and John H. Norton; attended Hagerstown (Md.) High School, and University of Maryland (A.B. degree, 1929); married Virginia Skeen Norton, Dec. 16, 1938. From June, 1929, to April, 1931, he was associated with Hemphill Noyes and Co.; he then joined NBC's commercial engineering division; in 1934 he was named assistant manager of NBC operated stations; in 1936 he joined the station relations department; he became Manager of Station Relations of the Blue Network in July, 1939, and Assistant to the Vice-president in Charge of Stations in December, 1939. Member, Alpha Tau Omega.

OLIVE, GORDON W. Chief Engineer, Canadian Broadcasting Corp., Montreal, Quebec, Canada. Born in Westmount, Quebec, March 18, 1898; son of Bertha Hope and William Henry Adams Olive (president, Olive & Dorion, Ltd.); attended Westmount Academy, Feller Institute, Grande Ligne, Quebec, and McGill University, Montreal; married Kathleen McClinchey Olive, Oct. 15, 1938. While at McGill University, he worked for the Steel Co. of Canada during summer vacations as draughtsman and electrical engineer; in the summer of 1922 served with the Quebec Provincial Government Forestry Dept. as radio operator; later in 1922 he entered the radio department of Semmelack Dickson, Ltd., as manager, and while with that firm built and operated CFCO; on Feb. 1, 1924, he joined the Canadian National Radio Department as engineer, and helped construct CNRO, Ottawa, the first unit of the Canadian National Radio Network; he was named technical assistant to the director of the Radio Canadian National in February, 1927, and upon formation of the Canadian Broadcasting Corp. in 1933 was appointed senior radio engineer. He was named Chief Engineer on Nov. 1, 1936. First became interested in radio as an amateur operator in 1911. Served with the 10th McGill Siege Battery during the World War, and later with the 8th Battery C.G.A. Owner and operator of high speed motorboats in several international competitions. Member, Institute of Radio Engineers; Acoustical Society of America; American

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Power Boat Assn.; Transportation Lodge, No. 103.

PADGETT, ARTHUR SAMUEL. Auditor of the Columbia Broadcasting System, Columbia Concerts Corp., and Columbia Recording Corp., New York City. Born in Brooklyn, N. Y., Dec. 16, 1900; son of Marie and Albert Padgett; attended Brooklyn public schools, and studied accounting in various Brooklyn and Manhattan schools; married Marion Louise Padgett, Sept. 6, 1930; three children, George Arthur, 8, Edward Albert, 7, and Gail Mabel, 1. From 1917-24 he was auditor for the Linde Air Products Co.; he then spent three years as an accountant for various firms; in 1927 he became accountant for Price, Waterhouse and Co. He was named Auditor for CBS in 1931.

PALEY, WILLIAM S. President, Columbia Broadcasting System; Chairman of the Board, Columbia Concerts Corp.; Director, Columbia Artists, New York City. Born in Chicago, Ill., Sept. 28, 1901; son of Goldie Drell and Samuel Paley; attended Western Military Academy, Alton, Ill. (graduate, 1918), University of Chicago, and University of Pennsylvania (B.S. degree, 1922); married Dorothy Hart Hearst Paley, May 11, 1932; one son, Jeffrey, 2, and one daughter, Hilary, 1. In 1922 he became associated with the Congress Cigar Co., Philadelphia, taking charge of production and advertising; in 1923 he became vice-president; and 1925 he also became secretary. In October, 1928, he became President of the Columbia Broadcasting System. He is also president and director of the William S. Paley Foundation, Inc.; director, Community Concerts Corp.; director, Museum of Modern Art, N. Y.; director, New York World's Fair 1940, Inc.; director, Pan American Airways Corp.; director, Philharmonic-Symphony Society of New York. Member, Advertising Club; Turf & Field; Cloud Club; Lotos; Sands Point; Terrace Club.

PASSMAN, LeROY. Assistant Director of Program Operations, Columbia Broadcasting System, New York City. Born in Long Island, N. Y., March 3, 1912; married Mildred Tesar, Sept. 15, 1939. In 1931 he became associated with a Wall St. brokers' firm. He joined the CBS program and production office in 1934. His interest in radio dates from 1924 when he was an amateur builder of radio sets.

PAYNE, GLENN W. Commercial Engineer, National Broadcasting Co., New York City. Born in Ladoga, Ind., April

18, 1895; son of Lulu R. and Moses D. Payne; attended Rpadchdale Grammar and High Schools, Purdue University, Lafayette, Ind., and Union College, Schenectady, N. Y. (B.S., E.E., degree, 1917); married Kathleen Mahoney, 1920; two daughters, Kathleen, 19, and Gloria, 16. In 1917 he joined the General Electric Co. in Schenectady, and in 1921 became associated with the American Telephone & Telegraph Co., New York. He has been with the National Broadcasting Co. since 1926. His first interest in radio developed from amateur radio operation in 1914. First lieutenant, Signal Corps—Radio Development; in the office of the Chief Signal Officer of the U. S. Army, Washington, D. C., 1917-19. Member, Theta Xi; Sigma Xi; Masonic Order.

PETER, PAUL F. Director of Research, National Association of Broadcasters, Washington, D. C. Born in Washington, D. C., May 1, 1904; son of Grace Smith and Michael Peter, Jr.; attended Washington, D. C., public schools, National Radio School, George Washington University, and Syracuse University (B.S. degree); married Ruth D. Peter, March 11, 1937; one daughter (by previous marriage), Suzanne R., 9. In 1928-29 he was associated with the General Motors Acceptance Corp. in research, office management, field representation, and credit work; from 1929-35 he was chief statistician for NBC, then held a similar position in 1935-36 with RCA; for the next two years he was executive secretary and research director of the Joint Committee on Radio Research. He became Research Director for the N.A.B. in June, 1938. Studied radio principles and qualified as a commercial operator in 1920. Scabbard and Blade. Member, Sigma Chi; American Marketing Assn.; American Statistical Assn.

PFAUTZ, CHRISTIAN EICHELBERGER. Assistant Secretary, National Broadcasting Co., RCA Manufacturing Co., and Radiomarine Corp. of America, New York City. Born in Oregon, Pa., Oct. 4, 1895; son of Emma Gable Eichelberger and Henry Kraft Pfautz; attended various Pennsylvania public schools, Coast Artillery School for Enlisted Specialists, Fortress Monroe, Va., (radio engineering graduate, 1915), Saumur (France) Artillery School (graduate, 1918), Sorbonne University, France (certificate of proficiency, L'Ecole Supérieure d'Electricite, 1919); married Anna Elizabeth Rincicotti Pfautz, Jan. 1, 1920; one daughter, Elinor Iola, 19. In 1913 he taught public school in Lancaster County, Pa., then joined the Coast Artillery Corps, U. S.

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Army; he was Second Lieutenant on special service in the American Expeditionary Force, 52nd Artillery, C. A. in 1918; in 1918-19 he became radio instructor and artillery range communication officer; he was discharged and furloughed as First Lieutenant U. S. Army Coast Artillery Reserve in 1919, whereupon he became associated with the Ship Owners Radio Service until 1920, as superintendent of the Gulf Division, New Orleans, La.; in April, 1921, he joined the Radio Corp. of America as radio reception engineer, later becoming engineer-in-charge at Chatham, Mass. and Riverhead, N. Y., assistant manager of the RCA Frequency Bureau in New York, and manager of the RCA Frequency Bureau. He was named to his present position in 1934. Member, Riverhead Lodge 645 F. & A. M. (master in 1939); Sithra Chapter 216, RAM, Greenport, N. Y.; Sun Rise Commandery, 70, K. T.; Long Island Past Masters Assn., F. & A. M.; associate member, Institute of Radio Engineers; Army and Navy Country Club, Arlington, Va.; Republican Party (Riverhead, L. I., Town Committeeman, 1929-30).

PIERSON, WALTER RILEY. Director of Sound Effects, Columbia Broadcasting System, New York City. Born in Columbus, Ohio, Oct. 19, 1908; attended Columbus public schools, and Ohio State University; married Josephine Virginia Pierson, Aug. 15, 1932; two sons, Walter Philip, 4, and David Douglas, 2. He was associated with the Ohio School of the Air in 1928-29, following which he joined WLW, Cincinnati. In 1933 he joined CBS. His first interest in radio was as an amateur station operator in 1920. Member, Seminole Club, Forest Hills, L. I.

PLACE, RUSSELL P. General Counsel, National Association of Broadcasters, Washington, D. C. Born in Dover, N. H., Sept. 6, 1897; son of Mary Locke Pope and A. Converse Place; attended Cambridge Latin School, Rindge Technical School, Harvard College (S. B. degree, 1919) and Harvard Law School (LL. B. degree, 1922); married Marian Lothrop Worcester Place, June 30, 1923; three children, Russell P., Jr., 15, Sally, 13, David W., 7. He began the practice of law in Boston in 1922, continuing until 1928; between 1928-30 he was assistant trust officer with Lee, Higginson Trust Co., Boston; 1930-35 general agent, Aetna Life Insurance Co., Boston; insurance broker, 1935-38; associated with the Raymond-Whitcomb Co. (travel) in 1939. On

Nov. 24, 1939 he was appointed General Counsel for the National Association of Broadcasters. Ensign, USN, Reserve Flying Corps, 1918; pilot, heavier-than-air, No. 686 during the War. Member, Masonic Order; Republican Party.

PLAUNT, ALAN BUTTERWORTH. Governor, Canadian Broadcasting Corp., Ottawa, Ont., Canada. Born in Ottawa, Ont., March 25, 1904; attended St. Andrew's College, Toronto, University of Toronto (A.B. degree) and Oxford University—Christ Church (A.B. and M.A., honor history); married Dorothy Reynolds Plaunt, 1933. Member, Canadian Institute of International Affairs. Member, Kappa Alpha; Circle Universitaire (Montreal); Rideau Club; University Club (Toronto).

PONTIUS, DONALD Le ROY. Midwest Program and Traffic Coordinator, Mutual Broadcasting System, Chicago, Ill. Born in Philadelphia, April 1, 1911; son of Katherine R. and Walter Le Roy Pontius, lyric tenor (deceased, 1940); attended Chicago public schools; not married. While still attending school he obtained part-time work at WGN, Chicago, as studio guide; in 1932 he entered WGN's sound department, later also doing some acting and production. He became Midwest Program and Traffic Coordinator for Mutual in 1936.

POULIOT, PROF. ADRIEN. Member, Board of Governors, Canadian Broadcasting Corp.; Dean of the Faculty of Science, Laval University, Quebec, P. Q., Canada. Born in St. Jean, Ile d'Orléans, Canada, Jan. 4, 1896; son of Alvin La-rochelle and Capt. J. B. Pouliot; attended the Séminaire de Quebec, Ecole Polytechnique de Montreal, Sorbonne, and University de Toulouse (he holds the following degrees: B. A., Bachelor Applied Sciences, Civil Engineer, M. Sc., M. A.); married Laure Clark Pouliot, July 22, 1922; four children, Jean, 16, Yves, 15, Denys, 9, and Elise, 4. He has been Professor at Laval University since 1922; in 1940 he was appointed Dean of the Faculty of Governors in 1939. President, French Canadian Assn. for the Advancement of Science; Civil Engineer, Ministry of Quebec Roads; member, Research Council of the Province of Quebec; vice-president, Comité de la Survivance Française en Amérique; director, Société du Parler Français au Canada; director, Institut Canadien.

PRESTON, WALTER GREY, JR. Assistant to the Vice-president in Charge of Pro-

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grams, National Broadcasting Co., New York City. Born in Dawson, Yukon Territory, Canada, Sept. 22, 1902; son of Myrtle Robison and Walter Grey Preston; attended Omaha, Neb., grammar and high schools, Phillips Academy, Andover, Mass., Yale University (Ph. B. degree, 1925), Creighton University, University of Omaha, University of Cincinnati, and University of Chicago; married Marguerite Nelson Preston, May 10, 1932. From 1926-29 he was associated with the Bankers Reserve Life Co., rising from salesman to assistant treasurer; during the next three years he was assistant to President Robert Maynard Hutchins of the University of Chicago; in 1932 he rejoined the Bankers Reserve Life Co. as administrative vice-president, director, and member of the executive committee; when the Bankers Reserve merged with the Ohio National Life Insurance Co., he became assistant secretary and assistant treasurer of the latter firm. In 1935 he joined NBC as assistant to the vice-president and treasurer; in 1936 he became director of the NBC general service department; he was named Assistant to the Vice-president in Charge of NBC Programs in July, 1938. His first interest in radio occurred in 1926 when insurance companies began operating stations; later he made a survey for President Hutchins of the University of Chicago on radio's potentialities for public relations and adult education. Member, Federal Radio Education Committee (executive committee); American Management Assn.; International Committee of Scientific Management; National Management Council; president, Class Secretaries Assn., Yale University; member, Board of Directors, Yale Alumni Magazine; Executive Committee, Yale Alumni Board; Alumni Fellow, Berkeley College, Yale University. Member, Alpha Delta Phi; Yale Club, N.Y.; Wolf's Head Society; Tavern Club, Chicago; A. F. & A. M., Omaha.

PRIBBLE, VERNON HOLE. Manager of WTAM (owned by the National Broadcasting Co.), Cleveland, Ohio. Born in Ridgeway, Ill.; son of Louisa and Frank W. Pribble, architect and builder; attended Ridgeway public schools, and University of Illinois; married Agnes Clark Pribble, June 27, 1925; two daughters, Betty Lou, 13, and Bunny Ann, 11. In 1920 he became associated with the Remington Typewriter Co., and the following year joined the O. P. Smith Electric Co.; he became a member of the Chicago Tribune editorial department in 1923, and was transferred to the advertising department in 1924; in 1926, when

the Chicago Tribune decided to change WGN's radio activities from a sustaining to a commercial basis, he became manager of WGN; after five years he joined the Stack-Goble advertising agency, remaining there until 1934 when he was named Manager of WTAM. Captain, U. S. Army; Order of the Purple Heart; Order of Verdun. Member, Masonic Order; Knights of Pythias.

PRINGLE, NELSON (PETE). Managing Editor, News Bureau, Columbia Broadcasting System Pacific Division, Hollywood, Calif. Born in Sharon, Mass., Oct. 2, 1902; son of Mr. and Mrs. James N. Pringle, the former Commissioner of Education, State of New Hampshire; attended public schools in Portsmouth and Concord, N. H., and U. S. Military Academy (West Point); married Dorothy M. Pringle, March, 1935; two sons, Robert, 13, and James, 1. He was with the Thos. Cook & Sons travel agency for four years in New York, London, San Francisco, and on world tours; in 1930 he joined the staff of the Honolulu Star-Bulletin, also doing news and special events for that paper's radio station KGMB. He was named CBS Pacific Division News Editor in 1935.

PROCKTER, BERNARD J. Sales Service Manager, Columbia Broadcasting System, New York City. Born in Chicago, Ill., Aug. 18, 1908; son of Sophie Paley and John Prockter; attended Yale Grammar School, Hyde Park High School, and University of Chicago, all Chicago, Ill., and University of Wisconsin, Madison, Wis.; married Ruth Rosenthal Prockter, Nov. 19, 1934; one son, Jules Paley, 4. From 1928-29 he was owner of his own direct mail advertising business. In 1929 he joined CBS as assistant program director; from 1934-35 he was supervisor of CBS owned and operated stations; since 1936 he has been CBS Sales Service Manager. Member Phi Sigma Delta.

RATNER, VICTOR M. Director of Sales Promotion, Columbia Broadcasting System, New York City. Born in New York City, June 10, 1904; attended University of Michigan; married Letitia Ide; one daughter. Prior to joining the CBS sales promotion department in 1930 he was vice-president of the J. L. Arnold Advertising Agency.

RAY, WILLIAM B. Manager of Press Division, Central Division of National Broadcasting Co., Chicago, Ill. Born in Harrison, Ark., March 24, 1908; son of Ruth Vanice and William B. Ray, Sr. (flour mill owner); attended grammar schools in Lucedale, Miss., Carmi, Ill., and Princeton, Ky., Louisville Male High

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School, University of Louisville, and University of Chicago; married Sue Frances Perry Ray, Feb. 5, 1934; one son, William B. III, 2. While still in high school he became a sports writer for the Louisville Herald-Post (1925-26), and while in college wrote and read copy for the Louisville Courier-Journal (1926-29); in 1930 he joined the Chicago Evening Post as writer and copy reader; from 1932-33 he operated his own publicity firm in Louisville; he was on the publicity staff of A Century of Progress Exposition, Chicago, May-September, 1933; he then joined the NBC Central Division as a writer in the press department, becoming news editor in September, 1936. He was appointed to his present position in September, 1937. His active interest in radio began in 1932 when he wrote some scripts for the First Nighter program, one of which was accepted.

REAM, JOSEPH HAROLD. Secretary and General Attorney, Columbia Broadcasting System, and certain subsidiaries, New York City. Born in Bedford, Ia., Oct. 5, 1903; son of Cassandra Hanes and Theodore Jackson Ream; attended Topeka (Kans.) High School, University of Kansas (A.B. degree), and Yale University (LL.B.); married Anita Biggs Ream, July 27, 1929; four children, Jackson, 7, Stephen, 6, Davidson, 3, and Nancy, 1. From 1927-34 he was associated with the law firm of Cravath, deGersdorff, Swaine and Wood. He became General Attorney for CBS in 1934.

REVERCOMB, EVERETT EUGENE. Auditor, National Association of Broadcasters, and Secretary-Treasurer, Broadcast Music, Inc., Washington, D. C. Born in Washington, D. C., Jan. 28, 1914; son of Effie V. and L. W. Revercomb; attended Franklin Sherman High School, McLean, Va.; George Washington University, Washington, D. C., and Duke University, Durham, N. C. (A.B. degree in business administration, 1935); not married. From 1934-35 he was office manager of the Washington Golf & Country Club, Cherrydale, Va. In 1935 he joined the National Association of Broadcasters as Auditor.

ROBERTS, WILFRED STANLEY. Production Manager, National Broadcasting Co., New York City. Born in Kenosha, Wis., May 17, 1904; son of Leilah V. and Stanley D. Roberts; attended Emerson Grammar School, Oak Park, Ill., Oak Park High School, and University of Wisconsin, Madison (A.B. degree, 1928); married Helen Louise Rockwell, April 6,

1935; one son, Rockwell Coles, born Dec. 15, 1939. In 1925 he left the University of Wisconsin to become an actor in Midwestern stock and one New York musical comedy; he returned to the University in 1927, took his degree in 1928, then resumed stage work until 1932 when he joined the Aluminum Goods Manufacturing Co., Manitowoc, Wis., as salesman. In February, 1937, he joined the NBC production department, and was named assistant to the manager of the commercial program division in 1938. From April to October, 1939, he was associated with Paramount Pictures, and then returned to NBC as Production Manager. Member, Phi Kappa Psi; Phi Delta Phi.

ROBINSON, KENNETH LeROY. Continuity Editor, Central Division, National Broadcasting Co., Chicago, Ill. Born in Chicago, Ill., Feb. 19, 1902; son of Rosabel Heacox and Tracy LeRoy Robinson; attended grade schools in Chicago and Paw Paw, Mich., high schools in Decatur, Mich., and Chicago, and Chicago Central College of Commerce; married Virginia Tidd Robinson, singer, professionally known as Virginia Alys Tidd, Aug. 16, 1924; three children, Raymond Edward, 13, Don LeRoy, 8, and Sharon Winifred, 3. From 1922-28 he was salesman for the Globe-Wernicke Co., Chicago; he then became promotion manager for the Chicago American. In 1936 he joined NBC as Assistant Continuity Editor, Central Division, becoming Continuity Editor in 1937. His first interest in radio resulted from the use of the medium to promote newspapers; for a while he was a newscaster; his association with NBC resulted from his writing of scripts for the Dan Harding's Wife program series. Member, Kappa Alpha Pi; Chicago Federated Advertising Club.

RORKE, HAL B. Publicity Director, Pacific Network, Columbia Broadcasting System, Hollywood, Calif. Born in Chicago, Ill., May 26, 1903; son of Maude Bandow and Frederick Rorke; attended Chicago public schools, Stanford University (A.B. degree, 1925), and U. S. C. (one semester, law school); married Millie Nichols Sims Rorke, Nov. 4, 1939. In 1925 he was associated with the United Press in New York City; in 1926 he joined the Los Angeles Illustrated Daily News, of which he became managing editor in 1932; from 1934-36 he was women's page editor of the Los Angeles Times; he did publicity for Metro-Goldwyn-Mayer in 1937, and joined CBS later in that year. Member, Phi Gamma Delta.

EXECUTIVE WHO'S WHO—Continued

ROSENTHAL, HERBERT IRA. Executive Vice-president, Columbia Artists, Inc., New York City. Born in New York City, Dec. 14, 1910; son of Katherine G. and Alex Sidney Rosenthal; attended New York City public schools and New York University (B.S. degree); not married. Following college graduation in 1930 he joined the CBS program department, and was named assistant to the director of program operations in 1935; from 1936-38 he was assistant to the vice-president in charge of program operations and vice-president in charge of administration.

ROYAL, JOHN FRANCIS. Vice-President in Charge of Programs, National Broadcasting Co., New York City. Born in Cambridge, Mass., July 4, 1886; son of Katherine and Thomas Royal; attended public schools; married Anne Kenny Royal, June 24, 1915; one son, Edward F., 18, and one daughter, Anne, 14. From 1903-10 he was reporter for the Boston Post; he then became theatre manager for Keith-Albee in Cincinnati and Cleveland, 1910-29; from 1929-31 he was manager of WTAM, Cleveland. He joined NBC in 1931. Member, New York Athletic Club.

RUSSELL, FRANK M. Vice-president in Charge of the Washington, D. C., Division, National Broadcasting Co. Born in Lohrville, Ia., June 23, 1895; son of Amanda and Fred Russell; attended grammar and high school at Ames, Ia., and Iowa State College, Ames (A.B. degree in journalism); two children (by divorced wife), Jean, 14, and Jack, 10. Began his career as a newspaper reporter in Omaha, Neb., in 1915; after eight years of journalism he became assistant to the Secretary of Agriculture in 1923, serving in this capacity under four Secretaries until 1929. In March, 1929, NBC named him Vice-president. His interest in radio began in 1928 when he established the National Farm and Home Hour for the Department of Agriculture on NBC. During the World War he was a sergeant in the U. S. Army. Member, Board of Directors, National Association of Broadcasters; Phi Delta Theta; Congressional Country Club; Metropolitan Club; Epping Forest Club.

RYDER, CHARLES DANIEL, JR. Comptroller, Pacific Network Division, Columbia Broadcasting System; Assistant Treasurer, Columbia Management of California, Inc.; Assistant Secretary-Treasurer, Vine Street Realty Corp., Hollywood, Calif. Born in Los Angeles, Calif., April 28, 1908; son of Mary E. Saunders and Charles D. Ryder, consult-

ing engineer; attended secondary schools in Lansdown, Pa., Upper Darby, Pa., Oakmont, Pa., Greenwich, Conn., and Dartmouth College; married Elizabeth Ely Moise Ryder, artist, March 25, 1931; three children, Charles D., III, 8, Mary Louise, 6, and Michael Ely, 6. He was treasurer and office manager for the Confederated Engineers, Inc., 1930-32; in 1932-33 he was public accountant with Moise & Burgess; he then became office manager and cost accountant for the Locke Machine Co.; from 1934-35 he was chief accountant for Borun Bros., wholesale druggists; he had his own public accounting firm in 1935-36. He joined CBS in 1936. Member, Lambda Chi Alpha; Credit Men's Assn. of Los Angeles.

SANDLER, TED. Art Director, Columbia Broadcasting System, New York City. Born in Boston, Mass., Feb. 16, 1911; attended the Boston Latin School, Alexander Hamilton High School, and Pratt Institute, New York City; not married. Prior to joining CBS in 1937 he was associated with Lucian Bernhard designing type, packages, posters, interiors, furniture, advertising layouts, etc.

SARNOFF, DAVID. Chairman, National Broadcasting Co.; President, Radio Corp. of America; Chairman, RCA Manufacturing Co.; President, RCA Communications, New York City. Born in Uzlian, Minsk, Russia, Feb. 27, 1891; son of Lena Privin and Abraham Sarnoff; attended New York public schools, and studied electrical engineering at Pratt Institute, Brooklyn; married to Lizette Hermant on July 4, 1917; three sons, Robert William, born July 2, 1918; Edward, born Jan. 8, 1921; and Thomas Warren, born Feb. 23, 1927. In 1906 he was employed as messenger by the Commercial Cable Co., and in September of the same year became office boy for the Marconi Wireless Telegraph Co.; in 1907 the Marconi firm made him a junior telegraph operator, the next year named him wireless operator at Siasconsent (Nantucket Island, Mass.), and in 1909 appointed him manager of the Sea Gate station in New York; in 1911 he became wireless operator on the S.S. Beothic, and made the trip to the Arctic on a seal fishing expedition; after this trip he became wireless operator on the S.S. Harvard; from 1910-12 he was wireless operator at the Marconi station, John Wanamaker's, New York, following which he became a Marconi radio inspector and instructor at the Marconi Institute; in 1913 he became chief radio inspector and assistant

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- chief engineer for Marconi, then contract manager (1914), assistant traffic manager (1915-16), and commercial manager (1917-19). In 1919 when the newly-formed RCA took over the American Marconi interests, he became commercial manager for RCA, then general manager (1921); in 1922 he became an RCA vice-president; in 1929 he was named executive vice-president, and in 1930 he became President. In 1924 he was appointed Lt. Colonel, SC-Res., U. S. Army, and in 1931 was promoted to Colonel. He holds the following honorary degrees: Doctor of Science, St. Lawrence University (1927); Doctor of Science, Marietta College (1935); Doctor of Literature, Norwich University (1935); Doctor of Commercial Science, Oglethorpe University (1938); Doctor of Science, Suffolk University (1939). In addition to his positions with NBC-RCA, he is a director of the following: Chatham Square Music School (director and chairman); Electrical and Musical Industries, Ltd.; Radio City Music Hall, Inc.; Metropolitan Opera Assn., Inc.; New York World's Fair 1940, Inc. He has been awarded the following orders: Polonia Restituta (Poland), Officers Grade, 1924; Chevalier de l'ordre National de la Legion d'honneur (France), 1935; Officer of the Legion of Honor (France), 1940; Officer of the Order of the Oaken Crown of the Grand Duchy of Luxemburg, 1935. Member: New York University (Councillor); Academy of Political Science; American Institute of Electrical Engineers; Electrical Manufacturers Club; Economic Club of N. Y. (president); Radio Club of America (honorary member); Institute of Radio Engineers (fellow); American Signal Corps Assn.; New York Society Military and Naval Officers World War; U. S. Veteran Signal Corps Assn.; French Chamber of Commerce of the U. S. (councillor); American Chamber of Commerce in France; New York State Historical Assn.; Veteran Wireless Operators Assn. (life member); National Institute of Social Science; Beta Gamma Sigma (honorary member); Tau Delta Phi (honorary member). Clubs: Army and Navy Club of Washington; India House; Lotos; Century Country Club.
- SCHIMEK, JAN.** Director of the Copyright Division, Columbia Broadcasting System, New York City. Born in Sibiu, Austria-Hungary, March 15, 1899; son of Marie von Klingenspohr and Jan Schimek; attended Vienna public schools, Harvard University (A.B. degree), and Boston University (fellow); married
- Madeleine St. Laurent, 1927. Following a period during which he was engaged in scientific research, he joined CBS in 1930 as an executive and writer. When the literary copyrights division was established by CBS, he took charge of the department, and has been Director of the Copyright Department since CBS consolidated all divisions dealing with copyrights. Writer of many CBS serious features, including Understanding Music, Understanding Opera, continuities for the Philharmonic programs, etc.; he has also broadcast a series of scientific lectures for CBS.
- SCHMID, ROBERT A.** Director of Advertising and Sales Promotion, Mutual Broadcasting System, New York City. Born in New Jersey, Feb. 24, 1912; son of Mr. and Mrs. William G. Schmid; attended Montclair Academy, Montclair, N. J., and Princeton University (A.B. degree, 1932); married Jarrett Wells Schmid, Oct. 17, 1936. From 1933-34 he was a member of the Young & Rubicam, Inc., radio department; he then joined the CBS sales promotion department, remaining there until 1936. Since 1936 he has been Director of Advertising and Sales Promotion, Mutual Broadcasting System. Winner, award, 1938 and 1939, Direct Mail Advertising Assn.; winner, Certificate Award of Art Directors Club, 1939, for distinctive merit in booklet design. Member, Princeton Club of New York; Montclair Gulf Club; Advertising Club of New York; Semi-Colon Club.
- SCHREIBER, FRANK P.** Midwest Director of Public Relations, Mutual Broadcasting System; Director of Publicity, Promotion and Special Events, WGN, Chicago, Ill. Born in Chicago, Ill., Dec. 3, 1904; attended Oak Park (Ill.) public schools, Culver Military Academy, and Northwestern University; married Ann Walker Schreiber, former newspaper writer, 1928. He joined the Chicago Tribune in 1921 as sports and news writer, becoming assistant sports editor in 1927; from 1931-33 he was assistant purchasing agent. He was named publicity director of WGN in 1933. Member, Masonic Order.
- SCHUETZ, ROBERT FREDERICK.** Manager, Radio-Recording Division, Western Division, National Broadcasting Co., Hollywood, Calif. Born in Newark, N. J., Oct. 25, 1907; son of Anna Schuster and Frederick F. Schuetz; attended South Orange (N. J.) public schools, Cornell University (E.E. degree), and New York University (graduate, School of Business

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Administration). In 1929 he became audio facilities engineer for NBC in New York, holding this position for 10 years. Since 1939 he has been Manager of the Radio-Recording Division for NBC in Hollywood. He was a radio amateur at the age of 10, and made his first contact with radio broadcasting at WLCI, Ithaca, in 1927. Member, Beta Kappa; Eta Kappa Nu; National Society of Professional Engineers; American Institute of Electrical Engineers; Institute of Radio Engineers.

SELDES, GILBERT. Director Television Programs, Columbia Broadcasting System, New York City. Born in Alliance, N. J., Jan. 3, 1893; son of Anna Saphro and George S. Selde; attended Philadelphia Central High School, and Harvard University (A. B. degree, 1914); married Alice Wadhams Hall Selde, 1924; two children, Timothy, 13, and Marian Hall, 11. From 1914-16 he was music critic of the Philadelphia Ledger; during the War he was a foreign correspondent; in 1918 he became political correspondent in Washington, D. C., for L'Echo de Paris; in 1919 he was appointed associate editor of Collier's magazine; from 1920-23 he was associated with The Dial as associate editor and managing editor; he turned to drama criticism in 1929 for the New York Evening Graphic; columnist, New York Journal, 1931-37; in television since 1937 (his interest in the subject dates to 1930 when television enjoyed its first real attention). He has also written the Immigrants All and Americans All radio series for the Office of Education (via CBS). Author of the following books: Seven Lively Arts; The Movies Come from America; Mainland; The Stammering Century; The Years of the Locust. In 1930 he made a new adaptation of Lysistrata for the stage; he collaborated on Swingin' the Dream in 1939.

SEWARD, JAMES MORGAN. Assistant Secretary and Assistant Treasurer, Columbia Broadcasting System, Columbia Recording Corp., and their subsidiaries, New York City. Born in Cambridge, Md., Nov. 8, 1901; son of Emma James and Daniel O. Seward; attended Cambridge High School, and the University of Pennsylvania (B. S. degree in economics, 1925); married Ina Gwyn Seward, March 21, 1936; one daughter, Ina Gwyn, 3. He was employed by the Pennsylvania Railroad from 1911-21, and worked for the same corporation during school vacations, 1922-25; in 1927 he became assistant treasurer, and later treasurer, of the Scarr Transportation

Service, Inc. He joined the Columbia Broadcasting System in 1933.

SHELBY, ROBERT E. Television Operations Engineer, National Broadcasting Co., New York City. Born in Austin, Tex., July 20, 1906; son of Mabel Wright and L. E. Shelby; attended Austin public schools, and University of Texas (B.S. degree in E.E., A.B., M.A.); married Marian Eikel Shelby, June 12, 1931; one daughter, Barbara, 8. He has been a member of the NBC engineering staff since 1929, latterly specializing in television, ultra-high frequency transmission, and frequency-modulation. His first interest in radio was as an amateur operator in 1919. Member, Tau Beta Phi; Phi Beta Kappa; Eta Kappa Nu; Sigma Xi; Institute of Radio Engineers; American Institute of Electrical Engineers.

SHEPARD, JOHN III. Director, Mutual Broadcasting System; President, Yankee and Colonial Networks; Vice-president, The Shepard Stores; Director, Crown Corp. and its holding companies; Chairman, Executive Committee, National Assn. of Regional Broadcasting Stations; President, FM Broadcasters, Inc.; Director, Independent Radio Network Affiliates; Director, Broadcast Music, Inc. Born in Boston, Mass., March 19, 1886; son of Flora Elizabeth and John Shepard, Jr., owner of the Yankee Network; attended schools in Providence, R. I., and Brookline, Mass., and Wertz Prep School, Annapolis, Md.; married Mabel Ethel Fletcher Shepard, Feb. 19, 1912; three daughters, Dorothy Mabel (Mrs. Fred McLaughlin), 27, Nancy, 15, and Joan, 12. He was floorman, and buyer of auto supplies and men's furnishings for the Shepard Stores in Providence, R. I.; he then became sales manager, merchandise manager, general manager, and president of the Shepard Stores in Boston. In 1922 it occurred to him that radio would be a good publicity medium, and he bought a transmitter before ever he had heard his first broadcast. The transmitter evolved into station WNAC, and he devoted more and more of his attention to the new medium. On Jan. 4, 1923, he participated in the first chain broadcast in the history of radio (between his WNAC in Boston, and WEAJ, New York). He organized the Yankee and Colonial Networks. Trustee, Suffolk University. Member, Algonquin Club.

SHOWERMAN, IRVING E. Eastern Sales Manager, National Broadcasting Co., New York City. Born in Port Huron, Mich., May 28, 1899; attended the James

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Wadsworth School and Hyde Park High School, Chicago, and University of Illinois (B. S. degree, 1923); married Dorothy Meyering, Oct. 9, 1926; two children, Peter, 8, and Judith, 2. He was associated with Sweet & Phelps in Chicago, 1923-25, and then spent a year with the Chicago Herald; from 1926-27 he was associated with the Chicgoan Magazine. He joined the National Broadcasting Co. in 1928. His first interest in radio was as a wireless operator with the AEF. Member, Chi Psi; Delta Sigma Pi; Sigma Delta Chi; Bonnie Briar Country Club, Larchmont, N. Y.

SIOUSSAT, HELEN JOHNSON. Assistant Director of Talks, and Associate Editor of "Talks," Columbia Broadcasting System, New York City. Born in Baltimore, Md., Feb. 11, 1902; daughter of Helen Johnson D'Oylé Sioussat (deceased) and Maurice Joseph Talleyrand Sioussat (sales manager, Quaker Oats, Baltimore); attended Roland Park School, Western High School, and Goucher College, all Baltimore, and Boyd Business College; not married. She spent a year and a half as secretary of the United States Fidelity & Guaranty Co. in Baltimore, and then was secretary to the Dean of Goucher College for two years; becoming interested in the stage, she paired with Raphael Sanchez in an adagio dance act headlined throughout the Middle West for about a year; she then returned to the business world, spending three years as business manager of the Buschman Co. in Kansas City, and three years as business manager of the National Professional Bureau, also Kansas City; for the next year she was assistant to the treasurer of the Planning and Coordinating Committee for the Petroleum Industry in Washington, D. C.; her interest in radio sprang from a position with the Phillips H. Lord producing firm the following year, when she was engaged to do research for the G-Men series and act as assistant to Lord. She has been with the Columbia Broadcasting System since 1935. Honorary member, Zeta Phi Eta; lecturer, Graduate School of Journalism, Columbia University.

SMEBY, LYNNE C. Director of Engineering, National Association of Broadcasters, Washington, D. C. Born in Alden, Minn., Sept. 1, 1903; son of Minnie and Helge A. Smeby; attended University of Minnesota, Minneapolis (B. of E. E. degree, 1928); married Evelyn True Smeby, Aug. 28, 1937. In 1918 he became interested in radio as an amateur operator; follow-

ing college graduation he became chief engineer of WDGY, Minneapolis, 1923-28, then WRHM (now WTCN), Minneapolis, 1928-30, and KSTP, St. Paul, 1930-35; from 1935-39 he was chief engineer of WXYZ, Detroit, and the Michigan Radio Network. He was named Director of Engineering for the NAB on Dec. 1, 1939. Member, Institute of Radio Engineers.

SMITH, JOHN KELLY. General Sales Manager, Radio Sales (subsidiary of the Columbia Broadcasting System), Chicago, Ill. Born in Equality, Ill., Jan. 20, 1899; son of Elizabeth Baldwin and John B. Smith (deceased); attended Galesburg (Ill.) public schools and Knox College (A.B. degree, cum laude, 1922); married Elizabeth Lasher Smith, July 31, 1932; two children, June Lee, 6, and John Kelly, Jr., 4. In 1924 he joined the advertising department of the Stewart-Warner Speedometer Corp., becoming advertising manager in 1925; in 1926 when Stewart-Warner leased WBBM, Chicago, he automatically became manager of the station; from 1928-29 he was advertising manager of Montgomery-Ward & Co., and later in the same year became director of the CBS Farm Network; from 1930-36 he was sales manager of WBBM, Chicago (owned by CBS); in 1936 he was named General Sales Manager of Radio Sales. Sigma Delta Chi. Member, Phi Delta Theta; Masonic Order; Ad Post American Legion.

SMITH, SAUL MARK. Assistant Director of Script and Continuity Department, Columbia Broadcasting System, New York City. Born in Chelsea, Mass., March 17, 1907; son of Anna Marcus and Harry F. Smith; attended Williams Grammar School, Chelsea, Mass., Chelsea High School, Boston University, and The Art Students League, New York; not married. From 1928-29 he did publicity for Packard Motor Co., following which he joined the Cosmopolitan Book Corp., publishers, as advertising manager; in 1931 he became promotion manager of the King Features Syndicate, and in 1935 was named advisory editor and art director on news and magazine features and comic strips. He became a writer for CBS in 1938, and was appointed Assistant Director of Scripts and Continuities in 1939. Author, magazine articles. Member, Radio Writers Guild.

STANTON, FRANK. Director of Research, Columbia Broadcasting System, New York City. Born in Muskegon, Mich., March 20, 1908; son of Helen J. Schmidt and Frank C. Stanton; attended

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Steele High School, Dayton, Ohio, Ohio Wesleyan University (A.B. degree, 1930), and Ohio State University (M.A., Ph.D. degrees, 1935); married Ruth Stephenson Stanton, Dec. 31, 1931. From 1926-31 he did part-time display advertising work for the Metropolitan Co., Dayton's men's department store; in 1930-31 he was instructor in typography, mechanical drawing, and photo-engraving at the Roosevelt High School, Dayton; from 1931-35 he was instructor in psychotechnology at Ohio State University. He joined the CBS research division in 1935, becoming manager of the division in 1937, and Director of Research in 1938. He is associate director and member of the administrative board, Office of Radio Research (now at Columbia University, N.Y.); member of the National Association of Broadcasters' research committee; author, *Handbook of Listener Research*, 1940. He has pioneered in radio research, particularly on the "eye vs. ear" question (1932), and with mechanical recording devices (1931-35). Member Sigma Xi, Phi Delta Theta, Pi Delta Epsilon, Omicron Delta Kappa, Alpha Psi Delta, Phi Delta Kappa. Fellow, American Association of Applied Psychologists; member, American Marketing Assn.; American Psychological Assn.; New York Market Research Council; American Statistical Assn.; research associate, Psychological Corp.

STEELE, ALFRED NU. Manager, Detroit Office, Columbia Broadcasting System, Detroit, Mich. Born in Nashville, Tenn., April 24, 1901; attended Northwestern University (B.S. degree, 1923); married Marjorie Garvey Steele, Dec. 18, 1924; one daughter, Sally, 10. Prior to joining CBS he was merchandising manager for the Chicago Tribune, vice-president in charge of sales for the Trane Co., La Crosse, Wis., and advertising director for the Standard Oil Co. in Chicago. Member, Sigma Nu.

STIRTON, JAMES LINCOLN. Manager of Artists Service, Central Division, National Broadcasting Co., Chicago, Ill. Born in New York City, June 22, 1912; son of Florence and Arther Stirton; attended New York City public schools, and College of the City of New York; not married. He joined NBC in July, 1929, and early became associated with the artists service, having charge of sustaining talent, and later was talent salesman; in 1937 he joined the James L. Saphier firm, artists representatives; he rejoined NBC in February, 1939, as Manager of the Central Division Artists Ser-

vice. Member, Chicago Federated Advertising Club.

STOVIN, HORACE N. Supervisor of Station Relations, Canadian Broadcasting Corp., Toronto, Ont., Canada. Born in Deloraine, Man., April 17, 1895; son of Mary F. and William H. Stovin, merchant; attended public schools in Waskada, Man., Moose Jaw Boy's College, Moose Jaw, Sask., and University of Saskatchewan (degree in pharmacy). In 1912 he became an amateur radio operator, and from 1922-27 owned and operated a broadcasting station at Unity, Sask.; from 1927-29 he was engaged in radio broadcasting research for the Saskatchewan Wheat Pool; the following five years he managed CKCK, Regina; in 1933 he was named Western Regional Program Director for the Canadian Radio Commission, continuing in this capacity with the Canadian Broadcasting Corp. from 1936-37. He was appointed CBC Supervisor of Station Relations in 1937. Owned and periodically operated a drug firm in Unity, Sask., 1920-38; also spent several years teaching, and did some stage, musical, and advertising work.

STREIBERT, THEODORE CUYLER. Director, Mutual Broadcasting System and Bamberger Broadcasting Service, Inc.; Vice-president, Bamberger Broadcasting Service, Inc., WOR Program Service, Inc., and Mutual Broadcasting System, New York City. Born in Albany, N. Y., Aug. 29, 1899; son of Catherine Kaiser and Henry Streibert; attended Albany High School, Wesleyan University, Middletown, Conn. (B.S. degree), and Harvard University (Master, Business Administration); married Margaret Grout Streibert, March 6, 1935; three children, John Harrison (stepson), 7, Catherine, 4, and Marshall Grout, 2. From 1926-28 he was assistant secretary of the FBO Pictures Corp. and treasurer of the Cinema Credits Corp.; in 1928 and 1929 he was assistant to the executive vice-president of Pathe Exchange, Inc. He joined WOR, New York, Oct. 1, 1933. Member, Alpha Delta Phi; Phi Beta Kappa; Racquet and Tennis Club; Harvard Club; Nassau Country Club.

STRINGER, ARTHUR. Promotion Manager, National Association of Broadcasters, Washington, D. C. Born in Battle Creek, Mich., March 2, 1897; son of Jennie Campbell and George H. Stringer; attended University of Michigan, and University of Chicago (Ph.B. degree); married Frances Sugg Stringer; one son, Arthur, Jr., 12, and one daughter, Lewis

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Tipton, 10. Member, Sigma Nu; Masonic Order; Oriental Consistory (Chicago).

STROTZ, SIDNEY NICOLAS. Vice-president in Charge of the Central Division, National Broadcasting Co., Chicago, Ill. Born in Chicago, Ill., April 26, 1898; attended Horace Mann School, Winnetka, Ill., St. John's Military Academy, Delafield, Wis., and Cornell University, Ithaca, N. Y.; married Frances Vyse Strotz, Jan. 27, 1924; three children, Shirley, 15, Charles N., 14, and Sandra, 12. From 1921-24 he was salesman for the Automobile Supply Co., thereafter becoming vice-president and sales manager; in 1927 he became president of the American Sales Corp.; he was named vice-president of the Wrap-rite Corp. in 1928; later the same year he became director and treasurer of the Chicago Stadium Corp., and in 1930 was elected president of this firm; he joined the NBC Central Division as program and artists service manager in 1933; he became acting general manager of the NBC Central Division in 1938, and later the same year was named Vice-president in Charge. Member, Chi Psi; Chicago Athletic Assn.; Merchants and Manufacturers Club; Chicago Golf Club.

SWALLOW, JOHN W. Program Director, Western Division, National Broadcasting Co., Hollywood, Calif. Born in San Diego, Calif., Feb. 19, 1899; son of Lucy C. and Charles H. Swallow; attended Logan Heights and San Diego public schools, and San Diego Teachers College; married Nadine Swallow, 1935; one son, Charles, 17. Originally a newspaperman, he was sports editor for the San Diego Union, automotive editor for the Los Angeles Express, and radio editor for the same paper; he then became vice-president and general manager of KFVD and KFAC, Los Angeles; later he was named radio manager for RKO Studios, and when NBC opened its Pacific Coast Division he joined the network as its first Hollywood employee. Believed to have been the first to announce football and baseball games via telegraphic recreations; supervised the earliest Hollywood "name" programs for Dodge Bros. Member, Al Malaikah Shrine, Hollywood Commandery.

SWOPE, HERBERT BAYARD. Director and Member of the Executive Committee, Columbia Broadcasting System, New York City. Born in St. Louis, Mo., Jan. 5, 1882; son of Ida and Isaac Swope (president, St. Louis Watchcase Mfg. Co.); attended grammar and high schools here and abroad; married Mar-

garet Powell Swope, 1912; one daughter, Jane Marion (Brandt), and one son, Herbert Bayard, Jr. He was a newspaper reporter in St. Louis, Chicago, and New York, becoming war correspondent for the New York World 1914-16; in 1917 he won the Pulitzer prize for the best reporting on German war maneuvers; when the U. S. entered the War, he became Lieutenant Commander, U. S. Navy, and later was appointed to the U. S. War Industries Board; he was chief correspondent for the World at the Paris Peace Conference, and first to publish the secret League of Nations Covenant as well as the first full text of the repatriation clauses; he became executive editor of the New York World in 1920, and during the nine years of his leadership the paper won two Pulitzer medals for public service, and made numerous innovations in editorial text and treatment. He is also director and member of the executive committee, Brooklyn Manhattan Transit Corp. and N. Y. Rapid Transit; director, Brooklyn Queens Traction; chairman, New York State Racing Commission; member, Long Island State Park Commission; and member of many civic and educational commissions. Delegate and member of the executive committee, National Democratic Convention, 1932 and 1936; delegate, Democratic State Conventions, 1932-38. Awarded honorary L.H.D. degree, Hobart, 1924; honorary Litt. D., Colgate, 1927. Author, Inside the German Empire; War Censorship as Public Policy; Journalism—An Instrument of Civilization; France, England and Germany After the War; others. Member, American Society of Newspaper Editors (one of the founders); Council on Foreign Relations; N.Y. World Alumni Assn. (chairman); Veterans of Foreign Wars; N. Y. Society of Military and Naval Officers of the World War; Phi Beta Kappa. Clubs: River; Turf & Field; Sands Point; Pilgrims; Manhattan.

SWOPE, HERBERT BAYARD, JR. Trade News Editor, Columbia Broadcasting System, New York City. Born in New York, Nov. 30, 1915; son of Margaret and Herbert Bayard Swope (q.v.); attended Choate School, Horace Mann, and Princeton University. From 1936-37 he was a reporter on the New York Herald Tribune; in 1938 he became an apprentice in the CBS sales promotion department, and was named Trade News Editor the following year.

TAFT, HULBERT, JR. General Manager WKRC, Cincinnati, Ohio, and Member of the Operating Board, Mutual Broadcasting System. Born in Cincinnati,

EXECUTIVE WHO'S WHO—Continued

Ohio, Aug. 27, 1907; son of Nellie L. and Hulbert Taft (president, Cincinnati Times-Star Co.); attended Clifton Public School, Cincinnati, Taft School, Watertown, Conn., Yale University (A.B. degree), and Cambridge University, England; married Elizabeth Sutphin Taft, Nov. 4, 1933; two children, Mary Perin, 5, and Nellie Leaman, 3. From 1931-34 he was a reporter on the Times-Star; in 1934 he joined this paper's editorial board, and also began writing the editorial comment. Since 1939, when the Times-Star Co. purchased WKRC from the Columbia Broadcasting System, he has been General Manager of the station. Member, executive committee Cincinnati Summer Opera Assn.; Camargo Club; Racquet Club; University Club; Commonwealth Club; Cincinnati Assn.; Chi Psi.

TEICHNER, RUDOLPH JOHN. Assistant Treasurer, National Broadcasting Co. and Civic Concert Service, Inc. (subsidiary of NBC), New York City. Born in New York City, Nov. 27, 1898; son of Anna Elizabeth and John Stephen Teichner; attended public schools in New York City and Weehawken, N. J., and New York University School of Commerce (B.C.S. degree); not married. From 1918-23 he was chief clerk and plant accountant for B. T. Babbitt, Inc.; he then became office manager and general accountant for Armour & Co., at Babbitt, N. J., remaining with this firm until 1928 when he joined NBC as assistant to the treasurer. In 1933 he became Assistant Treasurer of NBC, and in 1935 Assistant Treasurer of Civic Concert Service, Inc. Member, Golf Club, Oradell, N. J.

TAYLOR, DAVIDSON. Assistant to the Vice-president in Charge of Broadcasts, Columbia Broadcasting System, New York City. Born in Shelbyville, Tenn., Feb. 26, 1907; son of the Rev. Dr. and Mrs. J. A. Taylor; attended public schools in Fulton, Mo., and Brookhaven, Miss., Mississippi College, Clinton, Miss., (A.B. degree, 1927), and Southern Baptist Theological Seminary, Louisville, Ky. (Th.M., 1930); married Mary Elizabeth Plummer Taylor, Associated Press staff writer, June 8, 1935. He joined WHAS, Louisville, as announcer in 1929 to help pay his way through school, later becoming chorus conductor and continuity writer, as well as radio editor of the Louisville Courier-Journal; in 1933 he joined CBS as announcer; in 1935 he was transferred to the CBS program department, following which he became assistant director of music; in 1937 he made a tour of European radio stations; CBS then named him director of the music department; he became Assistant to the Vice-president in Charge of Broadcasts in 1938. Author, many articles on radio. Vice-president, National Music Council.

THOMAS REGINALD E. Program Director, Radio Recording Division, National Broadcasting Co., New York City. Born in Goodwater, Ala., Aug. 11, 1905; son of Mr. and Mrs. Earl Thomas; attended grammar and high school in Birmingham, Ala., and the University of Alabama (A.B. and M.A. degrees); not married. From 1927-28 he was a real estate salesman; he then turned to teaching, conducting classes in English at the Woodlawn High School, Birmingham, 1928-29; in 1929 he became assistant to the promotion manager for Scripps-Howard Newspapers in New York; from 1930-34 he was radio program director for N. W. Ayer & Son, advertising agency; from 1934-35 he was radio program consultant for the Campbell-Ewald advertising agency in Detroit. He became Production Manager for the NBC Radio Recording Division in 1935. His original interest in radio resulted from a background of music and dramatics (he was once a singer). Member, Chi Phi.

TAYLOR, WEBSTER H. Assistant Manager, Detroit Office, Columbia Broadcasting System, Detroit, Mich. Born in Boston, Mass., Feb. 21, 1886; attended Boston Latin School and Massachusetts Institute of Technology; married Marianna C. Taylor, May 11, 1934; one son, 5. He was associated with various advertisers and agencies prior to joining the Campbell-Ewald agency, Detroit, in 1916; since 1932 he has been associated with CBS. Member, Phi Gamma Delta; Detroit Athletic Club.

THOMSON, REV. JAMES SUTHERLAND, M.A., D.D. Member, Board of Governors, Canadian Broadcasting Corp.; President, University of Saskatchewan, Saskatoon, Sask. Born in Stirling, Scotland, April 30, 1892; son of Margaret Sutherland and John Thomson; attended Craigs School, Stirling, Eastbank Academy, Glasgow, University of Glasgow (M.A. degree), and Trinity College, Glasgow; married Margaret Stewart Troup Thomson, June 27, 1922; two children, John, 16, and Margaret Stewart, 13. From 1920-24 he was Minister of the Middle Church, Coatbridge, Scotland; from 1920-24 he was Secretary of Education for the Church of Scotland;

EXECUTIVE WHO'S WHO—Continued

from 1930-37 he was Professor of Theology and Philosophy of Religion, Pine Hill Divinity Hall, Halifax, N. S.; in 1937 he was elected President of the University of Saskatchewan. Captain, The Rifle Brigade during the World War; Honorary Lieutenant Colonel, University of Saskatchewan C.O.T.C.; Honorary D.D., University of Toronto, 1936. Author, *Studies in the Life of Jesus and the Way of Revelation*; contributor of numerous articles to Reviews. Member, Canadian Institute of International Affairs; St. Andrews Society, Saskatoon (honorary president).

THORNBURGH, DONALD WAYNE. Vice-president, Columbia Broadcasting System, Hollywood, Calif. Born in Indianapolis, Ind.; attended Indianapolis public schools, and Indiana University (A.B. degree); married Julia Helen Thornburgh; one daughter, Barbara, 16. From 1919-28 he was vice-president and sales manager of the Wasmuth-Endicott Co., Andrews, Ind.; he then entered the field of building specialty sales; in 1930 he joined CBS in Chicago. Since 1936 he has been CBS vice-president in Hollywood. Captain, Field Artillery, 325 F. A. Member, Phi Kappa Psi; Los Angeles Country Club; California Club; All Year Club.

TITTERTON, LEWIS HENRY. Manager, Script Division, National Broadcasting Co., New York City. Born in Acomb, Yorkshire, England, Dec. 22, 1900; son of the Rev. Charles Henry Titterton; attended Cambridge University, England (B.A. degree), and Harvard University; married Ruth Jordan Titterton, copy writer, Aug. 26, 1938. Was assistant editor of the *Atlantic Monthly*, 1925-26; assistant to the general sales manager of the Macmillan Co., 1926-27; manager of the *Southern Trade Dept.*, Macmillan Co., 1928; associate editor, Macmillan Co., 1928-32. In 1932 he joined the NBC as manager of the literary rights division and simultaneously became a member of NBC's program planning board. Since 1936 he has been manager of the combined literary rights and continuity divisions of NBC under the title of Manager, Script Division. Translator of the Belgian novel, *Thirteen Men in the Mine*; author of several hundred critical pieces for the *New York Times*. Member, Harvard Club, New York City; Cambridge Union; Signet Society; Dutch Treat Club.

TOMPKINS, MERRITT E. Vice-President, Secretary, and General Manager of Broadcast Music, Inc., New York City. Born in Waterbury, Conn., 1887; son of Eva Jacqueline and George E. Tompkins;

attended public schools in Waterbury and Institute of Musical Art, New York (A.B. degree); married Florence A. Tompkins, June 3, 1914; two daughters, Joan, 20, and Beatrice, 19. Prior to his BMI association in 1940, he was president of Associated Music Publishers, Inc., for 11 years, and prior to that, vice-president and general manager of G. Schirmer, Inc., for 10 years. Member, Free Masons; Lawrence Farms Golf Club.

TRAMMELL, NILES. President, National Broadcasting Co., New York City. Born in Marietta, Ga., July 6, 1894; son of Bessie Niles and William J. Trammell; attended University of the South, Sewanee, Tenn.; married Elisabeth Huff Trammell. In 1923 he joined the Pacific Coast Division of RCA, remaining with this firm until 1928; he then became manager of the Chicago Division of NBC; in March, 1929, he was named vice-president of the Chicago Division, NBC; in January, 1939, he became Executive Vice-president of the National Broadcasting Co., and in July, 1940 became NBC President. Member, Kappa Alpha; Deepdale; Chicago Club; Chicago Golf Club; Saddle & Cycle Club (Chicago); Tavern Club (Chicago); Metropolitan Club (New York).

TUCKER, ELIZABETH-ANN. Director of Shortwave Programs (International Station WCBX), Columbia Broadcasting System, New York City. Born in New York City, Aug. 3, 1907; daughter of Mrs. Helen Marie Armour-Tucker and the late Col. Joseph Hendre Tucker; attended Kemper Hall, Kenosha, Wis., St. Mary's, Garden City, Long Island, and Miss Deverell's, New York City; married W. Gillette Bird (member New York Stock Exchange), June 4, 1939. First became interested in radio in 1929, and on Dec. 9 of that year became secretary to the advertising and sales promotion manager of CBS; between August, 1930 and March, 1931, she did special research for the CBS; thereafter she was secretary to the chief engineer until May 10, 1937, when she was appointed Director of Shortwave Programs.

TUTHILL, DANIEL S. Assistant Managing Director, National Broadcasting Co. Artists Service, New York City. Born in South Orange, N. J., Aug. 6, 1896; son of Annie S. and Daniel Edgar Tuthill; attended the Friends Seminary Grammar School and New York City grammar schools, Cornwall Heights High School, Horace Mann School, New York City, and New York University; married Doris Davey Tuthill, June 10, 1925; one daughter, Beverly Alice, 7. In

EXECUTIVE WHO'S WHO—Continued

1914-15 he was field record clerk for the New York Edison Co.; in 1915 he joined the Union Metallic Cartridge Co., Bridgeport, Conn., and later in the same year became an efficiency engineer with the Columbia Phonograph Co., remaining in this post until 1916 when he took up branch distribution for Goodyear Tire & Rubber Co.; from 1917-19 he served with the United States Navy as radio electrician; following the War he became a general insurance broker, 1919-21; he then became campaign organizer for the Near East Relief, American Red Cross, and Citizens Committee Salvation Army, 1921-22; from 1922-23 he was sales promotion manager of the Marmon Auto Co. in New York City, following which he spent a year as Eastern manager for the trade journal, Lumber; from 1924-25 he was vice-president of G. Allen Reeder, Inc. (export advertising); in 1925 he was sales representative for WEAFF, then owned by the American Telephone & Telegraph Co., and the following year became assistant Eastern sales manager of Broadcasting Co. of America; he joined the National Broadcasting Co. in 1926, as assistant Eastern sales manager until 1928; he was then named general sales manager; from 1929-30 he served as assistant to the vice-president and general manager. In 1930 he joined the NBC Artists Service as General Sales Manager, Business Manager, and Assistant Managing Director. His first interest in radio dates to 1908 when he operated an amateur station. While a radio salesman, he sold such accounts as Smith Bros., Firestone, Armour, Clicquot Club, etc., the idea of adding radio to their media list. Member, Roome Lodge, 746, F. & A. M.; Advertising Club of New York; Pelham Country Club, Pelham, N. Y.; Pelham Men's Club.

VAN VOLKENBURG, JACK LaMONTE. Assistant Manager, Western Office, Columbia Broadcasting System, Chicago, Ill. Born in Sioux City, Ia., Dec. 6, 1903; son of Madge and E. L. Van Volkenburg; attended St. James (Minn.) grammar school, Pipestone (Minn.) high school, and University of Minnesota, Minneapolis; married Kathryn Hurst Van Volkenburg, Dec. 13, 1930; one son, Jack, Jr., 6. He became associated with CBS in 1932, after spending the five prior years with the Batten, Barton, Durstine & Osborne advertising agency. Member, Phi Kappa Sigma; Chicago Athletic Assn.

VANDA, CHARLES. Program Director, Western Division, Columbia Broadcasting System, Hollywood, Calif. Born in New York City, June 6, 1903; son of Valeska

and Gerald Vanda; attended New York public schools, and College of the City of New York; married Sue Rose Vanda, 1935. At the age of 14 he joined the J. Walter Thompson advertising agency (where his father and his brother were employed); in 1920 he joined the advertising department of Bloomingdale's department store, New York, becoming assistant manager in 1924; shortly after this promotion, however, he quit the new post to become a member of an orchestra which toured both here and abroad; a year later he went into publicity work, at first handling industrial accounts, then hotels, radio programs, etc.; while doing publicity work, he also wrote numerous radio scripts, did some broadcasting, and handled several artists; in 1935 CBS engaged him to publicize a program, as a result of which he became CBS publicity director in Hollywood, and also Western head of Columbia Artists. In 1936 he became Program Director of the CBS Western Division, remaining in this capacity with only one interruption—in 1938-39 CBS loaned him to Wrigley to produce the Gateway to Hollywood series. Member, Masquers Club; Hollywood A. C.; Los Angeles A. C.

WAILES, LEE BOSWELL. Manager of Broadcasting, Westinghouse Electric & Mfg. Co., Philadelphia, Pa. Born in Memphis, Tenn., June 11, 1905; son of Mr. and Mrs. Charles D. Wailes; attended Idlewild Grammar School and Central High School, both Memphis, Bethany College, Bethany, W. Va., and Southwestern University, Memphis (A.B. degree, 1929); married Mynarda Bodel on July 14, 1934; one son, Stephen, 3. From 1929-31 he was employed by Brown Bros. & Co., New York. In April, 1931, he joined the NBC statistical department, later becoming assistant chief statistician. In September, 1936, he was appointed Assistant Manager, NBC Managed-Operated-Programmed Stations. He joined Westinghouse in 1940. His first interest in radio, however, resulted from radio singing with a male quartette in Memphis in 1927. Member, Sigma Nu; Omicron Delta Kappa.

WALKER, WALLACE AMHERST. Statistician, Mutual Broadcasting System, New York City. Born in Brooklyn, N. Y., Jan. 31, 1907; son of Nellie F. and Alfred P. Walker, former president, Standard Milling Co.; attended St. Paul's School, Concord, N. H., and Yale University; married Mary Davis Walker, July 6, 1933; two children, Wallace A., Jr., 5, and Louise D., 2. From 1930-31 he was a member of International Silver Co.'s

EXECUTIVE WHO'S WHO—Continued

advertising department; he then became credit investigator for the Bank of America; from 1932-37 he was associated with an insurance firm; in 1937-38 he was assistant to the Eastern manager of the Advertising Checking Bureau, Inc.; from 1938-39 he did special work for CBS and C. E. Hooper, Inc.; he joined the Mutual Broadcasting System sales promotion department in May, 1939, and became Statistician in December, 1939. Member, Colonial Heights Club (board of governors).

WALLACE, DWIGHT GARDNER. Personnel Manager, National Broadcasting Co., New York City. Born in St. Paul, Neb., Aug. 17, 1891; son of Fannie Robinson and Thomas Ross Wallace; attended Los Angeles Polytechnic High School; married Gladys Weyforth Wallace, May 4, 1927; two children, Louis, 11, and Bruce, 9. From 1909-16 he was an engineer, draftsman, and construction superintendent; he then became a practicing architect in Chicago until he joined the U. S. Army in 1917 as First Lieutenant, Engineers; he resumed his architectural practice in Chicago in 1919, continuing until 1932 when he was appointed staff member of A Century of Progress Exposition, Chicago; from 1935-36 he was construction supervisor, Public Works Administration, Washington, D. C. In January, 1937, he became Personnel Manager for the National Broadcasting Co.

WALLER, JUDITH CARY. Educational Director, Central Division, National Broadcasting Co., Chicago, Ill. Born in Oak Park, Ill.; daughter of Katherine Short and Dr. John Duke Waller, physician; attended Oak Park High School. In 1922 she was asked by the Chicago Daily News to be general manager of its station WMAQ after her five years of advertising experience with the J. Walter Thompson agency; when NBC bought WMAQ in 1931 she became Educational Director of the NBC Central Division. She is a pioneer in the field of broadcast station management and programming; under her direction were broadcast the first play-by-play baseball games, programs of the Chicago Symphony Orchestra, theatre pickups (Student Prince), and the first Amos 'n' Andy series. Author, numerous articles on radio and education. Member, Sigma Alpha Iota.

WEAVER, JOHN OREN. Director of News and Special Events, Chicago Division, Columbia Broadcasting System, Chicago, Ill. Born in Mobile, Ala., April 20, 1906; son of Belle and Oliver Drake Weaver,

concert flutist; attended Illinois public schools, University of Illinois (B.Sc. degree), Nashotah Seminary, Nashotah, Wis. (S.T.B. degree), and Northwestern University (M.Sc. degree); married Peggy Esch Weaver, Aug. 19, 1933. He became an amateur radio operator in 1921, and in 1924 built WJBC, then La Salle, Ill., and now located in Bloomington; subsequently he was radio operator for the United Fruit Lines, Boland Line, and Cornelius Line, a member of Liggett-Myers' sales promotion department, and assistant electrical engineer for the Underwriters' Laboratories. He joined WBBM, Chicago (owned by CBS), as news editor, later becoming News and Special Events Director for the CBS Chicago Division. Member, Executive Council, Boy Scouts of America in Chicago; First Emergency Education Program in Chicago (1932). Member, Acacia; A. F. & A. M.; Chicago Yacht Club.

WEBER, FRED. General Manager, Member of Board of Directors and Operating Board, Mutual Broadcasting System, New York City. Born in New York City, June 26, 1906; father deceased, mother Mrs. L. Weber; attended Townsend Harris High School and New York University (A.B. degree), New York City; married Ruth Braden Betz Weber, Oct. 10, 1936. From 1925-26 he was associated with the American Telephone & Telegraph Co.; in 1926 he became assistant to the vice-president and member of the Midwest stations relations staff, NBC, Chicago; from 1933-34 he was general manager of the American Broadcasting System. In 1934 he was named General Manager of the Mutual Broadcasting System. He has been closely identified with Mutual's expansion, particularly the coast-to-coast enlargement in 1936.

WEIR, EARNEST AUSTIN. Commercial Manager and Supervisor of Press and Information, Canadian Broadcasting Corp., Toronto, Ont., Canada. Born in Canada; attended Meaford (Ont.) high school, Ontario Agricultural College, Guelph, and Toronto University (B.S.A. degree, 1912); married; three children. In 1912-13 he was assistant superintendent of the Farmers Institutes, Province of Ontario; during the next two years he was advertising manager of the Farm & Ranch Review, Calgary; he then became editor of the Norwest Farmer, 1916, and later the same year joined Country Guide as associate editor; from 1920-24 he was chairman of the board and manager of the Province

EXECUTIVE WHO'S WHO—Continued

of Manitoba Savings Offices; from 1924-32 he was associated with the Canadian National Railways as advertising manager in London (England), 1924-27, director of publicity in London, 1927-29, and director of radio in Montreal, 1929-32; opened his own transcription business in Toronto in 1934. He was named CBC Commercial Manager in 1937, and Supervisor of Press and Information in 1938. He is a pioneer in Canadian national network broadcasting.

WEISS, LEWIS ALLEN. Vice-president and Director, Mutual Broadcasting System; Vice-president and General Manager, The Don Lee Broadcasting System, Los Angeles, Calif. Born in Chicago, Ill., May 8, 1893; son of Regina and Ignatius Weiss; attended Chicago grammar and preparatory schools, Chicago Kent College of Law (class of 1914), and studied advanced economics at the University of Southern California, 1926-29; married Sue C. Weiss, April 22, 1922; one daughter, Patricia Sue, 17. He was Capt. of Cavalry, U. S. Army, 1915-19 (youngest captain then in the regular U. S. Army); in 1920 he joined the Arizona Republic as account executive, remaining there six years; he then became manager of local national advertising for the Los Angeles Examiner; from 1929-30 he was agency director for the Mayers Co., Inc.; he became general manager of The Don Lee Broadcasting System in 1930, leaving this position in 1932 for the post of business manager with WJR, Detroit; in 1937 he returned to Don Lee as Vice-President and General Manager. He was elected Vice-president and Director of the Mutual Broadcasting System in 1940. He sold and produced the first transcontinental network program to originate from the Pacific Coast (Sunkist, 1930). Member, Alpha Delta Sigma; Delta Theta Phi; Gamma Beta Alpha; Rotary International; University Club (Los Angeles).

WHALLEY, JOHN F. Auditor and Office Manager, Central Division, National Broadcasting Co., Chicago, Ill. Born in Salem, Mass., March 15, 1904; son of Ellen A. and Edward C. Whalley; attended Salem public schools, Bentley School of Accounting, Boston, Mass., and Northwestern University, Evanston, Ill.; married Ruth E. Whalley, Oct. 4, 1932. Prior to becoming Auditor and Office Manager for NBC's Central Division, he was traveling auditor for the General Electric Co. Member, Chicago Federated Advertising Club; Chicago Assn. of Credit Men; Illinois Society of Certified Public Accountants.

WHITE, FRANK KIGGINS. Treasurer, Columbia Broadcasting System; Vice-president and Director, Columbia Recording Corp.; Treasurer and Trustee, New York Housing Trust, New York City. Born in Washington, D. C., Sept. 24, 1899; son of Mary K. and William W. White; attended Washington, D. C., public schools, and George Washington University; married Doris R. Booth, April 21, 1928; two sons, Richard B., 10, and David L., 7. From 1921-24 he was accountant for Lybrand Ross Bros. & Montgomery; he then became assistant to the president of the Union News Co., following which he was named treasurer of the Literary Guild of America in 1929; in 1935 he became treasurer for the Stage Publishing Co.; from 1936-37 he was treasurer for Newsweek, Inc. He was named CBS Treasurer in 1937. Member, Sigma Nu; The Players; Larchmont Shore Club.

WHITE, PAUL WELROSE. Director of Public Affairs, Columbia Broadcasting System, New York City. Born in Pittsburgh, Kans., June 9, 1902; son of Ann Pickard and Paul W. White; attended Pittsburgh, Kans., public schools, University of Kansas, and Columbia University (B. S., M. S. degrees); married Sue Taylor White, March 30, 1937. From 1917-19 he worked on various small Kansas newspapers; in 1920 he joined the Kansas City Journal, and in 1924 the New York Bulletin; soon afterward he became associated with the United Press; he joined CBS in December, 1930. Professor, School of Journalism, Columbia University; Sigma Delta Chi. Member, Delta Upsilon; Columbia Faculty Club.

WILLARD, ARTHUR De WALT, JR. General Manager, WJSV, Washington, D. C. (owned and operated by the Columbia Broadcasting System). Born in Frederick, Md., Sept. 15, 1904; son of Mary Ella and A. D. Willard, Sr. (Associate Judge, Circuit Court of Maryland); attended Frederick Grammar and High Schools, Tome Preparatory School, Port Deposit, Md., and University of Virginia, Charlottesville, Va.; married Georgianna Courtney Willard, June 23, 1928; two children, Georgianna C., 8, and A. D. Willard III, 1. His first position was as reporter-investigator for Bradstreet Co. in which capacity he remained four years; he then became announcer and program director for WCAO, Baltimore, for one year; for the next three years he was commercial manager of WFBR, Baltimore; with two partners he thereupon formed Willard, Barrett & Nolley,

EXECUTIVE WHO'S WHO—Continued

an advertising agency in Baltimore, and remained here two years. In 1932 he became commercial manager of WJSV; in 1936 he was named assistant manager, and in 1937 he became General Manager. His first interest in radio developed while a law student in a night school at Baltimore; at this time he was recommended for radio because of his ability as a public speaker. Co-founder and director of the Radio School, University of Maryland. Member, Kiwanis Club (director); Advertising Club (director); Washington Board of Trade (Chairman, Committee on Cultural Development, and member of the Committee on Military and Naval Affairs); Traffic Advisory Council; Washington Boys Club (director).

WILLIAMS, WENDELL. Editor, Continuity Acceptance Department, National Broadcasting Co., Hollywood, Calif. Born in Topeka, Kans., Aug. 16, 1913; son of Mabel Joss and Wistar P. Williams; attended Topeka High School, and Dartmouth College (A. B. degree, 1934); married Helen Buchta Williams, June 24, 1939. Following his graduation he joined the NBC service department in New York, and in 1935 became a member of the continuity acceptance department; in 1938 he became Editor, Continuity Acceptance Department, NBC Hollywood (Western) Division. Member, Delta Tau Delta.

WILSON, PAUL SANFORD. Western Sales Manager, Radio Sales (a division of Columbia Broadcasting System), Chicago, Ill. Born in Grand Forks, N. D., July 8, 1901; son of Mr. and Mrs. H. I. Wilson; attended public schools in Sioux City, Ia., and the University of Nebraska (three years, liberal arts-college); not married. From 1925-29 he was a bond salesman with the Chase Securities Corp.; he then joined the National Broadcasting Co. as a salesman, remaining in this capacity until 1935 when he obtained a similar position with the Paul H. Raymer Co., station representatives. In May, 1936, he joined the CBS. Member, Phi Delta Theta; Masonic Order; Illinois Country Club, Glencoe, Ill.

WITT, HARRY WILLIAM. Sales Manager, Los Angeles, Columbia Broadcasting System; Sales Manager, KNX, Hollywood, Calif. Born in San Francisco, Oct. 10, 1901; attended Mill Valley and San Francisco high schools, and University of California (B.S. degree, College of Commerce, 1925); married Louisa K.

Witt, March 23, 1929; two sons, Harry Walter, 5, and Stephen J., 2. From 1925-32 he was sales executive for Foster & Kleiser, outdoor advertising; in 1932-33 he was account executive for the Norman W. Tolle & Associates advertising agency; from 1933-36 he was successively sales representative, sales manager, and general manager of KGB, San Diego; later in 1936 he became sales manager of KHJ, Los Angeles, and in October of the same year was named Sales Manager of KNX and CBS Los Angeles Sales Manager. Member, Southern California Broadcasters Assn. (president, 1940); Los Angeles Advertising Club (director, 1939); American Marketing Assn.; Los Angeles Sales Managers Assn.; Alpha Sigma Phi; Alpha Sigma Delta (professional member, UCLA chapter); California Country Club.

WOOD, EDWARD WILLIAM, JR. Sales Manager, Mutual Broadcasting System, Chicago. Born in New York City, 1904; attended New York public schools and New York University (A.B. degree); married Esther Efid; one son, Edward William III, 5. In 1926 he became New York advertising representative of the European edition of the Chicago Tribune, then joined the advertising staff of the parent paper in 1929; in 1930 he joined True Story as space salesman, but returned to the Chicago Tribune as salesman for that paper's station, WGN, in 1932; later in the same year he became head of WGN's sales office in New York; in 1935 he was named WGN sales manager. He became Sales Manager for Mutual in 1940. Member, Exmoor Country Club, Chicago; Psi Upsilon.

WOODS, MARK. Vice-president, Treasurer, and Assistant Secretary, National Broadcasting Co.; Director, Treasurer, and Secretary, Civic Concert Service, Inc.; Secretary and Treasurer, Artists Service, Inc., of Pennsylvania; Director, National Better Business Bureau, New York City. Born in Louisville, Ky., Dec. 27, 1901; son of Johanna and Michael Woods; attended Massey Business College, Walton School of Commerce, and New York University (specializing in accounting-finance, banking procedure, and commercial law); married Edythe Caroline Woods, June 2, 1926; two children, Patricia Walton, 12, and Albert Edward, 10. He obtained summer employment with the American Naval Stores Co., 1911-16; from 1917-18 he was personnel and employment manager of A. Wilson & Co.; he next became supervisor of F. W. King Co., 1918-19, then was salesman and bookkeeper for Thos.

EXECUTIVE WHO'S WHO—Continued

A. Edison, Inc., 1919-20; from 1920-22 he was bookkeeper, contract clerk, account and methods man for the New York Telephone Co.; from 1922-26 he was accountant, office manager, and bookkeeping supervisor for the American Telephone & Telegraph Co.; he joined the Broadcasting Co. of America in 1926 as assistant treasurer, assistant secretary, and office manager. Since 1926 he has been associated with the National Broadcasting Co. Member, Baltusrol Golf Club; Rockefeller Center Luncheon Club; Hope Lodge, 124; Circus Saints and Sinners.

WOOLLEY, EASTON CLAWSON. Manager Service Division, Station Relations Department, National Broadcasting Co., New York City. Born in Los Angeles, Calif., Jan. 8, 1904; son of Grace C. and E. R. Woolley (latter deceased); attended Lafayette Grammar School, East Side High School, and University of Utah (A.B. degree, 1931), all Salt Lake City, Columbia University, and New York University (Juris Doctor, 1935); not married. From 1920-25 he was employed by the Federal Reserve Bank of San Francisco, Salt Lake City; between 1925-29 he engaged in ecclesiastical work and studied abroad in many European nations; he became assistant to the evening general manager of NBC in 1931, switching to the station relations department in 1933; in 1936-37 he was manager of WWJ, Detroit, and then rejoined the NBC station relations department. He has been Manager of the Service Division, Station Relations, since 1939. Member, Bar of the State of New York; Sigma Chi; Alpha Kappa Psi; Sigma Kappa Phi.

WYLIE MAX. Director of Script and Continuity Divisions, Columbia Broadcasting System, New York City. Born in Beverly, Mass., May 12, 1904; son of Edna Edwards Wylie, writer, and the Rev. Edmund Melville Wylie, pastor, Park Ave. Presbyterian Church, New York City; attended the Montclair (N. J.) High School, Hamilton College, Clinton, N. Y. (A.B. degree, 1928), and University of Pennsylvania; married Isobel Winans Lamb Wylie, Nov. 11, 1933; one daughter, Pamela, 2. In 1928 he became a buyer of antique furniture for Macy's department store, New York City; from 1929-31 he was professor of English at Forman College, Punjab University, Lahore, British India; between 1931-32 he did post-graduate work at the University of Pennsylvania and taught classes in English; in 1932 he was editor for the publishing firm of Cape & Ballou, and later staff

writer for Time Magazine. He joined CBS as producer in 1933; the following year he became a CBS writer; in 1935 he was appointed Director of Scripts and Continuities. Lecturer on script writing at New York University, 1937-39. Author of Hindu Heaven, 1933; Radio Writing, 1939; Best Broadcasts of 1938-39, published in 1940. Has also written numerous articles and short stories. Member, Delta Upsilon; The Players.

YANDELL, LUNSFORD PITTS. Director International Commercial Broadcasting, National Broadcasting Co., New York City. Born in Danville, Ky., Nov. 17, 1902; son of Elizabeth and Lunsford P. Yandell; attended Choate School and Princeton University (A.B. degree, 1924); married Katharine L. Winchester, June 14, 1930; two children, Lunsford P., Jr., 8, and Winchester, 5. He was associated with the Central Hanover Bank & Trust Co., New York, in 1925-26; he then did research work for the Mohawk Mining Co.; in 1927 he was paymaster for the Jarka Stevedore Corp., and later the Barber S. S. Co.; from 1927-29 he was vice-president of the Mohawk Mining Co.; in 1933 he became an executive with the Todd, Robertson, Todd Engineering Corp.; he joined RCA as an executive in 1935. Since 1940 he has been Director of International Commercial Broadcasting for NBC. Member, Field Club, Greenwich Conn.; Cap and Gown, Princeton, N. J.

YODER, LLOYD EDWARD. General Manager, KOA, Denver, Colo. (owned by the General Electric Co.; managed, operated and programmed by the National Broadcasting Co.). Born in Salem, Ohio, July 13, 1903; son of Anna Davis and Edward Yoder, mining engineer; attended Salem (Ohio) High School, Mount Union College, Alliance, Ohio, Carnegie Institute of Technology, Pittsburgh, Pa. (A.B. degree, 1927), Hastings College of Law and San Francisco Law School; married Betty Marino, concert violinist, June, 1936. He became associated with the Pittsburgh Press and WCAE prior to his graduation; from 1927-37 he was NBC director of press relations, Western Division; from 1937-39 he was general manager of KGO-KPO, San Francisco; on Oct. 15, 1939, he became General Manager of KOA, Denver. Captain of the Carnegie Tech 1926 football team, All-America player, and only player who has ever played respectively for both the East and the West in the East-West football classic. Lieutenant, U. S. Naval Reserve. Member, Sigma Delta Kappa; Sigma Alpha Epsilon; Denver Country Club; Denver Club.



FRED WARING

AND HIS PENNSYLVANIANS

“The Song Is the Thing”

• CHESTERFIELD PLEASURE TIME

Monday through Friday

NBC Red Network

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

TALENT

1,316 PROFESSIONAL RECORDS: NETWORK ARTISTS ONLY

Network talent not on the air between June 1, 1939, and June 1, 1940, is omitted from these records. For data in many of these instances, see Volume I, pages 877-1097, Volume II, pages 1223-1423, and Volume III, pages 1029-1346.

For additional names of network talent, see pages 278-347.
For additional names of script writers, see pages 251-254.

The information for this section was secured via questionnaires, network file materials, reviews in the files of VARIETY, and other sources deemed to be reliable. All talent appearing on network programs was contacted via questionnaires, sent at short intervals until a reply was obtained. Omissions occur only where (1) the performer appeared on the air such a short time that no data was available; and (2) questionnaires were disregarded and no other material was at hand.

Symbols are to be interpreted as follows: (h) height; (w) weight; (e) educated at; (m) married; (div) divorced; (R) radio record; (GA) radio guest appearances; (F) film record; (L) legitimate stage record; (PR) phonograph records; (V) vaudeville or personal appearance record; (s) starred; (f) featured; (M. C.) master of ceremonies.

The symbols (s) and (f) show a special distinction of much importance in the show (stage-screen) business. The difference between being starred and featured is as follows: when the name of the performer is above the title of a play or film, the performer is starred; when the name appears beneath the title, the performer is featured. For example:

Scarlett O'Hara in "Gone with the Wind" (starred); "Gone with the Wind" with Scarlett O'Hara (featured); Scarlett O'Hara in "Gone with the Wind" with Rhett Butler (Scarlett O'Hara starred, Butler featured).

Names bearing an asterisk (*) could not be located as to address, or failed to reply to questionnaires, or lacked any sufficient record of themselves in the files of the networks. In such instances, the DIRECTORY presents a capsule record of their work from listings on program sheets, etc.

A

ABBOTT & COSTELLO. See Bud Abbott and Lou Costello.

ABBOTT, BUD (William). Comedian (Abbott & Costello). Born Asbury Park, N. J., Oct., 1900; h. 5 ft. 9 in.; w. 150; brown hair and eyes; e. in Europe; m. Betty Abbott. His father was an advance

man and mother a bareback rider with Ringling Bros. Has been in show business all his life. Teamed with Lou Costello 8 years ago, and they appeared together in burlesque, tab shows and vaudeville. Their act was caught by Ted Collins, Kate Smith's program producer, in 1938. Numerous guest appearances on the program followed until, later that same year, they became regular members of the show. (R) Kate



Ralph Edwards

Master of Ceremonies - Announcer

'TRUTH or CONSEQUENCES'

Major Bowes Amateur Hour

Horn & Hardart Children's Hour

Against the Storm—Vic and Sade
Life Can Be Beautiful

Writer-Director-M.C.
IVORY

Announcer
CHRYSLER CORP.

M. C.-Announcer
HORN & HARDART

Announcer
IVORY CRISCO

Direction:—
COLUMBIA ARTISTS

PROFESSIONAL RECORDS—Continued

- Smith Hour, 1938-40 (General Foods, CBS); Hour of Smiles, replaced Fred Allen summer of '40 (Bristol-Myers, NBC Red). (L) Streets of Paris, 1939-40 (Broadway) and 1940 (World's Fair). (V) Many years: Hole in Wall, Lemon Table; theatre appearances.
- ABBOTT, EDITH M.** Script writer for the Botsford, Constantine & Gardner advertising agency. Born Chicago, Ill., Jan. 2, 1899; e. Beloit College. Also agency copy-writer. (R) Bennie Walker's Tillamook Kitchen (Tillamook County Creamery Assn., NBC Red).
- ACE, GOODMAN.** Comedian, script writer. Born Kansas City, Mo., Jan. 15, 1899; h. 6 ft.; reddish blonde hair, blue eyes; e. Kansas City Junior College. Met Jane, now Mrs. Ace and his partner on the air, when both were in high school. After graduation from school, he was a reporter on the Kansas City Journal-Post, subsequently becoming dramatic critic and column conductor. He held the posts for 12 years before entering radio. That was in 1928, the same year he married. He had broadcast for a year as the Movie Man, presenting a radio edition of his newspaper column. The next year he originated Easy Aces over a Kansas City station. In 1931 they went to Chicago, and by March, 1932, they were being aired over a network. Writes own material. (R) Easy Aces, 1935-40 (Anacin, NBC Blue). (F) RKO shorts.
- ACE, JANE.** Comedienne. Born Kansas City, Mo., Oct. 12, 1905; h. 5 ft. 2 in.; blonde hair, hazel eyes; m. Goodman Ace. Met her husband, and air partner, when both were in high school. First radio appearance in Easy Aces via local Kansas City station. They went to Chicago in 1931, and by March, 1932, they were being aired over a network. (R) Easy Aces, 1935-40 (Anacin, NBC Blue). (F) RKO shorts.
- ACKERMAN, HARRY.** Producer, writer, for Young & Rubicam advertising agency. Born Albany, N.Y., Nov. 17, 1913; e. Dartmouth College; m. Mary Shipp, radio actress. His first radio work was in 1935 as announcer and actor on Vermont stations while attending college; with Young & Rubicam since 1936. (R) Lone Ranger, 1937 (Gordon Bakeries, Mutual); Al Pearce and His Gang, 1938 (General Foods, NBC Red); Screen Guild, 1939 (Gulf Oil, CBS); Kate Smith's Noonday Chats, 1939-40 (General Foods, CBS); Kate Smith's Variety Hour, 1939-40 (General Foods, CBS); Aldrich Family, 1940 (General Foods, NBC Blue); others.
- *ACREE, CHUCK.** Special events announcer, writer, M.C., WLS, Chicago. (R) We, the Wives, Quiz, 1939-40 (Quaker Oats Co., Mutual); also WJBC, Bloomington, Ill. (V) Jasper & Jeremiah.
- ADAMS, EDITH.** Actress. Born West Union, Ia., Jan. 31, 1906; h. 5 ft. 5¾ in.; brown hair, fair complexion; e. Iowa State University and University of Southern California (M.A. degree); m. Paul Dowty, announcer. Was teaching when she started producing a series of radio programs for the State Department of Education of California. Later wrote a series which ran for 18 months. In 1935, Northwestern University asked her to inaugurate its radio department, while carrying on radio work on the side. Became so active as an actress, that she gave up teaching altogether. (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, FRANKLIN P.** Quiz program. Born Chicago, Ill., Nov. 15, 1881; h. 5 ft. 11 in.; w. 145; black hair, brown eyes; e. Scientific Academy of Armour Institute of Technology, and University of Michigan; m. Minna Schwartz; m. 2nd, Esther Sayles Root; four children, Anthony, Timothy, Persephone, and Jonathan. Associated with Chicago Journal, 1903-04, New York Evening Mail, 1904-13, New York Tribune, 1914-21, New York World, 1922-31, New York Herald Tribune, 1931-37; with New York Post since 1938. Conductor of the "Conning Tower." Author of Tobogganing on Parnassus, 1910; In Other Words, 1912; Something Else Again, 1920; So Much Velvet, 1924; Half a Loaf, 1927; The Melancholy Lute, 1936. (R) Information Please, since May 17, 1936 (Canada Dry Ginger Ale Co., since Nov. 15; previously sustaining; NBC Blue). (L) Author (with O. Henry) of musical comedy, Lo, 1909.
- ADAMS, GUILA.** Actress. Born Perry, Kans., Oct. 7; h. 5 ft. 5 in.; w. 115. Started career as a history teacher at a girl's college, but being more interested in dramatics turned to the entertainment field. Was with the Century Lyceum Bureau, the Mutual Lyceum Bureau and the Redpath Chautauquas before the war. During the war, volun-



**CONNIE
BOSWELL**

Personal Management HARRY LEEDY

PROFESSIONAL RECORDS—Continued

teered as an entertainer and was sent overseas where she entertained American soldiers in England and France, and went into Germany with the Army of Occupation. First radio appearance in 1925, as result of an audition for a Kansas City station. (R) Those Happy Gilmans (General Mills, NBC Red and Blue); Arnold Grimm's Daughter (General Mills, CBS); Caroline's Golden Store (General Mills, successively NBC Red and CBS); others.

ADAMS, WILLIAM P. Character actor, announcer. Born Tiffin, Ohio, May 9, 1887; h. 5 ft. 11½ in.; w. 155; gray hair, blue eyes; e. Heidelberg College, Tiffin, and College of Music, Cincinnati (A.B. degree); m. Eleanor Wells; one daughter, Diana, 7. First radio appearance in 1927 on Collier's Radio Hour; originated the character of Uncle Henry, a role he played on that program for six and a half years. Previously legit actor. (R) Collier's Radio Hour, 1926-32 (Crowell Publishing, NBC Blue); 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; Repetory, 1912-21; Peter Ibbetson, with John Barrymore, 1917; Hamlet, with John Barrymore, 1923-24 (United States) and 1926 (London); others.

AHN, JEAN. Singer (Le Ahn Sisters). Born Girard, Ohio, Aug. 2, 1918; h. 5 ft., 2½ in.; w. 118; dark brown hair, brown eyes. First radio appearance in 1934 via WTAM, Cleveland. (R) National Barn Dance, 1936-38 (Alka-Seltzer, NBC Blue); Pot O' Gold, 1939-40 (Tums, successively NBC Red and Blue); Musical Treasure Chest, 1940 (Tums, NBC Red); others, including programs for Montgomery Ward, Wrigley Gum, and guest appearances on Chicago stations. (V) Appearances with Horace Heidt. (PR) Columbia, with Horace Heidt.

AHN, MAREE W. Singer (Le Ahn Sisters). Born Delaware, Ohio, April 11, 1924; h. 5 ft., 2½ in.; w. 109; light brown hair, green eyes; e. Austin high and Pike School. First radio appearance in 1934 via WTAM, Cleveland. (R) See under Jean Ahn.

AHN, MIRIAM F. Singer (Le Ahn Sisters). Born Girard, Ohio, Jan. 27, 1920; h. 5 ft. 5 in.; 110; brown hair and eyes. First radio appearance in 1934 via WTAM, Cleveland. (R) See under Jean Ahn.

AHN, VIRGINIA. Singer (Le Ahn Sisters). First radio appearance in 1934 via WTAM, Cleveland. (R) See under Jean Ahn.

AINLEY, JOSEPH T. Radio director, Aubrey, Moore & Wallace, Chicago. Born Des Moines, Ia., March 3, 1903; e. Oberlin College (A.B. degree); graduate work at University of Chicago, 1926, '27; Phi Beta Kappa; m. Betty Lou Gerson, radio actress. Started radio career in 1929 as actor and director. (R) As producer: Talkie Time 1933-34 (Luxor, NBC Red); Story of Mary Marlin, 1934 (International Cellucotton for Kleenex, NBC Red); Hoover Sentinels, 1934-35 (Hoover Vacuum Cleaners, NBC Red); Madame Schumann-Heink, 1935 (Gerber & Co., NBC Blue); Contented Hour, 1934-35 (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 and '40 (Campana Sales, NBC Blue, 1937-38; CBS, 1940); First Nighter, 1937-40 (Campana Sales, NBC Red, 1937-38; CBS, 1938-40); others. (LS) Chicago Motor Club, 1938-39; International Harvester, 1939. (L) Little Theatre and stock productions, 1925-27, 1928-29.

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 Board of Arbitration (Two Sides to Every Story), 1939-40 (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; compiler of Poems That Touch the Heart, 1940.)

ALEY, ALBERT. Actor, writer-producer. Born New York City, April 25, 1919; h. 5 ft. 11 in.; w. 135; brown hair and eyes;

Laughs, Heart-Tug, Music Merged In 1st of Big War-Time Programs

A foretaste of the morale-building, funds-raising, public-rallying function of radio should war come to the United States was given Sunday (26) when the Red Cross drive for \$10,-000,000 was highlighted by what used to be called a galaxy of talent. It was a super-everything full-hour program at 2 p.m. New York time, and it delivered in one compact package two big impressions, one deep pathos, the other sock comedy.

Eddie Cantor, who had most to do with organizing the program and a lot to do with broadcasting it, was more than a comedian and more than a showman when the hour was over. He was a national personage. It was undoubtedly one of the most successful entertainments in the cause of charity ever broadcast on a nation-wide all-network basis.

Here, for once comedians making 'benefit' appearances showed up with good material. That was especially true of Edgar Bergen, but Cantor, Jack Benny, Bob Hope, Jimmy Durante and Jerry Colonna were also in nice stride. Very funny, too, was a spoof on 'Information, Please' in which Walter Huston had Clifton Fadiman laid out in perfect formation like a butterfly under glass. Cantor, Durante and Hope helped along this high-spirited burlesque.

Musically the program had a fine gloss. Frank Black was on the stick in the east, and David Broekman from Hollywood. The Lynn Murray chorus was whammo in N. Y., and Judy Garland ditto in L. A. There were several novelty touches. A 'Romeo and Juliet' reading by Vivien Leigh and Laurence Olivier was followed by a hoke exchange between Cantor and Gertrude Lawrence. The snapper after the crossfire was Miss Lawrence's response to Cantor's efforts to get praise for his love-making and the English star cracking, 'I'd do anything for the American Red Cross!'

The occasion also gets a double-check historically for the presence of Alfred Lunt and Lynn Fontanne (see separate review), who allowed their feelings about this European mess to crush a prejudice against broadcasting.

The appeals for the Red Cross were poignant, forceful, and convincing, without being hysterical or melodramatic. The introduction by Norman Davis in Washington was a gem of its kind, and Mrs. Franklin D. Roosevelt came through with a talk that could be used in speech classes as a model of simplicity in the grand manner. There was also a pick-up from Paris of Wayne Chatfield-Taylor, Red Cross exec, but reception wasn't very forte.

The Army has no doubt already made a note of this show as a good example for filing under 'Civilian Morale; techniques for achieving same.
Land.

Under Management of



ESTABLISHED 1898

WILLIAM MORRIS AGENCY, INC.

Broadcasting for
BRISTOL MYERS CO.
IPANA and SAL HEPATICA

Thanks to
YOUNG & RUBICAM, Inc.

PROFESSIONAL RECORDS—Continued

e. Professional Children's School, Columbia University. First radio appearance in 1932 via Nila Mack's "Let's Pretend" series on WABC, New York, following an audition. Instructor in dramatics. (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 Butter-scotch, Mutual); Dog Heroes (Modern Food Process for Thrivo, NBC Blue); Kate Smith's Variety Hour (General Foods Corp., CBS). (F) Shorts.

ALLEN, ARTHUR. Character actor. Born Gowanda, N. Y., April 8, 1881; e. Oberlin College. Earliest dramatic experience was gained with Jessie Bonstelle's stock company in Buffalo and Detroit; later appeared in various Broadway productions. First radio appearance in 1927. Has since portrayed rural characters on many network programs (appeared for 12 years with Parker Fennelly in "Snow Village Sketches"). (R) David Harum (B. T. Babbitt, NBC Red); Kate Smith Hour (General Foods, CBS); numerous others, not current, including Socony-land Sketches, Snow Village Sketches (also for Socony), Abe and David, the Stebbins Boys. (L) Stock; Broadway productions of The Emperor Jones, White Wings and others; plays with, and written by, Parker Fennelly.

ALLEN, BARBARA JO. Actress. Born New York City, Sept. 2; h. 5 ft. 6 in.; w. 126; black hair, blue eyes; e. Stanford, U.C.L.A., University of California and The Sorbonne, in Paris; m. Vernon Patterson, writer and publisher; one daughter, Joan, 9. Joined a stock company at the age of 16, and continued to play summers between school terms. Was selected by Sir Gerald Du Maurier for a principal role in the first London production of *Outward Bound*, and also appeared in productions in this country. Radio debut in 1931, playing in *The Witch of Endor*, by Carlton E. Morse, author of *One Man's Family*. (R) *One Man's Family*, 1933-39 (successively sponsored by Wesson Oil & Snowdrift, Penn Tobacco, Royal Gelatin; Standard Brands for Tender Leaf Tea, 1935-39); *Signal Carnival*, 1935-39, as Vera Vague (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); *Vera Vague* on *Chase & Sanborn Program*, 1938-40 (Standard Brands, NBC Red); others. (F) Republic, Paramount (f), M-G-M. (L) Stock, 1930-34; productions by Belasco, Los Angeles Theatre Guild and others (f). (V) Circuit engagement, 1930; theatre appearances, Los Angeles.

ALLEN, BOB (Robert Allen Rebhun). Singer with Hal Kemp's Orchestra. Born Allendale, O., June 17, 1913; h. 5 ft. 11 in.; w. 156; light brown hair, grey-green eyes; e. Withrow High School, Cincinnati. First radio appearance via WFBE (now WCPO), Cincinnati; later appeared on WKRC, same city. Went to Chicago on the advice of Ben Bernie, and joined Hal Kemp's Orchestra in 1933. (R) *Eno Penthouse Party*, 1935 (Eno Effervescent Fruit Salts, NBC Blue); *Phil Baker*, 1936-37 (Gulf Refining, CBS); *Music from Hollywood*, 1937 (Liggett & Myers, CBS); *Time to Shine*, 1938-39 (Griffin Mfg., CBS); *Calling America*, 1939-40 (cooperative program, Mutual). (F) Shorts. (V) Theatre appearances with Hal Kemp. (PR) RCA Victor.

***ALLEN, CHARME.** Actress. (R) *David Harum*, 1936-40 (B. T. Babbitt, NBC Red); *Pretty Kitty Kelly*, 1937-39 (Continental Baking).

ALLEN, FRED. Comedian, M. C. Born Cambridge, Mass., May 31, 1894; right name is John Florence Sullivan; h. 5 ft. 11½ in.; w. 179; brown hair, blue eyes; m. Portland Hoffa, comedienne. As a small boy he worked in the Boston Public Library where a book on juggling interested him in that art. He entered amateur night contests, and finally became a professional vaudeville actor (sometimes using the name of Fred James). He added gags to his juggling act, and it eventually evolved into a monologue turn which toured the U. S. and Australia. During the War he served in the A. E. F. His first role in a Broadway musical was in *Arthur Hammerstein's ill-fated "Polly"*, but despite the show's short run it served for Allen as a stepping stone to roles in many other theatrical productions. First radio appearance was in October, 1932. (R) *Limit Revue*, 1932 (Corn Products Co., CBS); *Salad Bowl Revue*, 1933 (Hellmann's Mayonnaise, NBC Red); *Town Hall Tonight*, 1934-40 (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* (General Foods Corp., NBC Red); others. (F) 20th

BOB CROSBY

And His Orchestra

On the Air for

Camel Cigarettes

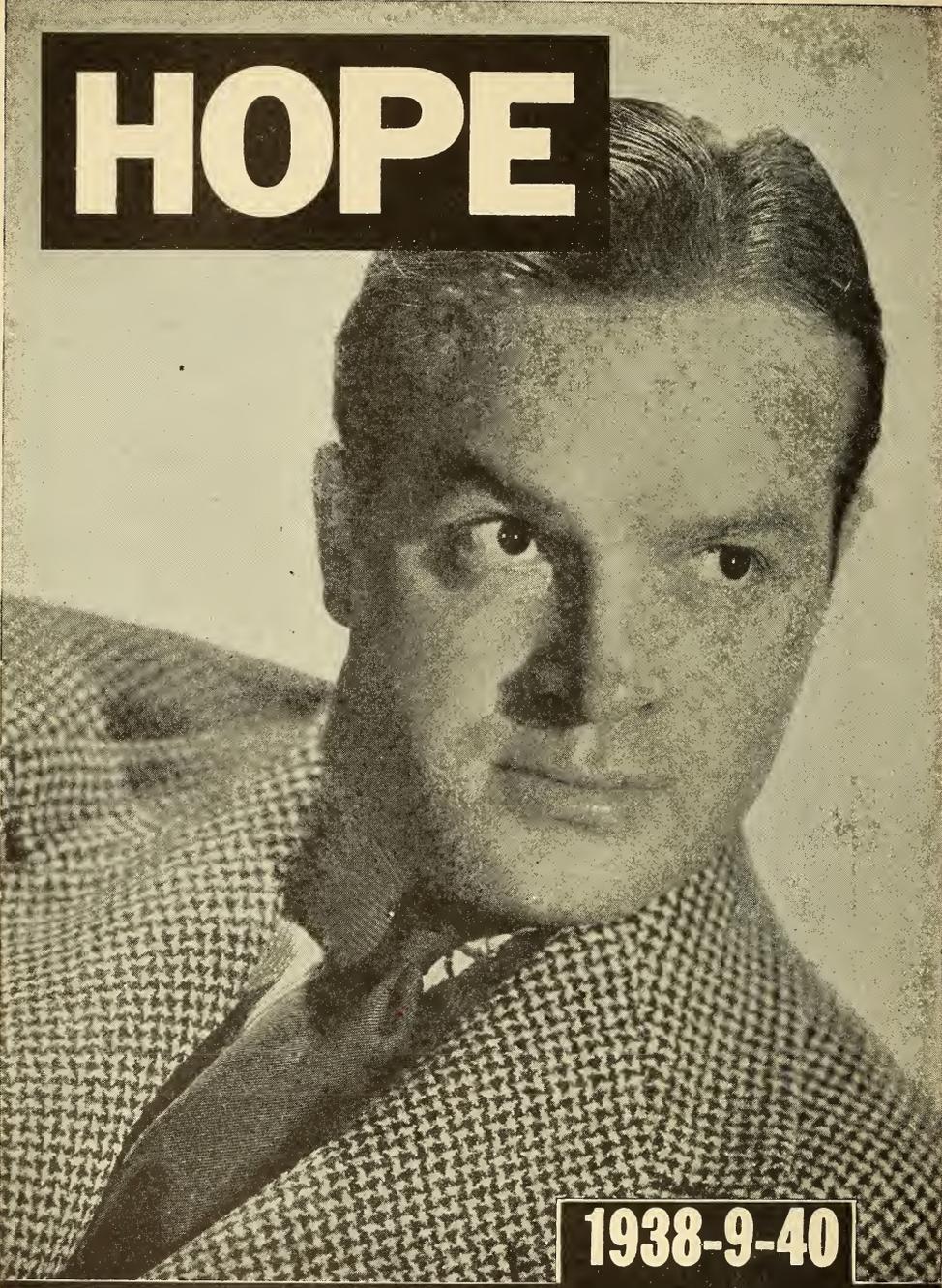
Thursday Nights

NBC RED NETWORK

PROFESSIONAL RECORDS—Continued

- 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, GRACIE.** See Burns & Allen.
- ALLEN, MEL.** Sports commentator, announcer. Born Birmingham, Ala., Feb. 14, 1913; h. 6 ft. 1 in.; w. 165; dark brown hair, grey eyes; e. University of Alabama and Columbia University (A. B. and LL.B. degrees). Started radio work in 1935 broadcasting football games. (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, 1938-40 (Lambert Pharmacal Co., CBS); This Day Is Ours, 1938-40 (P & G, successively CBS, NBC Blue); 100 Men and a Girl, 1939 (U.S. Rubber, CBS); Vic & Sade, 1940 (P & G, NBC Red); Truth or Consequences, 1940 (P & G, CBS); N. Y. Giants-Brooklyn Dodgers football, 1939 (General Mills, CBS); Kentucky Derby, 1939 (20th Century-Fox, CBS); N. Y. Yankees-N. Y. Giants baseball, 1939, and '40 (P & G, 1939; Camel Cigarettes, 1940; CBS). (F) Warner Bros. short.
- ALLEN, VERA.** Actress (dramatic leads, character comedy). Born New York City; h. 5 ft. 9 in.; w. 140; brown hair and eyes; e. Barnard College, New York (Phi Beta Kappa). Entered radio about 1928, doing dialect on Socony-Vacuum program. (R) Fleischmann Hour, 1933-35 (Standard Brands, NBC Red); Borden Presents Beatrice Lillie, 1934-36 (Borden Sales, NBC Blue); Big Sister, 1937-38 (Lever Bros., CBS); Aunt Jenny's Real Life Stories, 1938-40 (Lever Bros., CBS); Mr. Keen, Tracer of Lost Persons, 1939-40 (BiSoDol, Kolynos, NBC Blue); Hilda Hope, M.D., 1939-40 (Wheatena, NBC Red); others. (F) Fox (f). (L) Lean Harvest, 1931; I Was Waiting for You, 1933; At Home Abroad, 1935-36; Show is On, 1936-37; Susan and God, 1937-38; Philadelphia Story, 1939-40 (f); others.
- ALLENBY, PEGGY.** Actress (leads, character, comedy, dialect). Born New York City; h. 5 ft. 6 in.; reddish brown hair, brown eyes; e. Manhattanville School in New York, Villa Maria, Montreal, and St. Mary's Notre Dame, Indiana; m. John McGovern, radio actor. Through George Tyler, producer, she was engaged by the Orpheum Stock Company in Nashville, Tenn. First radio appearance in 1932. (R) Easy Aces, 1935-38 (Anacin, NBC Blue); David Harum, 1936-40 (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); others. (L) 1930-31 (f).
- ALLMAN, ELVIA (Elvia A. Pyle).** Comedienne, dramatic and character actress. Born Concord, N. C., Sept. 19; h. 5 ft. 9 in.; w. 140; red hair, brown eyes; e. Academy of Mary Immaculate, Wichita Falls, Tex., and School of Fine Arts, Chicago, Ill. First radio appearance was via KHJ, Los Angeles, in 1930, when she recited poems and monologues on Uncle John's Children's Hour. (R) Town Hall Tonight, 1937 (Bristol-Myers, NBC Red); Pepsodent Program Starring Bob Hope, 1938-40 (plays the role of "Brenda") (Pepsodent Co., NBC Red); has also appeared on the following: Lux Radio Theatre (Lever Bros., CBS); Melody and Madness (P. Lorillard Co., NBC Blue); Texaco Star Theatre (Texas Co., CBS); Chase & Sanborn Program (General Foods, NBC Red); Al Pearce and His Gang (General Foods, NBC Red); Screen Guild (Gulf Oil, CBS); Silver Theatre (International Silver Co., CBS). (F) Paramount; has also played bit parts in several pictures, and voiced hundreds of cartoons for Disney and others.
- AMECHE, DON (Dominick F.).** Dramatic actor (leads), singer, M.C. Born Kenosha, Wis., May 31, 1908; h. 6 ft.; w. 170; dark hair and eyes; e. Columbia College, Marquette, Georgetown and Wisconsin universities; m. Honore Prendergast; four children. Active in college dramatics (while studying law), and when an opportunity came to join a stock company in Madison, Wis., he gave up his studies. Played with Fiske O'Hara's company for a season in New York. Later went on a vaudeville tour with Texas Guinan. Bernardine Flynn, "Sade" of Vic & Sade, and an old college friend, was responsible for his audition at a Chicago station. Soon became active as a leading man on a number of dramatic series. (R) The First Nighter, 1932-37 (Campana

HOPE



1938-9-40

**PEPSODENT PROGRAM
PARAMOUNT PICTURES**

PROFESSIONAL RECORDS—Continued

- Sales, NBC Red); Chase & Sanborn Program, 1937-39 (Standard Brands for Chase & Sanborn Coffee); Old Gold Don Ameche Show, 1940 (P. Lorillard Co., NBC Red). (F) 20th Century-Fox (s). (L) Stock. (V).
- AMECHE, JIM.** Actor. Born Kenosha, Wis., Aug. 6, 1915; h. 5 ft. 8 in.; w. 140; brown hair and eyes; m. Betty Ameche; one son, Jim, 2. While a student, won a high school state championship in oratory. Several months later his brother, Don, phoned him to come to Chicago to audition for a juvenile role in a daily serial. He won the part, and continued in the serial from August 1933, to November 1937, when he was given a chance to play leads in Campana's Grand Hotel. (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); Lux Radio Theatre (Lever Bros., CBS); Texaco Star Theatre (Texas Co., CBS).
- AMOS 'N' ANDY.** See Freeman F. Gosden (Amos) and Charles Correll (Andy).
- ***ANDERSON, EDDIE (Rochester).** Comedian. (R) Jell-O Program Starring Jack Benny (General Foods Corp., NBC Red). (F) Paramount. (V) Theatre appearances, 1940.
- ***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, 1938-40 (John Morrell & Co., NBC Red); Hymns of All Churches, 1938-40 (General Mills, NBC Red and Blue); Betty & Bob, 1939-40 (General Mills, NBC Red and Blue); others.
- ANDREWS SISTERS (LaVerne, Patty, Maxine).** Singers. Without formal training in music, the three girls, LaVerne (born July 6, 1915), Patty (born Feb. 16, 1920) and Maxine (born Jan. 3, 1918), began singing together as children. When Larry Rich was auditioning youngsters for a new Kiddie Show, the trio applied, was given a role, and toured with Rich for a year and a half, receiving schooling from a tutor. Their recording of Bei Mir Bist du Shoen was largely responsible for later radio and theatre work. (R) Just Entertainment, 1938 (Wm. Wrigley, Jr., Co., CBS); Honolulu Bound, 1939 (Hawaiian Pine-apple Co., CBS); Glenn Miller and His Orchestra, 1940 (Chesterfields, CBS). (V).
- ***ANDREWS, ROBERT.** Dialogue writer. (R) Just Plain Bill, 1936-40 (Anacin, Kolynos, NBC Red); Mrs. Wiggs of the Cabbage Patch, 1938 (Old English, BiSodol, NBC Red); Meet the Dixons, 1939 (Franco-American Spaghetti, CBS).
- ANGLIN, MARGARET.** Dramatic actress. Born Ottawa, Ont., April 3, 1876, daughter of the late Hon. T. W. Anglin, Speaker of the Canadian House of Commons; h. 5 ft. 5½ in.; brown hair, hazel eyes; e. Convent of Sacred Heart, Loretto Abbey; m. Howard Hull (deceased). For a short period was a pupil at the Empire Dramatic School, in New York, which was run in connection with the Empire Theatre. At the first performance in which she took part, she attracted the attention of Charles Frohman who engaged her for a part in Shenandoah, in which she made her debut at the Academy of Music, September, 1894. A long career in the theatre followed, her most recent appearance being in 1938, when she toured in Fresh Fields. Received the Laetare Medal from the University of Notre Dame. First radio appearance in 1930 via NBC. (R) Fleischmann Hour, 1935 (Standard Brands, NBC Red); Hammerstein Music Hall, 1936-37 (Anacin, CBS); Texaco Star Theatre, 1939 (Texas Co., CBS); Orphans of Divorce, 1939-40 (Dr. Lyon's Toothpowder, NBC Blue); others, not current. (L) Lord Chumley; The Musketeers, 1899; Citizen Pierre, 1899; The Only Way, 1899; Mrs. Dane's Defence; The Importance of Being Earnest; The Devil's Disciple, 1903; Camille, 1904; Zira, 1905; The Sabine Woman, 1906; The Great Divide, 1906-07; The Taming of the Shrew and Twelfth Night (Australia); Antigone, 1910; Green Stockings, 1911; Egypt, 1913-14; The Divine Friend, 1915; A Woman of No Importance, 1916; The Woman of Bronze, 1920; The Great Lady Dedlock, 1923-24; Peg the Actress, 1926; Diplomacy, 1928; The Rivals, 1936; many others (s).
- ANSBRO, GEORGE ANDREW.** Announcer. Born Brooklyn, N. Y., Jan. 14, 1913; h. 6 ft. 1 in.; w. 160; brown hair, blue eyes; e. Xavier High School, De LaSalle Institute, Manhattan College, all New York City; not married. In 1931 he joined NBC as page boy; his first appearance as an announcer was in May, 1934. (R) Home Sweet Home, 1935-36 (P & G, NBC Red); Mrs. Wiggs of the Cabbage Patch, 1936-38 (Hill's Cold Tablets and Old

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- ★ CARELESS
- ★ KNIT ONE-PURL TWO
- ★ A MILLION DREAMS AGO

MANAGEMENT

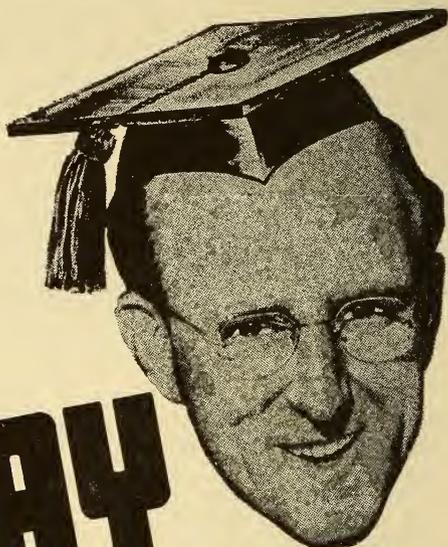
MUSIC CORPORATION OF AMERICA

PROFESSIONAL RECORDS—Continued

- English Floor Wax, NBC Red); Just Plain Bill, 1938 (Anacin and Kolynos, NBC Red); Young Widder Brown, 1938-40 (Cal-Aspirin and Haley's M-O, NBC Red); Walter Winchell summer program, 1938 and 1939 (Andrew Jergens Co., NBC Blue); Orphans of Divorce, 1939 (R. L. Watkins Co., NBC Blue); Waltz Time, 1939 (Chas. H. Phillips Chemical Co., NBC Red); Easy Aces, 1939 (Anacin, NBC Blue); Stella Dallas, 1939-40 (Chas. H. Phillips Chemical Co., NBC Red); Mr. Keen, Tracer of Lost Persons, 1939-40 (Kolynos and BiSoDol, NBC Blue); Sensations and Swing, 1939-40 (P. Lorillard Co., NBC Red and Blue); Amanda of Honeymoon Hill, 1940 (Chas. H. Phillips Chemical Co., NBC Blue). (F) Shorts.
- ANSON, BILL (William P.)**. M.C., announcer, mimic. Born Chicago, Ill., Nov. 15, 1908; h. 5 ft. 10½ in.; w. 180; black hair, blue eyes; e. Carl Schurz High School and Chicago Art Institute. Also commercial artist. First radio appearance with Paul Whiteman after he had won an amateur contest. (R) Play Broadcast, 1940 (Illinois Meat Co., Mutual); also local shows in Chicago. (F) Shorts. (L) Earl Carroll's Vanities, 1936. (V) Theatre appearances.
- ANSWER MAN**. See Albert Mitchell.
- *ANTHONY, ALLEN C.** Announcer. (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., 1939-40 (Mars, Inc., NBC Blue); also WHAS, Louisville, KWK, St. Louis. (L) Stock.
- *ANTHONY, JOHN**. Actor. (R) The Road of Life, 1937-38 (P & G, CBS and NBC Red); Manhattan Mother, 1940 (P & G, CBS).
- ANTHONY, JOHN J.** Program conductor. Born New York City, Sept. 1, 1898; h. 5 ft., 6½ in.; w. 135; brown hair and eyes; married and has a family. During early legal studies became interested in what he called "inequalities in the marital laws of the nation". After study in Europe, opened a Marital Relations Institute in the U. S. Has also lectured throughout the U. S., and is author of numerous books, including Marriage and Family Problems and How to Solve Them; Alimony Exposed; Divorce Laws of the World; Can Divorce Be Curbed? First radio broadcast April 3, 1932. (R) Good Will Hour, 1937-1940 (Macfadden Publications and Ironized Yeast, Mutual and Inter-City Network; Ironized Yeast, NBC Blue, since April, 1940).
- ANTONINI, ALFREDO**. Musical director. Born in Italy, May 31, 1901; h. 5 ft. 5 in.; w. 150; dark brown hair and eyes; e. Royal Conservatory of Music, Milan, Italy; m. Josephine Antonini; one child, Gustavo, 2. Also professor of music. First radio appearance 12 years ago as result of an audition. (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); La Rosa Concerts, 1939-40 (La Rosa Macaroni Products, Mutual). (LS) La Rosa, 1938-39 (La Rosa Macaroni Products, WOR, N. Y.). (F) Adapted music for M-G-M film. (PR) Columbia (as conductor for Carlo Morelli and Nino Martini). (Musical director, New York World's Fair Folk Festival, 1939.)
- ARKIE, THE ARKANSAS WOODCHOPPER (Luther Ossenbrink)**. Musician, singer, square dance caller, WLS, Chicago. Born Knobnoster, Mo., March 2, 1907; blonde hair, blue eyes. Originally a singer and caller at local old-fashioned barn dances, he went to Kansas City in 1928 where, following an audition at KMBC, he made his radio debut. Later played at WFAA, Dallas, and stations in Oklahoma City, Topeka and St. Louis. Went to Chicago in 1929 and became associated with WLS. (R) National Barn Dance, 1938-40 (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. Born Phila., Pa., Oct. 9. First appearance in 1904, at the age of 8½, as piano soloist. Played the classics by ear until he was 10, at which time he started to study under the late Constantin von Sternberg. At West Philadelphia High School, he organized his first orchestra, and gave a concert at President Wilson's last pre-war diplomatic dinner. Served in the Navy during the war, and on his return did some recordings for the Aeolian Co., subsequently being given charge of the department. Became associated with radio in its pioneer days, playing piano for NBC. Joined NBC when the company was formed, and was on the opening program when the station moved from Newark to New York. (R) Lux Radio Theatre (Lever Bros. Co., CBS); Gladys Swarthout Program (National Ice Advertising, Inc., NBC Red); Coronet-On-

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- the-Air (David A. Smart for Coronet Magazine, NBC Blue); Chase & Sanborn Program (Standard Brands, Inc., NBC Red). (PR.)
- ARMCHAIR QUARTET.** See Fred Hufsmith, Norman Price, J. Alden Edkins, Edward W. Wolter.
- ARNALL, CURTIS.** Actor. Born Denver, Colo.; h. 5 ft. 9½ in.; dark brown hair, blue eyes. Obtained a position with a brokerage firm, when family decided he should follow his father's business. While working in Pasadena, he became interested in a local theatre group; two years later he gave up the brokerage business and went to Honolulu with a repertoire company headed by Mabel Talliaferro. First radio appearance in 1932. (R) Pepper Young's Family, 1938-40 (P & G, NBC Red and Blue); numerous others, in the past, including the lead in Red Davis, Buck Rogers in the 25th Century, 20,000 Years in Sing Sing, True Story Court of Human Relations. (L) Broadway debut in The Squall; later appeared in Flight, with Miriam Hopkins; Red Rust and Elizabeth the Queen (both Theatre Guild productions).
- ARNOLD, EDWARD.** Actor, M.C. Born New York City, Feb. 18, 1890; right name, Guenther Schneider; h. 5 ft. 11½ in.; w. 215; brown hair, gray eyes; e. New York public schools; m. Olive Emerson, concert singer. At the age of 15 he became a member of the Ben Greet repertory players, then played in several Broadway productions; he next toured with stock companies for 11 years, and in 1916 turned briefly to silent films with the Essanay Film Co.; following this film trial, he again returned to the legitimate stage; since the early 1930's he has been principally a film actor. First radio appearance in 1938. Author, Lorenzo Goes to Hollywood (his autobiography). (R) Master of Ceremonies of the Chase & Sanborn Program, summer of 1938 (Standard Brands for Chase & Sanborn Coffee, NBC Red); Good News, 1940 (General Foods, 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.
- ARQUETTE, CLIFF.** Actor (characters, dialects). Born Toledo, Ohio, Dec. 28, 1907, son of troupers known on the stage as Clark and Arquette; h. 5 ft 11 in.; w.
- 150; blonde hair, blue eyes. Worked as cartoonist on a Toledo paper while regular cartoonist was on vacation. Left home town for Los Angeles at the age of 16, and except for occasional stage appearances, has been in radio ever since. Writes his own material, and specializes in impersonations of old men (Grandpa Sneed, etc.). (R) The Silver Theatre (International Silver, CBS); Candid Lady (Pepsodent, NBC Red); Avalon Time (Brown & Williamson, NBC Red); others.
- ARTZT, BILLY.** Conductor. Born in Philadelphia, Pa. At the age of 14, he was first violinist in a boys' orchestra, playing on Young's Million Dollar Pier in Atlantic City. Later he organized a boys' symphony club in Philadelphia. Went to the Royal Conservatory in Vienna just before the war. When war broke out and he was unable to leave Vienna, he became leader of the Imperial Trio during 1918-19. On his return to America he became concertmeister of The Magic Melody at the Shubert Theatre. Later conducted his own salon orchestra in the Peacock Alley of the old Waldorf-Astoria Hotel. At the same time, he was first violinist in the New York Philharmonic Society, 1920-24. From 1921 to 1927 he worked for J. J. Shubert, organizing Winter Garden shows, conducting concerts, etc. He has been on various network programs since that time. (R) Blondie (R. J. Reynolds, CBS); others, not current.
- ASCOT, RITA.** Actress (ingenue). Born Aurora, Ill., Jan. 26; h. 4 ft. 9½ in.; w. 95; brown hair, blue eyes; e. Northwestern University. First radio appearance in 1935 via WLS, Chicago. (R) Currently: Ma Perkins, past 4 years (Procter & Gamble, NBC Red); Betty & Bob (General Mills, Inc., CBS); First Nighter (Campana Sales Co., NBC Red); National Barn Dance (Alka-Seltzer, NBC Blue); Betty Crocker (General Mills, NBC Red and Blue); leads in recorded educational dramatic series for Illinois Medical Society. Also several CBS shows for Wm. Wrigley, Jr., Co. (LS) WLS, WGN and WBBM, Chicago. (L) Seventh Heaven; stock.
- ASHLEY, IRA.** Producer, Lambert & Feasley, Inc., New York City. Born New York City, April 24, 1910; e. schools in New York. Started in the theatre studying stage design under Norman Bel-Geddes. Subsequently went into technical and then production end of the stage. Entered radio in 1933, as co-producer of the Phil Baker Armour Hour. (R) Phil Baker's Armour Hour,



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PROFESSIONAL RECORDS—Continued

B

1933 (Armour & Co., NBC Blue); Cutez Melody Cruise, 1934 (Northam Warren Corp., NBC Blue); Jack Oakie College, Jan. to April, 1938 (R. J. Reynolds Tobacco Co. for Camel Cigarettes, CBS); Grand Central Station, 1939-40 (Listerine, CBS). Staff director, CBS, June to Dec., 1938. (L) Production staff, Sam H. Harris, Billy Rose and others.

AUERBACH, ARTIE (Arthur H.). Character comedian (**Could Be Kitzel**). Born New York City, May 17, 1905; h. 5 ft. 7 in.; w. 168; brown hair, gray-green eyes; e. New York University; m. Cleo Marion Manning, formerly RKO contract player. He was associated with the New York Daily News for 12 years, as reporter and cameraman. The character, **Could Be Kitzel**, is based on a shopkeeper he met during this period. His first radio appearance was in 1930 via WAAT, Jersey City, while still a newspaperman, writing, producing and playing all the characters in "Defective Detectives—Mystery on the Nutshell." (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); Al Pearce & His Gang, 1939-40 (Hawaiian Pineapple Co., 1939, CBS; R. J. Reynolds Tobacco Co., 1940, CBS). (F) Shorts. (L) Calling All Stars, 1935 (f). (V) Appearances with Phil Baker, Eddie Cantor; Mark Hellinger's Revue, Ed Sullivan's Revue.

AUTRY, GENE. Cowboy singer, actor. Born Tioga, Tex., Sept. 29, 1908; 5 ft. 11 in.; w. 160; light brown hair, blue eyes; e. Tioga High School; m. Ina Mae Autry. Originally a helper on his father's ranch; first radio work via KVOO, Tulsa, in 1929; in 1930 he went to WLS, Chicago, remaining there four years; became motion picture star in 1934. Honorary Lt. Governor of Oklahoma and Arizona; Honorary Mayor North Hollywood, Calif. (R) Melody Ranch, 1940 (Wm. Wrigley, Jr., Co. for Doublemint Gum, CBS). (LS) Programs for Sears Roebuck and Miles Laboratories (Alka-Seltzer) via WLS, Chicago, 1930-33. (F) Republic, 1934-40; one film for Twentieth Century-Fox in 1939. (V) Theatre appearances. (PR) Victor, Brunswick, Vocalion, Columbia.

BABBITT, HARRY. Singer. Born St. Louis, Mo., Nov. 3, 1913; h. 5 ft. 10½ in.; w. 165; brown hair and eyes; e. Roosevelt High School, St. Louis; m. Betty Babbitt; one son, Michael, 2. Began the study of the drums and xylophone at the age of 12, later studying saxophone and voice in St. Louis and Chicago. Had an orchestra of his own for a time, but gave it up to travel as M.C. in theatres and night clubs. Joined the Kay Kyser organization Feb. 17, 1937, after submitting a recording of his voice. First radio appearance in 1933, when playing drums with a small St. Louis orchestra. Also sang on sustaining programs on a local station. (R) Kay Kyser's Surprise Party, 1937 (Willys Motor Cars, Mutual); Kay Kyser's College of Musical Knowledge, 1938-40 (American Tobacco for Lucky Strike Cigarettes, NBC Red); Kay Kyser's Orchestra, 1938-39 (sustaining, Mutual). (F) RKO (f). (V) Theatre appearances. (PR) Brunswick, Columbia.

BACAL, DAVE. Organist, Novachordist, pianist. Born New York City, Aug. 7, 1908; h. 5 ft. 8 in.; w. 160; brown hair, gray eyes; e. Philadelphia public schools. First radio appearance in 1929 via WIP, Philadelphia, playing organ and piano. Has also played with the Leo Zollo Orchestra, Charlie Gaylord's orchestra, Al Kavelin band, Vic Young's Orchestra; among the first to use the Novachord on commercial programs. (R) Penthouse Serenade, 1935 (Maybelline Co., NBC Red); House By the Side of the Road, 1935 (Johnson's Wax, NBC Red); Court of Missing Heirs, 1937 (Skelly Oil Co., CBS); News and Rhythm, 1939-40 (Bowey's Inc., CBS); Smilin' Ed McConnell, 1939 (Purity Baking Co., CBS); Grand Hotel, 1940 (Campana Sales Co., CBS). (V) Picture house work and appearances.

BACKUS, CONNIE. See Three Little Words.

BAILEY SISTERS (June & Sue). Singers. First radio appearance on KMOX, St. Louis, as result of an audition. In 1935, while on a vaudeville tour, the duo was signed by Orrin Tucker in Louisville. Ben Bernie heard them at a Chicago hotel in the spring of 1939 and signed them for his broadcast. (R) Ben Bernie and All the Lads, 1939-40 (American Tobacco Co., CBS). (V).

BAILEY, MARVIN. See Six Hits and a Miss.

BAILEY, RUTH. Dramatic actress. Born Pittsburgh, Pa., June 8; h. 5 ft., 6 in.; w.

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- 120; blonde hair, blue eyes; e. Hathway-Brown School, Cleveland, Mrs. Dows School, Briarcliff Manor, N. Y., Vassar College; m. Eugene Swigart, Jr. Formerly commercial photographic model, school teacher, social worker and magazine staff member. First radio appearance in 1935, via WGN, Chicago. (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, 1937-40 (Procter & Gamble Co., NBC Red); Win Your Lady, summer show, 1938 (Andrew Jergens Co., NBC Blue); Woman in White, 1938-40 (Pillsbury Flour Mills Co., NBC Red); Right to Happiness, 1939-40 (P & G, successively NBC Blue, CBS); others. (F) Shorts. (L) Adding Machine, 1928; Wedding, With All My Love, 1936; stock.
- BAIRD, JANET.** Commentator, interviewer, script writer. Born Piedmont, Calif., May 6, 1912; h. 5 ft. 3 in.; w. 118; brown hair, green eyes; e. Riverside (Calif.) Library School; m. James G. Henriksen, aviator. First radio work in 1932 when she left the San Francisco Chronicle to become radio director of the Ryder and Ingram Advertising Co. Lecturer on fashions, radio, and aviation (she is a licensed pilot⁺). (R) Woman's Magazine of the Air, 1937-39 (Sperry Flour, NBC Red); others, locally and regionally.
- BAKER, ART (Arthur Shank).** Commentator, announcer, M.C. Born New York City, Jan. 7, 1898; h. 5 ft. 10 in.; w. 170; gray hair, brown eyes; m. Maida Shank; four children, John, 21, Maida, 19, Jean, 15, and Diane, 9. First radio appearance as an employee of the Forest Lawn Memorial Park after volunteering to announce that firm's radio program. Song-leader at civic and educational gatherings; speaker at clubs. Private, U. S. Army, during the World War. (R) Hollywood in Person, 1937-38 (General Mills, CBS); Pull Over Neighbor, 1938-39 (Wilshire Oil Co., NBC Pacific Red); The Grouch Club, 1939 (General Mills, NBC Red); Hedda Hopper's Hollywood, 1939-40 (California Fruit Growers Exchange, CBS); Pepsodent Program Starring Bob Hope, 1940 (Pepsodent Co., NBC Red); others, locally and on Pacific Coast hookups. (F) Bit player.
- BAKER, BONNIE.** Singer with Orrin Tucker's orchestra. Born Houston, Tex., April 1, 1918; nee Evelyn Nelson; h. 5 ft.; w. 100; black hair, brown eyes; e. St. Agnes Academy, Houston, Ursuline Academy, Galveston, and San Jacinto High School, Houston. She joined Orrin Tucker's orchestra in 1936, and made her first radio appearance with Tucker in the same year at the Claridge Hotel, St. Louis; in 1939-40 she specialized in the revival of the song "Oh, Johnny"; prior to joining Tucker's band she sang with a local orchestra in Georgia. (R) Your Hit Parade, 1940 (American Tobacco for Lucky Strike, CBS). (F) Shorts. (V) Theatre and dance engagements with the Orrin Tucker orchestra. (PR) Columbia.
- BAKER, GENE (Eugene L.).** Announcer, singer. Born Portland, Ore., Jan. 11, 1910; h. 5 ft. 9 in.; w. 170; brown hair, gray eyes; e. grammar and high school; m. Mary Etta Baker; three children, Jack, 9, Mary Esther, 5, Thomas Lee, 3. First radio appearance in 1926 via KEX, Portland, after experience in amateur theatricals. Currently also concert singer. (R) Houseboat Hannah, 1938-39 (P & G, NBC Red and Blue); Midstream, 1939-40 (P & G for Teel, NBC Red and Blue); others, locally and transcribed.
- BAKER, KENNY (Kenneth L.).** Singer, actor. Born Monrovia, Calif., Sept. 30, 1912; h. 6 ft.; w. 155; light brown hair, blue eyes; e. Los Angeles Junior High and Long Beach high; m. Geraldine Churchill; two children, Kenneth, 4, and Susan Louise, 2. As a boy violinist, he was concert master in junior high school; on entering high school, he joined the glee club and gave up the violin for singing. Started radio career as a singer via a small station in Long Beach. Won Fire Chief contest and joined the Texaco program in 1935. (R) Texaco Radio Open (quest for new talent), 1935 (Red); Jack Benny, 1935-39 (General Foods for Jell-O, NBC Red); Texaco Star Theatre, 1938-40 (Texas Co., CBS). (F) Universal, M-G-M, 20th Century-Fox, Paramount, Walter Wanger (f); shorts. (L) Concert tours. (V) Personal appearances. (PR) RCA Victor, Decca.
- BAKER, MILDRED.** Dramatic actress. Born Atlanta, Ga., Sept. 6, 1904; h. 5 ft. 5½ in.; w. 120; auburn hair, blue eyes; e. Cathedral School, Orlando, Fla., and Rollins College Conservatory of Music; divorced; two sons, John N. Fletcher, 13, and Jerome S. Fletcher. Entered radio from the theatre in 1935, playing a role in Roses and Drums. (R) Roses and Drums, 1935 (Union Central Life Insurance, NBC Blue); Cavalcade of America, 1936-38 (E. I. du Pont de Nemours, CBS);

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- 20,000 Years in Sing Sing, 1936 (Sloan's Liniment, NBC Red); Behind Prison Bars, 1937-38 (Sloan's Liniment, NBC Blue); Criminal Case Histories with Warden Lawes, 1938-39 (Sloan's Liniment, NBC Blue); Right Thing to Do, 1938-39 (George W. Luft, NBC Red); Gang Busters, 1937-40 (Colgate-Palmolive-Peet, CBS); By Kathleen Norris, 1939-40 (General Mills, CBS). (L) Broadway Boy, 1932; We the People, 1933; Goodbye Again, 1934; replaced prima donna in May Wine for one week, 1936; Constant Wife, 1937; Successful Calamity (leading lady for Walter Hampden), 1938; others, including stock.
- BAKER, PHIL.** Comedian. Born Philadelphia, Pa., Aug. 24, 1896; h. 5 ft. 10 in.; w. 175; brown hair, blue eyes; e. Boston schools; m. Peggy Cartwright, former actress; four children, Margot, 6, Stuart, 5, Michael, 3, and Susan, 2. His first theatrical appearance was in a Boston amateur show, and resulted in his professional entry into vaudeville where he became partner to Ed Janis in a violin-accordion act; not long afterward he teamed with Ben Bernie, Baker playing accordion and Bernie violin; the War broke up this combination, and Baker joined the Navy; after the War he did a single act in vaudeville, gradually adding gags to his accordion playing, and eventually evolving a turn utilizing a stooge-in-the-box; he later played in musical comedies. First radio appearance in 1933. (R) Armour Program, 1933-35 (Armour & Co., NBC Blue); Phil Baker, 1935-38 (Gulf Oil, CBS); Honolulu Bound, 1939 (Hawaiian Pineapple, CBS). (F) Warner Bros., Sam Goldwyn (f); collaborator on songs for one Columbia film; shorts. (L) Music Box Revue; Crazy Quilt; Artists and Models; Greenwich Village Follies; A Night in Spain; Calling All Stars; others (s). (V). (PR).
- BAKER, SAMM SINCLAIR.** Writer, director, producer. Born Paterson, N. J., July 29, 1907; e. Paterson High School and University of Pennsylvania; m. Natalie B. Baker. Started writing radio commercials and programs in 1934; formerly advertising copywriter. (R) writer, producer: Famous Jury Trials, 1937-39 (Mennen Co., 1937-38, local sponsors, 1938-39; Mutual); producer: 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., CBS); Quixie Doodle, 1939-40 (Mennen Co., Mutual); also many commercial news and commentator programs; scripts for Gang Busters (Colgate-Palmolive-Peet, CBS); NBC Original Plays and others.
- BALTER, SAM.** Sports commentator. Born Detroit, Mich., Oct. 15, 1910; h. 5 ft. 10 in.; w. 198; brown hair and eyes; e. U.C.L.A. (1929), University of California (1930); m. Mildred Balter; one daughter, Barbara, 5. First radio appearance in 1937 when he wrote a sports script and secured a sponsor for it via KEHE, Los Angeles. (R) Inside of Sports, 1938-40 (Bayuk Cigars, Inc., Mutual); others locally.
- BARASH, THEODORE.** Director, Benton & Bowles, N. Y. Born New York City, Jan. 17, 1914; e. University of Michigan; m. Jean Atkinson Barash. Started in radio in 1937 as agency director with Benton & Bowles. (R) Colgate Ask-It-Basket with Jim McWilliams, 1939 (Colgate Dental Cream, CBS); Myrt & Marge, 1940 (Concentrated Super Suds, CBS). (LS) I Give You My Life, with Molly Picon, 1937-39, and The Molly Picon Parade (Maxwell House Coffee, WMCA, New York).
- BARBOUR, OLIVER.** Program director, Transamerican Broadcasting & Television Corp., New York. Born Rochester, N. Y., Oct. 23, 1904; e. Mercersberg Academy and University of Rochester. Started radio work in 1929, as actor and producer at WHAM, Rochester. (R) Light of the World (as director), 1940 (General Mills, NBC Red and Blue); others, since 1929, as actor. (L) Fourteen Broadway productions (featured actor in many); director of summer theatre, 1938, '39.
- BARCLAY LUISE.** (Luise Barclay Boldenweck). Actress (leads, dialect). Born Philadelphia, Pa., May 23, 1912; h. 5 ft. 7 in.; w. 130; brown hair and eyes; e. Cincinnati Conservatory, Philadelphia Conservatory, Leland Powers School of the Theatre, Boston, Mass. First radio appearance in Chicago in 1933 after a try-out suggested by a relative employed on a fan magazine. (R) Betty and Bob, 1934-35 (General Mills, NBC Red and Blue); Rich Man's Darling, 1935-36 (Mutual); Modern Cinderella, 1936-37 (General Mills, CBS); Woman in White, 1938-40 (Pillsbury, NBC Red); First Nighter, 1939-40 (Campana Sales Corp., CBS); Grand Hotel, 1940 (Campana Sales Corp., CBS).
- BARDO, BILL** (Wilbur P. Bardo). Orchestra leader. Born Beaver Falls, N. Y., Sept. 24, 1906, son of George M. Bardo, orchestra leader and champion fiddler



PROFESSIONAL RECORDS--Continued

- of New York State; h. 6 ft.; w. 175; black hair, hazel eyes; e. Institute of Musical Art (scholarship student) and Columbia University (B.A. degree in music); m. Alice K. Bardo, show girl; one child, Lynn, 6. Composer of classical music and jazz. First radio appearance in 1927 with George Olsen (before he formed his own band). (R) Stromberg-Carlson Hour (Stromberg-Carlson Telephone Mfg., NBC Blue); Canada Dry Program, 1932 (Canada Dry Ginger Ale, NBC Blue); others, including programs for Chase & Sanborn Tea (with George Olsen) and Safeway Food Products transcriptions (with Frank Novak). (F) United Artists and Paramount (f) and shorts (with Olsen). (L) Good News; Whoopee. (V) Theatre, hotel and night club engagements.
- BARKER, ALBERT.** Script writer. Born Chicago, Ill., son of Edwin L. Barker, playwright, producer, manager; h. 5 ft. 6 in.; w. 137; brown hair, green eyes; m. Dorothy Barker, pianist. Entered radio in 1930, as original writer of the Grand Hotel series. (R) Grand Hotel, 1935-40 (Campana Sales, currently CBS); Don Winslow of the Navy, 1938-39 (Kellogg Co., successively NBC Red and Blue); others, not current. (F) As writer. (L) Author of Buckaroo, 1927; Man on Stilts, 1929; American Holiday, 1937 (all Broadway productions).
- BARKER, BRADLEY.** Actor, animal imitator. Formerly stock and film player. It was during the early days of talking pictures that his noise and voice imitations were first called into play. Later he became an NBC actor, appearing on the Eveready program. Traveled with Ringling Brothers years ago when learning to imitate animals; has been collecting material ever since, and now owns one of the largest circus libraries in America. (R) The Mighty Show, 1938-39 (My-T-Fine Dessert, CBS); Dog Heroes, intermittently (Thrivo Dog Food, NBC Blue); others. (F) Wrote, directed and acted in 2-reelers for the Kalem Co.; several films with Lionel Barrymore; color films for Tiffany; Pathe shorts; voice of the characters in the Betty Boop cartoons. (L) Debut in 1903; Arizona and The Virginian, with Dustin Farnum; three years with the Famous Players Stock Co.
- BARNETT, SANFORD H.** Producer, J. Walter Thompson Co., Hollywood. Born East Orange, N. J.; m. Roberta Barnett; one child, Leigh, 1. Started in radio as office assistant at WOR, New York, later being transferred to the production department. (R) Currently produces Lux
- Radio Theatre (Lever Bros., CBS); others, not current, include The Circle (Kellogg Co., NBC Red); Bakers Broadcast (Standard Brands for Fleischmann's Yeast, NBC Blue); Rudy Vallee program (Standard Brands, NBC Red); Those We Love (successively sponsored by Lamont Corliss on the Blue and Standard Brands on the Red).
- BARNEY, MARION.** Character actress. Born San Francisco, Calif., Dec. 15, 1883; h. 5 ft. 7 in.; w. 165; blonde hair, blue eyes; e. University of California; m. R. T. Richardson. At the age of 16 she was given a small part in the late T. Daniel Frawley's stock company, and remained with the company on the Pacific coast for some time. Came to New York and joined the Augustus Thomas Company at the old Herald Square Theatre. Broadway appearances followed, and she played with George Arliss, Gregory Kelly and many others. Also worked in silent films. First radio appearance in Mary Roberts Rinehart's "Tish" in 1930. (R) Red Davis, 1933-34 (Beech-Nut Packing Co., NBC Blue); Helen Hays in Bambi, 1936-37 (General Foods for Sanka Coffee, NBC Blue); Pepper Young's Family, 1936-40 (Procter & Gamble for Camay Soap, NBC Red and Blue); When a Girl Marries, 1939-40 (Prudential Insurance Co., CBS); We, the People, 1939-40 (General Mills, CBS); By Kathleen Norris, 1939-40 (General Mills, CBS). (L) 30 years; productions by Belasco (s); Frohman, Shaw & Erlanger, Lawrence Rivers, George Tyler, Crosby Gaige (f); others.
- BARNOUW, ERIK.** Writer, director. Born The Hague, Holland, June 23, 1908; h. 5 ft. 11 $\frac{3}{4}$ in.; w. 175; black hair, brown eyes; e. Princeton University and Reinhardt School of the Theatre, Vienna; m. Dorothy Barnouw. Started radio work in 1931, when he joined Erwin, Wasey as program director. Lecturer in radio, Columbia University; writes magazine articles. Author of Open Collars (a play) and Handbook of Radio Writing (textbook). (R) Camel Quarter Hour, 1931-32 (Camels, CBS); The Honeymooners, 1931-35 (sustaining, NBC Blue); True Story Court of Human Relations, 1934-37 (Macfadden Publications, NBC Red); Bobby Benson, 1933-36 (Hecker H-O Co., CBS); Forum of Liberty, 1935 (Liberty Magazine, CBS); Literary Digest Poll, 1936 (Goodyear Tires, NBC Blue); Campbell Playhouse (Campbell Soup, CBS); others. (LS) WOR, New York; also transcriptions. (L) Stock, as actor. (V) Tour manager, 1932.
- BARRETT, PATRICK J.** (Barrett John-



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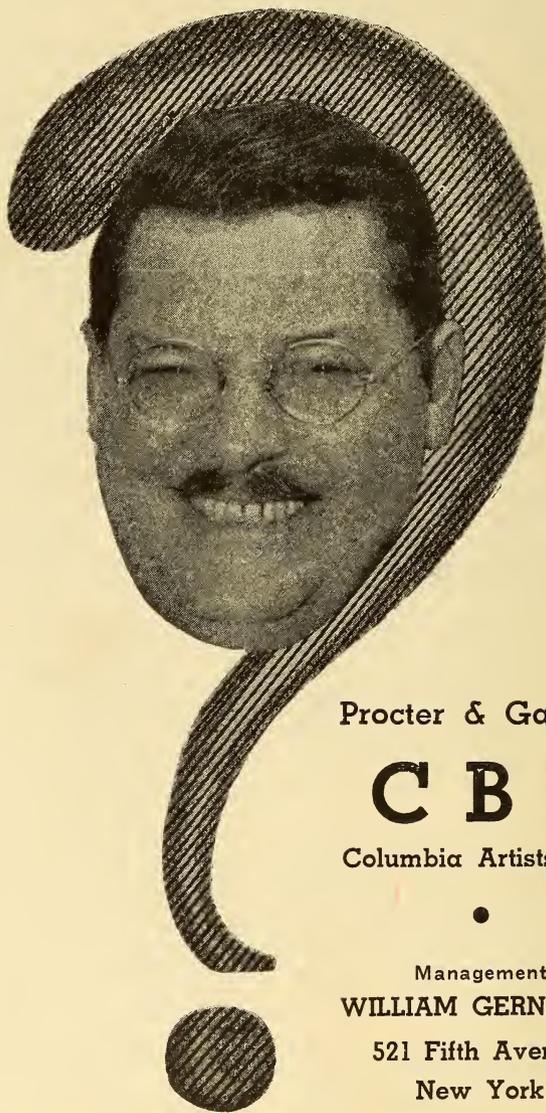
THE CAST—Artie Auerbach, Arthur Q. Byran,
Dick Lane, Wendell Niles, Josef Forte, Elvia
Allman, Blanche Stewart, Margaret Brayton

THE MUSIC-MAKERS—The Merry Macs and
Carl Hoff and His Orchestra

PROFESSIONAL RECORDS—Continued

- stone**). Character actor (**Uncle Ezra**). Born Holden, Mo., Sept. 27, 1887, son of O. H. Johnstone, theatrical agent, and Augusta Jane Barrett, actress; h. 5 ft. 9½ in.; w. 245; brown hair, hazel eyes; e. St. Cecilia's Academy, Holden; m. Nora Cunneen, character actress. Traveled with his parents as a child and at the age of seven was a member of the cast of Little Lord Fauntleroy. Toured the U. S. with various stock companies, as well as parts of Canada and Mexico, and finally appeared in vaudeville. Later teamed in vaudeville with his wife, Nora Cunneen, until in 1931 he was signed for a commercial program on WTMJ, Milwaukee. A year later he switched to WLS, Chicago, where he created his character act of Uncle Ezra. (R) National Barn Dance, since 1933 (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); Uncle Ezra since July, 1940 (R. J. Reynolds Tobacco Co., NBC Red). (LS) WTMJ, Milwaukee; WLS, WMAQ, Chicago. (F) Paramount (f). (L) Featured player. (V) Barrett & Cunneen, Looking for Fun.
- BARRIE, ELAINE**. Dramatic actress. Born New York City, July 16, 1915; nee Elaine Jacobs; h. 5 ft. 6 in.; w. 116; brown hair and eyes; e. New York public schools and Hunter College; m. John Barrymore. First radio appearance in 1935 following an audition at NBC. (R) Society Girl, 1940 (Corn Products Refining, CBS). (GA) Royal Gelatin Hour, 1935; Hollywood Hotel, 1935 and 1936; Lux Radio Theatre; Texaco Star Theatre; Kate Smith Hour; Eddie Cantor's Camel Caravan. (F) M-G-M; Paramount (f). (L) Katy Did, So What, 1935; Golden Boy, 1939; End of Summer, 1939; The Greeks Had a Word for It, 1939; My Dear Children, 1940; summer stock, 1939.
- BARRIE, GRACE**. Blues singer. (R) Programs for Pabst Blue Ribbon Beer, 1935; Bromo-Seltzer, 1935; American Can, 1936; Hammerstein's Music Hall, 1936; Calling America, 1939-40 (cooperative program, Mutual). (L) Strike Me Pink, 1933; George White's Scandals, 1935 and 1936; The Show Is On. (V) Coast to coast, 1933-37.
- BARRON, BOB (Dr. Robert Henri Barron)**. Dramatic actor. Born Shell, Wyo., April 3, 1898; h. 6 ft. 2 in.; w. 220; black hair, brown eyes; e. Omaha Central High School, Kearney (Neb.) Teachers Normal, and Chicago National College of Physicians (doctor's degree). Originally a doctor (not practicing currently); played in stock and vaudeville and reluctantly turned to radio, making his first appearance in Seattle in 1927. (R) Houseboat Hannah, 1936-37 (P & G, CBS); Little Orphan Annie, 1936-37 (Wander Co. for Ovaltine, NBC Red); Jack Armstrong, 1937-40 (General Mills, NBC Red); Story of Mary Marlin, 1937-39 (P & G, NBC Red and Blue); Adventures of Tom Mix, 1940 (Ralston Purina, NBC Blue). (L) Stock, 1923-31. (V).
- BARROWS, RICHARD**. Actor (straight, character, dialects). Born Jan. 28, 1882; h. 5 ft. 10 in.; w. 165; gray hair and eyes; e. St. Boniface Parochial School, Buffalo, N. Y.; m. Daisy Barrows. His first radio role resulted after an audition by McCann-Erickson on June 28, 1934. (R) Death Valley Days, 1934-40 (Pacific Coast Borax, currently NBC Blue); parts on Kate Smith's program (General Foods, CBS); Sky Blazers (Continental Baking, CBS); We, the People (General Foods, CBS); Gang Busters (Palmolive Shave Cream, CBS); Warden Lawes programs (Sloan's Lini-ment, NBC Blue); Second Husband (Bayer Aspirin, CBS); Pretty Kitty Kelly (Continental Baking, CBS) and numerous others, including recordings. (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.
- BARRY, LLOYD (Lloyd B. Steinkamp)**. Juvenile actor. Born New York City, Dec. 3, 1927; h. 4 ft.; w. 92; dark brown hair and eyes; e. Fordham Prep School. First radio appearance nine years ago on a CBS children's hour. (R) Aunt Jenny's Real Life Stories (Lever Bros., CBS); Big Sister (Lever Bros., CBS); The Shadow (Blue Coal, Mutual); Big Town (Lever Bros., CBS); Kate Smith Hour (General Foods, CBS); Right Thing to Do (George W. Luft, NBC Red); Adventures of Ellery Queen (Gulf Oil, CBS); Valiant Lady (General Mills, NBC Red and Blue); Ellen Randolph (Colgate-Palmolive-Peet, NBC Red); When a Girl Marries (Prudential Insurance, CBS); Young Man with a Band (Columbia Recording, CBS); others. (L) Blind Alley, Abe Lincoln in Illinois. (R) RCA Victor, Columbia.
- BARRYMORE, DIANA (Diana Barrymore Blythe)**. Born New York City, March 3, 1921; h. 5 ft. 4 in.; w. 125; brown hair and eyes; daughter of John Barrymore; e. Brearley, New York, Miss Hewitt's, New York, and Fermata, Aiken, S. C.

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PROFESSIONAL RECORDS—Continued

First radio appearance via the Big Sister program. (R) Big Sister, 1940 (Lever Bros. for Rinso, CBS). (L) Outward Bound, 1938.

BARUCH, ANDRE. Announcer. Born in Paris, France, Aug. 20, 1906; h. 5 ft. 10 in.; brown hair, blue eyes; e. Beaux Arts in Paris and Columbia University, New York City; m. Bea Wain, singer. Came to America at the age of 12. Started in radio as staff pianist while a college student, but soon became an announcer. Holds a backstroke record, set in Paris sectional meet, and was Metropolitan Diving Champion, New York. (R) Your Hit Parade, 1935-40 (American Tobacco for Lucky Strike Cigarettes, CBS); Your News Parade, 1937-38 (Lucky Strike Cigarettes, CBS); Kate Smith, 1937-40 (currently General Foods, CBS); American Album of Familiar Music, 1939-40 (Bayer Co., NBC Red); Second Husband (Bayer Co., CBS); Waltz Time (Chas. H. Phillips, NBC Red); The Aldrich Family, summer of '39 (Jell-O, NBC Red); My Son and I, 1939 (General Foods, CBS); others, not current. (F) Announcer for National Screen; special commentator, Pathe News; shorts.

BAUKHAGE (Hilmar Robert Baukhage). News commentator, narrator. Born La Salle, Ill., Jan. 7, 1889; h. 5 ft. 11 in.; w. 170; brown hair, blue eyes; e. University of Chicago and post-graduate work in numerous European universities; m. Marjorie C. Baukhage. One time special writer for the United States News, via whose newscasts he made his first radio appearance in Washington, D. C.; lecturer, author. Second lieutenant, F. A., A.E.F. (R) Four Star News, 1939 (Palmer Bros., NBC Blue); many NBC news programs. (L) Baldwin-Melville stock, 1906-07.

***BAUMER, MARIE.** Dialogue writer. (R) Stella Dallas, 1938-40 (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).

BECK, JACKSON. Actor, announcer, producer. Born New York City, July 23, 1912; h. 5 ft. 8½ in.; w. 185; black hair, brown eyes; e. P. S. 10, Manhattan, Stuyvesant High School, and New York Stock Exchange Educational Institute; son of Max Beck, stage-screen actor. Originally employed in Wall Street, he took up radio as a hobby, then began making professional appearances in 1932; one-time producer for WHN and

WINS, New York. (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); Tim Healy Stamp Club, 1939 (Kellogg Co., Mutual); Life Can Be Beautiful, 1939-40 (P & G for Ivory Flakes, CBS); This Day Is Ours, 1939-40 (P & G for Chipso, CBS); The Shadow, 1939 (D.L.&W. for Blue Coal, Mutual); Society Girl, 1939-40 (Corn Products Refining, CBS); Doc Barclay's Daughters, 1939-40 (Personal Finance, CBS); Big Sister, 1939-40 (Lever Bros. for Rinso, CBS); Grand Central Station, 1939-40 (Lambert Pharmacal for Listerine, CBS); The Man I Married, 193-40 (P & G for Oxydol, NBC Red); many others. (F) Commercial films. (V) Personal appearances.

BECKER, BOB (Robert H.). Commentator. Born Terryville, S. D., Oct. 27, 1890; h. 5 ft., 8 in.; w. 144; brown hair and eyes; e. Beloit College; m. Suzanne Dabney Becker. Outdoor and kennel editor, Chicago Tribune; author of The Dog Book, Memo-Go Fishing, Which Lures and Where, Birds and Bird Houses, others. During his youth lived next door to Roy Chapman, who fanned his desire to become a naturalist. After graduation from college, he became a member of the zoology department of the Field Museum in Chicago. First assignment was a 17,000 mile expedition through the Amazon and Rio Negro valleys to the frontier of British Guiana and Brazil. In 1916, he took his second trip to South America. During the World War, served in the Psychiatric Unit. After leaving the service and spending a couple years free lance reporting and writing, he began his work for the Chicago Tribune in 1921. First radio appearance on WGN, Chicago. (R) Bob Becker's Chats about Dogs, 1938-40 (Red Heart Dog Food, NBC Red).

BECKER, DON. Script writer, producer. Born Covington, Ky., May 28, 1907; m. Florence Becker, radio actress. Made his radio debut in 1926 as ukelele player on WLW, Cincinnati, after appearing in vaudeville and night clubs as a Boy Wonder entertainer. Four years later



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SUNDAYS

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NBC Blue Network

8:15-8:30 P.M. P.S.T.
NBC Red Network

PROFESSIONAL RECORDS—Continued

he became assistant general manager of the same station, and also doubled as announcer, sound engineer, script writer and publicity man. Since then he has written more than 2,000 radio scripts, including 52 Chinese legends in serial form, and has composed the opening themes for *Life Can Be Beautiful* and *This Day Is Ours*. (R) *Life of Mary Sothern*, 1937-38 (Lehn & Fink, CBS); *This Day Is Ours*, 1938-40 (P & G for Crisco, CBS, 1938-39; NBC Blue, 1940); *Life Can Be Beautiful*, 1938-40 (P & G for Ivory Soap, NBC Red and Blue and CBS); *The Man I Married*, 1939-40 (P & G, NBC Red); *Light of the World*, 1940 (General Mills, NBC Red and Blue). (V).

BEETLE. See Ward Wilson.

BELL, JOSEPH. Actor, production director, announcer. Born Kansas City, Mo.; h. 5 ft. 11 in.; w. 150; dark hair, brown eyes; e. University of California and Leland Stanford. Lecturer on stage, acting and radio. Lieut. of Infantry (1918); member of the Lambs, 32 degree Scottish Rite Mason. Started radio work about 1927, as freelance leading man. (R) *Adventures of Sherlock Holmes*, 1930-35 (G. Washington Coffee, NBC Red); 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 AUDREY. Singer (*The Steele Sisters*). Born Wheeling, W. Va., Feb. 18, 1921; h. 5 ft. 3 in.; w. 106; blonde hair, blue eyes; e. Wheeling High and Ritchie School. Studied dancing for a number of years, and has been on the stage since the age of five, as both dancer and singer. First radio appearance February 14, 1936, on WWVA, Wheeling. (R) *Horace Heidt & His Brigadiers*, 1938 (Stewart-Warner, successively NBC Blue and Red); *Musical Steelmakers*, 1938-40 (Wheeling Steel, Mutual); also transcriptions of the Wheeling program. (V) Tour with Horace Heidt, 1938; theatre appearances.

BELL, SHIRLEY. Dramatic actress, singer. Born Chicago, Ill., Feb. 21, 1921; h. 5 ft. 5 in.; w. 125; auburn hair, brown eyes; e. Lake View High School, Chicago; not married. Her first radio appearance was via WGN, Chicago, in 1927. (R) *Little Orphan Annie*, 1931-40 (Wander Co. for Ovaltine, NBC Red and Mutual); *Arnold Grimm's Daughter*, 1939 (General

Mills, NBC Red and Blue); others locally in Chicago, plus network sustaining. (V) Personal appearances.

BELOIN, EDMUND. Writer. Born Bristol, Conn., April 1, 1910; h. 6 ft.; w. 160; brown hair, blue eyes; e. Columbia University; m. Lynn Hayden, model. First radio work in 1936 writing for Jack Benny (in collaboration with Bill Morrow). (R) *Jell-O Program* starring Jack Benny, 1936-40 (General Foods, NBC Red). (F) Jack Benny films for Paramount.

BENCHLEY, ROBERT. Writer, actor. Born Worcester, Mass.; h. 5 ft. 11 in.; e. Harvard, Sept. 15, 1889; President of the Harvard Lampoon while attending that university. After graduation, he became associated with the Curtis Publishing Co. Later he was associate editor of the *New York Sunday Magazine*. Secretary to Aircraft Board in Washington, D. C., during the War. Subsequently was managing editor of *Vanity Fair*, conducted book column for the *World*, and was dramatic editor of *Life*. Currently theatre critic, *New Yorker* magazine. Author of books and magazine articles. (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.

BENELL, JULIE. Dramatic actress, commentator. Born Chicago, Ill., Nov. 6, 1910; h. 5 ft. 5 in.; w. 130; light brown hair, green eyes; e. Loretta Convent and Miss Faulkners Girls School; m. C. A. Minor, Jr. Started radio work in 1930. (R) *John's Other Wife*, 1937-40 (Old English, BiSoDol, NBC Red); *Stella Dallas*, 1938-40 (Chas. H. Phillips, NBC Red); *Doc Barclay's Daughters*, 1939-40 (Personal Finance, CBS); *Jergens Journal* (Andrew Jergens, NBC Blue); *Road of Life* (P & G, CBS and NBC Red); *Your Unseen Friend* (Beneficial Management, CBS); only woman commentator on the *New York World's Fair*, during summer of '39, on program titled *Come to the Fair* (WINS, N.Y.) (F) Commercial shorts. (L) San Diego Stock Co. and San Francisco Theatre Guild (resident leading lady), 1935-36; *Command to Love*; *Reunion in Vienna*; *Love from a Stranger*; others (s, f).

BENNY, JACK. Actor, comedian. Born Chicago, Ill., February 14, 1894; h. 5 ft. 9 in.; w. 150; brown hair, blue eyes; e. public schools; m. Mary Livingstone. At 16 he played the violin with an orches-

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PROFESSIONAL RECORDS—Continued

tra. A year later, with a partner who played the piano, he launched his first vaudeville act. When the U.S. entered the World War, he joined the Navy. As a musician, he was drafted for sailor shows for the Seamen's Benefit Fund, and in asking for contributions discovered his ability to put gags across. When the war was over returned to vaudeville as a monologist. Theatre and night club engagements followed. M-G-M offered him a contract and he made his screen debut as master of ceremonies. Married Mary Livingstone, now a member of his radio show, and came East to star in Earl Carroll's Vanities. Shortly after he made his radio debut. (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, 1934-40 (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.

BENTLEY, SPENCER (Wilmer Spencer Bentley). Actor, announcer, director. Born New York City, son of Alice (stock leading lady) and Wilmer Bentley (director); h. 5 ft. 8 in.; w. 150; dark brown hair, blue eyes; e. Freehold and Wenonah military schools and Professional Children's School; m. Betty Colter, actress. First radio appearance as an actor in 1928; first announcing assignment in 1934 on WNEW, New York. (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); Romance of Hope Alden, 1936-37 (Taystee Bread, Mutual); Betty & Bob, 1936-38 (General Mills, successively CBS and NBC Red and Blue); Curtain Time, 1937 (General Mills, Mutual); Jane Arden, 1938-39 (Ward Baking Co., NBC Blue); This Day Is Ours, 1938-39 (P & G, CBS); Tip Top Show, 1939-40 (Ward Baking, NBC Blue). (F) Paramount Newsreel (commentator). (L) Productions for George M. Cohan, Ziegfeld and others (23 productions); 17 stock companies.

BERCH, JACK. Actor, singer, writer. Born Sigel, Ill., Aug. 26, 1911; h. 6 ft. 2

in.; w. 185; dark brown hair, light blue eyes; e. St. Viator College. While working on delivery trucks in Youngstown, O., sang for the neighbors, who called the local station and urged that he be put on the air. As a result, he was given a spot on Sunday evening, and featured songs requested by his housewife customers during the week. Later he began writing scripts, announcing, singing and producing shows other than his own. (R) Jack Berch (Knox Gelatin, 1936, NBC Blue; Wasey Products, 1936-37, Mutual); Jack Berch and His Boys, 1937 (Fels Naptha, CBS); transcriptions, 1938 (Wasey Products, Feen-A-Mint); Jack Berch, the Sweetheart Serenader, 1939 (Manhattan Soap Co. for Sweetheart Soap, NBC Red); Jack Berch and His Boys, 1939-40 (Sweetheart Soap, NBC Blue). (Also handles own commercials; formerly on staff of WLW, Cincinnati, and WTAM, Cleveland).

BERG, GERTRUDE. Writer, producer, director, actress. Born New York City, Oct. 3, 1900; h. 5 ft. 4 in.; dark brown hair and eyes; e. New York public schools and Columbia University; m. Lewis Berg, sugar technician; two children, Cherney, 17, and Harriet, 14. Originally wrote plays for the Jewish art theatre. Her first radio work was "The Rise of the Goldbergs" which was presented via NBC in 1929. (R) The Goldbergs, 1930-34 (Pepsodent Co., NBC Red); The House of Glass, 1935 (Colgate-Palmolive-Peet, NBC Blue); The Goldbergs, 1938-40 (Procter & Gamble for Oxydol, CBS; also WHN in 1938, NBC Red in 1937). (F) Screenplays for RKO. (V) Theatre appearances, 1935.

* **BERGEN, EDGAR (Edgar Bergren).** Ventriloquist. Born Chicago, Ill., Feb. 16, 1903; h. 5 ft. 10 in.; blonde hair, blue-grey eyes; e. Northwestern University and the School of Speech in Evanston. Began practicing ventriloquy while a high school student. It was at this time he conceived the idea for his dummy, said to be inspired by a street-urchin newsboy with impish face and bright red hair. After graduation from college, he played in vaudeville both here and abroad. On returning to America, he found vaudeville had disappeared, so he played in night clubs. First radio appearance as guest on the Rudy Vallee program, Dec. 16, 1936. (R) Chase & Sanborn Program, 1937-40 (Standard Brands, Inc., NBC Red). (GA) Several appearances on the Rudy Vallee Show. (F) Universal, Warner Bros., M-G-M; shorts. (V) Many years.

BERGMAN, TEDDY. See Alan Reed.

PROFESSIONAL RECORDS—Continued

BERLE, MILTON. Comedian. Born New York City, July 12, 1908; h. 5 ft. 11¼ in.; brown hair, blue eyes. As a child, he appeared in silent films. Stage debut was at the age of 10, singing I'm Forever Blowing Bubbles as a member of The Melody of Youth, child entertainment troupe. When the U.S. entered the War, he toured the training camps entertaining soldiers. Later he entered vaudeville, also appearing in musical comedies. (R) Stop-Me-If-You've-Heard-This-One, 1939-40 (Quaker Oats, NBC Red); others not current. (F). (L). (V).

BERNARD, DON. Producer, director, writer, William Esty & Co., New York City. Born Delaware, O., Aug. 9, 1903; e. Ohio Wesleyan University and Busch Conservatory of Music and Drama; m. Eleanor Bernard; one son, David, 8. While a student of music, he conducted the male choir at the Holy Name Cathedral in Chicago. Also conducted oratorio repertoire, with two choral organizations assisted by concert and opera soloists and members of the Chicago Symphony Orchestra. Was soloist for Chicago theatres, and later for a theatre corporation, with four units originating

in New York. Radio debut as a singer on a program with Mary Garden during the first week KYW (then located in Chicago) was on the air. Some years later managed WAIU, Columbus, then joined NBC in New York. When NBC decided to open studios in Chicago, he was sent there to build an organization and head the program department. After five years, he joined the Hays MacFarland agency, where he remained a year and a half, leaving to become program manager of the Don Lee Network. When that network shifted from CBS to Mutual, he joined CBS in Hollywood until September, 1939, when he became associated with William Esty & Co. (R) Studebaker Champions, 1927-29 (Studebaker Corp., NBC Red and CBS); Armour Hour, 1927-31 (Armour & Co., NBC Blue); Empire Builders, 1927-30 (Great Northern Railroad, NBC Blue); Maytag program, 1928-30 (Maytag Washers, NBC Blue); Yeast Foamers, 1930 (Northwestern Yeast, NBC Blue); Northwestern Chronicle, 1931-32 (Northwestern Yeast, NBC Blue); Lives at Stake, 1932 (General Tire, NBC Red); Lady Esther Serenade, 1932-33 (Lady Esther, successively NBC Red and Blue); Pennzoil Parade,



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CBS.

—Now in a Solid Summer
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PROFESSIONAL RECORDS—Continued

1932-33 (Pennzoil Oil, CBS); Music from Hollywood, 1937-38 (Liggett & Myers Tobacco Co., CBS); Hollywood Showcase, 1937-38 (sustaining, CBS); Camel Caravan, 1939-40 (R. J. Reynolds Tobacco Co., NBC Red); Mr. Meek, 1940 (Lever Bros., CBS); Luncheon at the Waldorf, 1940 (R. J. Reynolds Tobacco Co., NBC Blue); Today in Europe, 1940 (R. J. Reynolds Tobacco Co., CBS); others, since 1925, including programs for American Tobacco, Standard Oil of Indiana, Balkite Radio Corp., Continental Oil, Ken-Rad Radio Tube Corp., Standard Oil.

BERNIE, BEN. Orchestra leader, M.C. Born Bayonne, N. J., May 31, 1893; h. 5 ft. 10 in.; w. 155; dark brown hair and eyes; e. Columbia University and the Mozart Institute, New York; m. Patricia Wesley. Studied engineering, but did not complete the course, leaving to become a violin salesman. In 1910 he entered vaudeville as half of the team of Klass and Bernie. When the team broke up in 1914, he formed an act with Phil Baker (until the War). In 1923 he opened at a New York hotel, where he stayed five years, and later played a one-year engagement in a London night club. (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.

BERWIN, BERNICE. Dramatic actress. While at the University of California, she was given an audition at KGO, San Francisco, as a result of her work in student productions. Joined NBC in 1928, and carried on radio work between theatrical engagements. Married to A. Brooks Berlin and has a son, 5. (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, 1932-40 (Wesson Oil & Snowdrift, 1932-34; Standard Brands for Tender Leaf Tea, 1935-40, NBC Red); I Love a Mystery, 1939-40 (Standard Brands, NBC Red). (L) Debut in an ingenue role with Edward Everett Horton in The Tailor-Made Man; Lombardi, Ltd., others; stock.

BEVERLY (Beverly Freeland). Singer (swing). Born Bristow, Okla., Feb. 2, 1914; h. 5 ft. 3 in.; w. 110; dark red hair, green eyes; e. Ward-Belmont, University of Oklahoma, and University of Miami; m. Carl Mahr, arranger and song

writer. First radio appearance on KVOO, Tulsa, singing with her sister, Jude and Helen Jackson; while vacationing in New York in 1934, she was engaged for the Johnny Presents program. (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, 1938-40 (Philip Morris & Co., NBC Red) (also a member of the Three Harmonics on this program); Breezing Along, 1939-40 (Philip Morris & Co., Mutual, 1939; NBC Blue, 1940). (LS) WMCA, New York City, 1934, WEA, New York City, 1937. (F) Shorts. (L) Member of girl trio, Earl Carroll's Sketch Book, 1935. (PR) Royale (with Johnny Green's orchestra).

BIXBY, CARL. Writer, producer. Born Worcester, Mass., May 4, 1895; m. Bee H. Bixby; two sons, Carl L., Jr., 21, and Jack H., 18. Started in radio from advertising agency work. (R) Dangerous Paradise, 1934-35 (Woodbury Sales, NBC Blue); Club Romance, 1935 (Lehn & Fink, CBS); Second Husband, 1937 (Bayer Aspirin, CBS); Big Sister, 1937-38 (Lever Bros., CBS); co-author of the following: Life Can Be Beautiful, 1938-40 (P & G, successively CBS and NBC Red and Blue); This Day Is Ours, 1938-40 (P & G, successively CBS and NBC Blue); The Man I Married, 1939-40 (P & G, NBC Red).

***BLACK, DR. FRANK.** Musical director, conductor. (R) Carnation Contented Hour (Carnation Milk Co., NBC Red); Magic Key of RCA (RCA, NBC Blue); Cities Service Concert (Cities Service, NBC Red). Conducted Cleveland Orchestra, Great Lakes Exposition and World's Fair, 1936; Robin Hood Dell concerts in Philadelphia, 1935; numerous concerts.

BLACK, RUSS. See Four Squires.

BLACKBURN, ARLINE. Dramatic actress. Born New York City, May 6, 1914; h. 5 ft. 5 in.; red-blond hair, green eyes. Encouraged by her parents to become an actress, made stage debut at the age of three with Lionel Barrymore in Copperhead. Went into films, returning to the stage at the age of 10, and appeared in many Broadway productions. First radio appearance in 1929. (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

PROFESSIONAL RECORDS—Continued

(Colgate-Palmolive-Peet, NBC Blue); The O'Neills, 1935-38 (Procter & Gamble, NBC Blue and CBS); Universal Rhythm, 1936 (Ford Motor Co., CBS); Behind Prison Bars, 1937 (Wm. R. Warner Co., NBC Blue); Mr. Keen, Tracer of Lost Persons, 1937 (BiSoDol, NBC Blue); Ma & Pa, 1937 (Atlantic Oil & Refining Co., CBS); Pretty Kitty Kelly, 1937-40 (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); By Kathleen Norris, 1939-40 (General Mills, CBS); 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).

BLAINE, JOAN. Dramatic actress, singer, writer. Born Fort Dodge, Ia., April 22, great-great granddaughter of the American statesman, James G. Blaine; h. 5 ft. 5½ in.; w. 115; black hair, blue eyes; e. Northwestern University (degrees in law, arts and speech). Formerly practicing lawyer, school superintendent, concert singer and harpist, film and legit

actress. After serving a year as head of the legal department of a Tiger, Colo., gold mine, she toured the country for three years as monologist, singer, pianist and harpist. Three years later she appeared in Broadway productions, and subsequently in films. First radio appearance as a narrator. (R) Silken Strings, 1933 (Real Silk Hosiery, NBC Blue); Story of Mary Marlin, 1936-37 (International Cellucotton for Kleenex, NBC Red); A Tale of Today, 1936-39 (Princess Pat, NBC Blue); Valiant Lady, 1938-40 (General Mills for Wheaties, Bisquick, successively CBS and NBC Red and Blue); numerous others, not current. (F). (L) 1928-31; Spitfire, Suicide Club, Hot Water, Winters Tale, Mystery Square, Dover Road, And So to Bed, Ghost Parade.

BLAKE, WILLIAM D. Writer. Born Wichita, Kans., Jan. 8, 1908; e. University of California; m. Barbara Blake; one daughter, Barbra Louise, 4. Playwright, writer of continuity for comic strips. Entered radio in February, 1938, while working on Federal Theatre Project. (R) Commercials for Rinso, Sept. and Oct., 1939 (CBS); also radio plays for local stations, 1938-39.

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PROFESSIONAL RECORDS—Continued

BLISS, TED. Actor, producer, announcer, writer. Associated with KFOX, Long Beach, Calif., 1930-34; announcer, KHJ-Don Lee Network, 1934-35, chief announcer, writer and producer, 1935-36, production manager, 1936-38. (R) As actor: 1938-40: Silver Theatre (International Silver, CBS); Screen Guild Theatre (Gulf Oil, CBS); Lux Radio Theatre (Lever Bros., CBS); Dr. Christian (Chesebrough Mfg., CBS). Also Pacific Coast shows as producer.

BLOCH, RAY (Raymond A.). Conductor, vocal arranger. Born Alsace-Lorraine, Aug. 3, 1902; h. 5 ft. 6 in.; w. 150; dark brown hair, brown eyes; m. Ethel Bloch; one daughter, Roberta, 10. At the age of eight, he sang in choirs, and when he was 12 began leading them. Later he was pianist in a New York ballroom orchestra, then organized his own band and toured the country in vaudeville. Also composer. Started radio work in 1930. (R) Johnny Presents What's My Name?, 1938-40 (Philip Morris & Co., Ltd., Mutual, 1938-39, CBS, 1939-40, NBC Red, 1939-40); Pick & Pat, 1938 to Feb., 1939 (U. S. Tobacco for Model Tobacco, CBS); Model Minstrels, 1939-40 (U. S. Tobacco, CBS); director of Beverly & Her Bel-Airs on Breezing Along, 1939 (Philip Morris & Co., Mutual); Take It or Leave It, 1940 (Eversharp, CBS). Also network and local shows, not current, for Consolidated Edison, H. J. Heinz Co., Noxzema Chemical Co., Krueger Brewing, Borden, and others. (F) Warner Bros. shorts. (V) Ray Bloch & Orchestra, Eton Boys; others. (PR) American Record Corp.

BOARDMAN, TRUE. Writer, actor, producer. Born Seattle, Wash., Oct. 25, 1909, son of True and Virginia Boardman, both of stage and screen; h. 5 ft. 11½ in.; w. 185; brown hair, blue eyes; e. Columbia University, Los Angeles City College, Occidental College and University of California at Los Angeles; m. Thelma Hubbard, radio and stage actress; two children, Penelope True, 5, and True-Anne, 1. As a student, he won the National Junior College championships in debate, oratory and extemporaneous speaking. Started radio work in Hollywood in 1931, as actor in French Miniatures and English Coronets; began writing in 1934. (R) Writer for Silver Theatre, 1937-40 (International Silver, CBS); Old Gold Don Ameche Show, 1940 (P. Lorillard Co., NBC Red); original stories and adaptations for Lux Radio Theatre, 1938 (Lever Bros., CBS); Chase & Sanborn Program, 1938 (Standard Brands, NBC Red); Actor in I Want

a Divorce, 1939-40 (Food & Beverage Broadcasters Assn., 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; collaborator on one film for Monogram Pictures. (L) The Green Hat, 1926; Gang War, 1928; Cortez, 1929; others.

BOLEN, MURRAY (Merrill O.). Producer. Born West Concord, Minn., April 7, 1906; h. 6 ft. 2½ in.; w. 160; light brown hair, blue eyes; e. Shattuck Military School, Pillsbury Academy, Carleton College and University of Minnesota; m. Millie Bruce Bolen (of William Morris Agency, Beverly Hills). Started in radio via short wave experimentation in 1922. (R) As entertainer: Blue Monday Jamboree, 1930-37 (sustaining, CBS, Don Lee); as Young & Rubicam producer: Burns & Allen, 1937-38 (Grape Nuts, NBC Red); Lum and Abner, 1937-38 (Postum, CBS); Jack Benny, 1938-39 (Jell-O, NBC Red). (V) Murray & Harris, 1928-30.

BOND, FORD. Announcer, commentator. Born Louisville, Ky., Oct. 23, 1904; h. 6 ft. 2 in.; w. 200; brown hair, blue eyes; e. University of Chicago; m. Mary Elizabeth Bond; two children, Marylyn, 8, and Reynolds F., 4. Originally a singer (he toured as oratorio soloist following graduation from college), he made his first radio appearance via WHAS, Louisville, on July 19, 1922; he later became musical and program director of a radio station; joined NBC in 1929. (R) General Motors Programs, 1929-30 (General Motors, NBC Red); Collier's Hour, 1929-31 (Collier's Magazine, NBC Red); Cities Service Concert, 1939-40 (Cities Service Co., NBC Red); Manhattan Merry-Go-Round, 1932-40 (R. L. 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, 1934-40 (Anacin, NBC Blue); Just Plain Bill and Nancy, 1935-37 (Anacin and BiSoDol, NBC Red); Sidewalk Interviews, 1936-37 (Cummer Products for Molle Shaving Cream, NBC Red); Broadway Merry-Go-Round, 1936-37 (Dr. Lyon's Toothpowder, NBC Blue); David Harum, 1936-40 (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, 1938-40 (Sealtest, Inc., NBC Red, later CBS); Orphans of Di-

PROFESSIONAL RECORDS—Continued

voiced, 1939-40 (Dr. Lyon's Toothpowder, NBC Blue); Stella Dallas, 1938-40 (Charles H. Phillips Chemical Co., NBC Red); News with Ford Bond, 1939 (Axton-Fisher Tobacco Co., WEA, N. Y.); Ellen Randolph, 1939-40 (Colgate-Palmolive-Peet, NBC Red). (F) Columbia Pictures (f); shorts and newsreels. (V) Theatre appearances.

BONHAM, GUY. First tenor, musician, actor (**the Three Jesters**). Born Forty-forte, Pa., Nov. 24, 1904; e. University of Pennsylvania. After a brief period in vaudeville as a musician, he went to work with an insurance firm in Hartford. There he met Red Latham and Wamp Carlson. The three formed a trio under the name of the Three Jesters and made their first radio appearance on WBZ, Springfield; on January 1, 1930, they emerged from an audition to become radio's Original Tastyest Jesters. (R) Tastyest Jesters, 1930-34 (Tastyest, NBC Blue); The Mollie 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, 1938-40 (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. (The trio writes own dialogue and most of their own songs).

BONIME, JOSEF. Orchestra conductor, musical counsel to the McCann-Erickson, Inc., advertising agency. Born Vilna, Poland, Feb. 26; h. 5 ft. 6 in.; w. 175; black hair, brown eyes; e. New York public schools, College of the City of New York, Institute of Musical Art (studied piano and composition); m. Josephine Therese Bonime, singer; two children, Leopold, 19, and Elaine, 13. Prior to his entry into radio, he toured with Mischa Elman, Eugene Ysaye, and others. His first radio appearance was in 1925 via WJZ, New York, where he directed a small ensemble. Composer of several published works; awarded Certificate of Maturity in practical composition, Institute of Musical Art. (R) Death Valley Days, 1930-40 (Pacific Coast Borax, currently NBC Red); 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

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PROFESSIONAL RECORDS—Continued

(National Biscuit Co., NBC Blue); Dr. Christian (Chesebrough Mfg. Co., CBS). (F) Shorts. (L) Concert tours. (PR) Victor, Columbia.

BOORAEM, HENDRIK, JR. Producer, Young & Rubicam, Inc. Born St. Paul, Minn., in 1911; e. Columbia University. Started radio work in 1937 with Arthur Kudner, Inc.; joined Young & Rubicam in 1938. (R) True Story Court of Human Relations, 1938 (Macfadden Publications, NBC Red); We, the People, 1939 (General Foods, CBS); One of the Finest, 1939 (Gordon Baking, NBC Red and Blue); Hobby Lobby, 1939-40 (Fels Co., successively NBC Blue and CBS); Adventures of Ellery Queen, 1940 (Gulf Oil, CBS), (L) Hell Freezes Over (stage manager); Sky's the Limit (co-author).

***BORDEN, RUTH.** Dialogue writer, script contributor. (R) Second Husband, 1938 (Bayer, CBS); Alias Jimmy Valentine, 1938 (Dr. Lyon's, NBC Blue); Our Gal Sunday, 1938-40 (Kolynos, Anacin, CBS); Valiant Lady, 1939-40 (General Mills, NBC Red and Blue).

BOSWELL, CONNIE. Singer. Born New Orleans, La., Dec. 3; h. 5 ft.; w. 90; blonde hair, brown eyes; e. private schools; m. Harry Leedy, artist's manager. Severely hurt in a fall from a coaster wagon at the age of four, she took an interest in music which soon grew beyond the bounds of a mere pastime. With her sisters, Martha and Vet, she formed a trio which at first became well known in the South, then made appearances both here and abroad on the stage and via radio. In 1935 the trio disbanded when Vet married. In 1936 she made her first appearance as a single performer with Phil Baker at the Palace Theatre in Cleveland. (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, 1939, 1940 (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.)

BOUCHEY, BILL (Willis B.). Dramatic actor. Born Clare, Mich., May 24, 1907;

h. 5-ft. 10 in.; w. 155; brown hair and eyes; e. Bakersfield (Calif.) High School and University of California; m. Thelma Bouchey. Played in a dance band during his student days; worked in lumber camps in Washington and as government surveyor in California for several years; formerly half-owner in a jewelry store. Started radio work as announcer on KFAC, Los Angeles, in 1929. (R) Betty & Bob, 1936-37 (General Mills, NBC Red and Blue); Woman in White, 1936-39 (Pillsbury Flour, NBC Red); Guiding Light, 1936-39 (P & G, NBC Red); First Nighter, 1936-39 (Campana, CBS); Romance of Helen Trent, 1938-39 (Louis Philippe and Edna Wallace Hopper, CBS); Those Happy Gilmans, 1938-39 (General Mills, NBC Red and Blue); Backstage Wife, 1939 (Dr. Lyon's Tooth-powder, NBC Red); Midstream, 1939 (P & G, NBC Red); others. (V) Theatre appearances.

BOURBON, DIANA (Mrs. Diana B. Hillson). Producer, director, actress (comedy, emotional). Born New York City, Aug. 28; h. 5 ft. 7 in.; w. 112; brown hair. Author of newspaper articles and magazine short stories. Entered radio from the writing and production of films in 1934. (R) Hollywood Hotel, 1934-38 (Campbell Soup, CBS); Calling All Cars, 1934-36 (Rio Grande Oil, CBS); The Amateur Gentleman, 1935-36 (Lehn & Fink, CBS); Campbell Playhouse, 1938-39 (Campbell Soup, CBS); Brenda Curtis, 1939 (Campbell Soup, CBS); Campbell's Short, Short Story, 1940 (Campbell Soup, CBS); Life Begins, 1940 (Campbell Soup, CBS). (F) Columbia, Universal, Warner Bros. (England), BIP, British International (as writer). (L) Admirable Crichton, 1920 (London), The Dancing Man, 1921 (London), Comedienne, 1922 (Paris), The Prince and the Pauper (New York); others (f).

BOWES, MAJOR EDWARD. Born San Francisco in the '70's; e. public school, San Francisco, and private tutors; m. Margaret Illington, actress (deceased). Managing director of the Capitol Theatre, N. Y., since its inception; vice-president and director, Mordall Realty Corp., executive director, Edmar Enterprises, Tyro Productions, Inc., and Laurell Hill Productions. Honorary LL.D., Villanova College, 1939. Author of a collection of poems, Verses I Like. His first job was as an usher at a National Education Convention; subsequently he went to work as office boy for a real estate office for \$3 a week. Has been in the real estate business ever since, and was active in the reconstruction of the business section

PROFESSIONAL RECORDS—Continued

of San Francisco after the earthquake and fire. Came to New York and, with John Cort and Peter McCourt, owned and operated the Cort Theatre, N. Y., as well as the Park Square Theatre in Boston. In 1918 he joined Messmore Kendall in building the Capitol Theatre, and in 1925 instituted the broadcasting of the Capitol Theatre Family. It was as manager of WHN, New York, that he originated his amateur hour. (R) Major Bowes' Original Amateur Hour, since 1935 (Standard Brands for Chase & Sanborn Coffee, 1935-36, NBC Red; Chrysler Corp., 1936-40, CBS); Major Bowes' Capitol Family for 15 years (originally NBC, now CBS, sustaining. (F) Shorts (RKO).

BOYER, CHARLES. Actor. Born Figeac, France, Aug. 28, 1899; h. 5 ft. 11 in.; w. 160; brown hair and eyes; e. Sorbonne University, Paris (Degree of Philosophy); m. Pat Patterson, actress. Made his dramatic debut in Paris in 1920 in Les Jardins de Murcie, and subsequently appeared on the French stage for 15 years. First Hollywood film in the 1930's, but had previously appeared in a number of French films. First radio appearance in

1936 as guest star. (R) Woodbury's Hollywood Playhouse, 1938-40 (Jergens-Woodbury Sales, NBC Blue); various guest appearances. (L) L'Homme Enchaîné, La Galerie des Glaces, Parrain, Melo, Le Bonheur, Le Voyageur and others. (F) M-G-M, Warner Bros., Fox, RKO, Universal, Paramount and United Artists (s).

BRADLEY, JOE (George R. Courtney). Actor, singer (**Ranch Boys**). Born Coalgate, Okla., Sept. 18, 1910; h. 6 ft. ½ in.; w. 180; brown hair and eyes; e. Excelsior (Calif) High School, Oklahoma University, and University of Southern California; m. Hope E. Courtney; one daughter, Viva Irene, 13. Made first radio appearance as a singer, in 1930. (R) Sunset Dreams, 1935 (F. W. Fitch Co., NBC Red); Headin' South, 1935-36 (Illinois Central System, NBC Red); Tom Mix programs, 1936-37 and 1939-40 (Ralston Purina, NBC Blue); This Amazing America, 1940 (Greyhound Bus Lines, NBC Blue); transcriptions for Coca-Cola, 1937. (V) Theatre appearances. (PR) Decca.

BRADLEY, OSCAR. Musical director, CBS, Hollywood. Born London, England,

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PROFESSIONAL RECORDS—Continued

son of a professor of music at the Royal Academy and a concert violinist; h. 5 ft. 5 in.; w. 135; brown hair and eyes; e. Royal Academy of Music, London; one son, 20. Gave first piano recital at 10, and at 13 was admitted to the Royal Academy on a five-year scholarship. At the age of 16 he took over the conductor's stand of a London theatre. He came to America after the War, in which he served as 1st Lieutenant in the Royal Field Artillery. Active in film and legit productions before turning to radio as conductor for the late Will Rogers series in 1934. (R) Gulf Headliners, 1934 (Gulf Oil, CBS); Phil Baker, 1937-38 (Gulf Oil, CBS); Passing Parade, 1938-39 (Gulf Oil, CBS); Screen Guild Theatre, 1939-40 (Gulf Oil, CBS). (L) Student Prince and The Desert Song (original productions); Ziegfeld Follies, 6 years; Rio Rita, Whoopee, Rosalie, Show Boat, Bitter Sweet, St. Louis Municipal Opera. (F) 20th Century-Fox.

BRADLEY, TRUMAN. Announcer, commentator, actor. Born Sheldon, Mo., Feb. 8, 1905; h. 6 ft.; w. 180; brown hair, blue-grey eyes; e. Sheldon High School, Missouri State Teachers College, and Kansas City School of Law. Started radio work in 1929 as announcer, salesman, and writer. (R) The Swift Review, 1933-34 (Swift & Co., CBS); Ford Sunday Evening Hour, 1934-38 (Ford Motors, CBS); Burns & Allen, 1939-40 (Hinds Honey & Almond Cream, CBS); News on Review, 1936-38 (P & G, WBBM); others. (Writes own news commentaries.) (F) M-G-M and RKO (f); shorts. (V) Theatre appearances.

BRAHAM, HORACE. Actor. Born in England; h. 5 ft. 9 in.; w. 145; dark brown hair, blue eyes; e. Royal Academy and Guildhall School of Music, London; m. Gladys Feldman, formerly a Ziegfeld Follies Girl. Made his theatrical debut in London at the age of 11, and later became a member of the Benson and Horniman companies in England. Lee Shubert brought him to America to star in Consequences of 1914. Later he toured the States and made one film in Hollywood. First radio appearance about 8 years ago. (R) 1940: Woman of Courage (Colgate-Palmolive-Peet, CBS); Society Girl (Corn Products Refining, CBS); Second Husband (Bayer Aspirin, CBS); also CBS sustaining programs. (L) Leading roles in 38 productions by Belasco, Gilbert Miller, Pemberton and Rice; others.

BRAMLEY, RAYMOND. Actor (heavies, characters). Born Cleveland, O., July 19; h. 5 ft. 10½ in.; w. 180; reddish brown

hair, grey eyes; e. Shenandoah College and American Academy of Dramatic Arts; m. Edith Speare, legit actress. Radio work resulted from stage experience. (R) Alias Jimmy Valentine, 1938 (Dr. Lyon's Toothpowder, NBC Blue); Just Plain Bill, 1938-40 (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); Texaco Star Theatre, 1939 (Texas Co., CBS); Believe It or Not, 1939 (Nehi Corp., CBS); Stella Dallas, 1939 (Chas. H. Phillips, NBC Red); David Harum, 1939 (B. T. Babbitt, NBC Red); Billy & Betty, 1939 (General Mills, NBC Red); Life & Love of Dr. Susan, 1939 (Lever Bros., CBS); Lorenzo Jones, 1939 (Chas. H. Phillips, NBC Red); Hilltop House, 1939 (Colgate-Palmolive-Peet, CBS); Cavalcade of America, 1940 (E. I. du Pont, NBC Red and Blue); Young Widder Brown, 1940 (Chas. H. Phillips, NBC Red); Valiant Lady, 1940 (General Mills, NBC Red and Blue); Parker Family, 1940 (Andrew Jergens Co., NBC Blue); John's Other Wife, 1940 (A. S. Boyle, BiSoDol, successively NBC Red, Blue); This Day Is Ours, 1940 (P & G, NBC Blue); What Would You Have Done? 1940 (Cummer Products, NBC Blue); others, including transcriptions. (F) Paramount. (L) House Unguarded, 1928; Three and One, 1933; Judgment Day, 1934; Golden Journey, 1936; numerous others.

BRANDT, LYNN (Brandt Bloomquist). Announcer. Born Lynn, Mass., Sept. 28, 1907; h. 5 ft. 10½ in.; blonde hair, blue eyes; e. University of Washington, Seattle (Beta Theta Pi). Studied violin from early childhood and played in father's church; later organized a dance band, via which he earned most of his college expenses. Started radio work in 1932 on a station in Rockford, Ill., with a man-in-the-street program. Served as announcer, engineer, production man and general handyman for a time; later specialized in sports. (R) Madame Courageous (Durkee Famous Foods, NBC Blue); Adventures of Tom Mix (Ralston Purina, NBC Blue).

BRANNUM, LUMPY. See Four Squires

PROFESSIONAL RECORDS—Continued

BRECKNER, GARY C. Announcer, M.C., producer, CBS, Hollywood. Born Streator, Ill., Nov. 10, 1895; h. 6 ft. 3 in.; w. 205; black hair, brown eyes; e. University of Iowa; m. Helen W. Breckner, teacher of dramatics; one son, Robert W., college student. Started radio work as sports announcer via KHJ, Hollywood. Has done public relations work for CBS; speaker at women's clubs, service clubs, etc.; member of board of directors of Life Research Foundation. (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); Jimmie Fidler, 1939 (P & G for Drene, CBS); Al Pearce and His Gang, 1939 (Dole Pineapple, CBS). (LS) PDQ Quiz, 1939-40, What's On Your Mind? 1940 (Planters Peanuts). (F) Shorts. (L) Musical comedies on Pacific Coast, 1926-30 (s,f). (V) Theatre appearances.

BRENDA. See Elvia Allman.

BRENEMAN, TOM. M.C., commentator, CBS, Hollywood. Born Waynesboro, Pa., June 18, 1902; h. 6 ft.; w. 175; black hair, brown eyes; e. Waynesboro High School and Columbia University; m. Billie Dunn; two children, Gloria Anne, 12, and Tom, Jr., 7. First radio appearance in 1927 via KFWB, Hollywood. (R) Brad & Al, 1935 (Fels Naptha Soap, CBS); The Dream Singer, 1936 (Lipton Tea, WEA, 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, 1939-40 (Duart Mfg., CBS Pacific, 1939; Los Angeles Soap Co., CBS Pacific, 1940); Yourself in Action, 1939 (Macfarlane Candy, CBS); Sports Pop-Offs, 1939, and Sports Huddle, 1940 (Marvel Cigarettes, CBS Pacific); National Lead Quiz Program, 1940 (Dutch Boy Paints, CBS Pacific). (F) Shorts, others. (V) 1926-28.

BREWSTER, RALPH. Singer (Four Modernaires). Born Atchison, Kans., Feb.

KENNY BAKER

"Texaco Star Theatre"

CBS

PROFESSIONAL RECORDS—Continued

12, 1914; h. 5 ft 7½ in.; w. 160; brown hair and eyes; e. Atchison High and University of Kansas; m. Marie Elsie Brewster. First radio appearance while he was singing with an orchestra in a Kansas City hotel; joined the Modernaires 10 years ago. (R) Baker's Broadcast, 1933 (Standard Brands, NBC Blue); Hollywood Hotel, 1934 (Campbell Soup, CBS); Eddie Cantor, 1935 (Pebeco Toothpaste, CBS); Refreshment Time, 1935 (Coca-Cola, CBS); Harry Reser and the Clicquot Club Eskimos, 1935 (Clicquot Club Beverages, CBS); Fred Waring and His Pennsylvanians, 1936 (Ford Motors, NBC Blue); Chesterfield Program, 1938-39 (Liggett & Myers, CBS). (F) Shorts. (L) Walk with Music, 1940 (f). (V) Appearances with Paul Whiteman, two years. (PR) Decca. (Also song writer).

BRICE, FANNY. Comedienne, vocalist. Born New York City, Oct. 29, 1891; right name, Fanny Borach, which she later changed to Brice, borrowing the name of a family friend; h. 5 ft. 6 in.; w. 135; brown hair, green eyes; e. public schools in Newark, N. J.; div. Nicholas Arnstein, and Billy Rose; two children, Frances, 23, and Billy, 20. Her first stage appearance was singing a song in an "amateur night" performance at Keeney's Theatre, Brooklyn, N. Y.; resultantly she became a chorus girl in Cohan & Harris productions. Her first role in legitimate stage productions was via A Royal Slave, produced in Brooklyn. She then appeared in burlesque and vaudeville, and in 1910 was engaged by Florenz Ziegfeld for The Follies of 1910; with only two exceptions she thereafter appeared in all Follies editions until 1923. Has made radio appearances almost since the beginning of the new medium. (R) Revue de Paree (R. L. Watkins Co. for Dr. Lyon's Toothpowder, NBC Blue); Good News, 1938-40 (General Foods Corp., NBC Red). (GA) Rudy Vallee Program. (F) M-G-M. (L) George M. Cohan Productions; Follies, 1910-23; Music Box Revue, 1925-26; The Show Is On; Crazy Quilt; others. (V). (PR).

BRICKERT, CARLTON. Actor. Born Indianapolis, Ind., May 14, 1890; e. Cornell, Butler University and Marion Normal School; married and has one daughter. Lived in England between the ages of six and 12 and was boy soprano in a choir. Active in amateur productions as a student, his first professional engagement came when he appeared in stock at the age of 21. Eventually became leading man in Broadway productions and in films. First radio appearance was via an NBC program in February, 1932, as narrator. (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, 1938-40 (Procter & Gamble, NBC Red and Blue); Show Boat, 1940 (Brown & Williamson, NBC Red). (L) Two years with Lenore Ulric in Kiki; starred in White Cargo, 85 weeks; leading man for Mary Boland, Florence Reed and others. (F) Leads with Evelyn Brent, Mary Astor and others.

BRIGGS, FINNEY. Actor, writer. Born Castlewood, S. D., Jan. 11, 1891; h. 5 ft. 8 in.; w. 155; brown hair, hazel eyes; e. Academy of Fine Arts, Chicago; m. Leona Fay Briggs, violinist; two sons, Norman, 19, and Frederick, 8. From 1910-11 he was front page cartoonist for the Milwaukee Journal, then held a similar position with the Chicago Journal; subsequently he joined an advertising agency, played in vaudeville, and later formed an advertising agency of his own. His first radio appearance was via WBCN (since absorbed by WENR), Chicago, in 1924; he was at that time a newspaper columnist. Writer, light verse. (R) While the City Sleeps (Bowey's, Inc., NBC Red); Adventures of Dari Dan (Bowey's, Inc., NBC Red); Ma Perkins (P & G, NBC Red); Little Orphan Annie (Wander Co., Mutual and NBC Red); Houseboat Hannah (P & G, NBC Red); Woman in White, 1940 (Pillsbury Flour, NBC Red); others. (LS) Numerous programs, including a Shakespeare series with Tony Wons via WLS, Chicago, 1925. (V) Singing and cartoon act, 1914-15.

BRINKER, KAYE. Actress. Born in Seattle, Wash., in 1915; h. 5 ft. 5 in.; w. 123; blonde hair, blue eyes; m. Alvin Summerfield, magazine man; one daughter, Anya. Has been an actress since 14, when she left high school to enter stock. Went to Hollywood for four years and while there entered radio. (R) Manhattan Mother (P & G, CBS). (L) The Night of January 16 (tour); Pasadena Playhouse productions; stock.

BRINKLEY, JACK. Actor, announcer. Born Oxford, N. C., Nov. 30, 1907; h. 5 ft. 8 in.; brown hair and eyes; e. Richmond University; married and has a son, John. His college career cut short due to lack of finances, he came to New York and landed a job as newspaper reporter. Later he was hired as a radio announcer. In addition to announcing, he continued on the paper and became radio editor. Handled announcing, writing and acting jobs in Hartford and Boston, but re-

PROFESSIONAL RECORDS—Continued

turned to New York in 1933 to manage a radio advertising agency. A year later he moved to Chicago, where he has since appeared in many radio shows. (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); Caroline's Golden Store (General Mills, successively NBC Red and CBS). (L) Sun-Up, Broadway production.

BRODNEY, OSCAR. Writer. Born Boston, Mass., Feb. 19, 1907; e. Boston University and Harvard College (B.A. and L.B. degrees). Wrote night club and vaudeville comedy routines as a hobby while practicing law; later began radio comedy writing and has subsequently specialized in it. (R) Log Cabin Jamboree, 1937-38 (General Foods, NBC Red); The Wonder Show—Jack Haley, 1938-39 (Continental Baking, CBS); Gateway to Hollywood, 1939 (Wm. Wrigley, Jr., Co., CBS); NBC's Hall of Fun, 1939; Tip Top Show, 1939-40 (Ward Baking, NBC Blue); also material for

guest appearances of film stars. (V) Author of several vaudeville and night club acts.

BROEKMAN, DAVID. Conductor, composer. Born Leyden, Holland, May 13, 1900. Studied composition at the Royal Conservatory at The Hague. At the age of 20, after further study in Paris and Berlin, he became conductor and coach of the Royal Opera, The Hague. Later he was made conductor of the Royal Opera in Neu Strelitz, Germany. At 24, he came to the U. S. and joined the Philharmonic Symphony under Toscanini. Subsequently became associated with the Witmark Publishing Co. as music editor, then was appointed to a music advisorship of the Western Electric Co. Composer of many compositions including an American Negro Symphony, Harlem Heab'n, which he conducted in the Hollywood Bowl in 1934. (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, 1938-40 (Texas Co. for Texaco Petroleum Products, CBS). (F)

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PROFESSIONAL RECORDS—Continued

Universal (composed scores and synchronized and directed music for more than 200 pictures). (L) Royal French Opera, Hague, Holland, 1918-19; Royal State Opera, Amsterdam, Holland, 1919-22.

BROWN, BOB (Robert V.). Announcer. Born New York City, Dec. 7, 1904; h. 5 ft. 11 in.; brown hair; e. Cincinnati College of Music and University of Buffalo; m. Mary Steele, contralto. Was a member of Billy Sunday's choir at the age of eight. First radio appearance in 1925, as result of an audition on WGR, Buffalo. Joined WLW in 1928, subsequently becoming chief announcer. Remained there until 1932, in charge of the announcing staff, writing plays and doing production work. In 1932, joined the NBC Chicago staff. (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); Quicksilver, 1939-40 (Tums, NBC Red); This Amazing America, 1940 (Greyhound Bus Lines, NBC Blue).

BROWN, FRANK ROBINSON. Announcer, commentator, narrator; owner of Chatterbox Enterprises, program producers. Born Cardiff, South Wales, Dec. 13, 1910, son of the late Harry Brown, variety artist; h. 6 ft.; w. 190; brown hair, blue eyes; e. Leamington College, Birmingham University, England (B.A. degree); m. Etta Lee, film actress. Occasionally writes column, Hollywood Chatterbox, for English magazines and papers. While in his teens, he played in British music halls and in several films. Started radio work in Reading, Pa., in 1931, as announcer, band leader, etc. (R) Fleischmann Hour, 1934 (Standard Brands, NBC Red); Big Town, 1938 (Lever Bros., CBS); others, including many parts on transcribed shows, (F) Columbia (one picture), Republic (7 pictures), Maurice Conn (one picture). (L) Shakespearean repertory with Lucille La Verne. (V) Intermittently, 1925-36.

BROWN, HAL (Harold M.) Musician. Born New York City, Dec. 12, 1906; h. 5 ft. 5 in.; w. 135; brown hair and eyes; e. Boro Hall Academy, St. John's University and St. John's Law School (B.S. and LL.B. degrees); m. Jean Brown. First radio appearance with Ben Bernie in New York, 1928. (R) Just Plain Bill, 1932-40 (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, HIMAN. Producer, director. Born Brooklyn, N. Y., July 21, 1910; e. College of the City of New York (B.S. degree), St. Lawrence University (LL.B.); m. Mildred Brown; two children, Barry, 6, and Hilda, 4. Did some Little Theatre work before entering radio in 1928 as an actor in a sketch via WMCA, New York. Sold first program in 1930, after having induced Milt Gross, the cartoonist, to write a script starring Fanny Brice. (R) Grand Central Station, 1937-40, (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, 1938-40 (McKesson & Robbins and later General Foods, CBS); Your Family and Mine, 1939-40 (National Dairy for Seal-test, CBS); Hilda Hope, M.D., 1939-40 (Wheatena, NBC Red).

BROWN, JOE E. Comedian. Born Holgate, O., July 28, 1892; h. 5 ft. 7½ in.; w. 149; dark brown hair, blue eyes; m. Kathryn Frances McGraw; four children, Don, Joe, Jr., Mary-Elizabeth and Kathryn. At the age of nine he was travelling with a circus as an acrobat. Subsequently he appeared in vaudeville, burlesque, county fairs and carnivals, and was an exhibition baseball manager and manager of a bowling alley. Appeared in Broadway productions by John Cort, then was signed for films. (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.

BROWNE, BRADFORD. Director for N. W. Ayer & Son, Inc., New York City. Born North Adams, Mass.; e. Georgetown University Law School; m. Cecil Margaret Browne; two children, Bradford, Jr., and Harry E. Father was with Fox & Ward Minstrels, and onetime manager of the "Boston Ideals." Entered radio in

PROFESSIONAL RECORDS—Continued

1925 with Al Llewelyn as harmony team over WOR, New York; same year joined WGCP (now WHBI) as announcer and program director; joined WABC in May, 1928, as studio manager, announcer and writer. Joined CBS in January, 1929, as announcer and writer. In January, 1937, he became associated with N. W. Ayer & Son advertising agency. He has written over 300 songs. (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, Hellmann's French Dressing, Fels Naptha, 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. Master of Ceremonies on the Colgate House Party, 2 years (Colgate-Palmolive-Peet, CBS); writer and producer: Elmer Everett Yess, 1933 (Plymouth Motors, CBS); producer: Watch the Fun Go By, 1937-38, and Universal Rhythm. 1937-38 (Ford Motors, CBS); Frank Simon and His Armco Band, 1938 (American Rolling Mills, NBC Blue); Story Behind the Stamps, 1938-39 (Kellogg,

Mutual); Ford Summer Hour, 1939 and '40 (Ford Motors, CBS); Al Pearce & His Gang, 1939-40 (Hawaiian Pineapple Co., CBS). (F) Shorts.

BRUCE, NIGEL. Character actor. Born Ensenada, Lower California, Feb. 4, 1895, while parents (English subjects) were touring the U. S.; h. 6 ft. $\frac{3}{4}$ in.; w. 195; gray hair, blue-gray eyes; son of the late Sir William Waller Bruce, Baronet, and brother of Sir Michael Bruce, Baronet; e. The Grange, Stevenage, and Abingdon School, Berks, England; m. Violet Campbell, former actress; two daughters, Pauline Margaret, and Jennifer Beryl. Has been on the stage since 1920 and in films since 1931. He began making radio guest appearances in 1938. Served in the World War, and was awarded the Star. (R) Role of Dr. Watson in Adventures of Sherlock Holmes, 1939-40 (Grove Laboratories, NBC Blue). (GA) Lux Radio Theatre, Kraft Music Hall, others. (F) Has played in some 20 English and 30 Hollywood films; Fox, M-G-M, Warners, Paramount, RKO (f). (L) Over 30 plays, both here and in England, including The Creaking Chair, On with the Dance, Springtime for Henry, Knights of Song, etc.

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PROFESSIONAL RECORDS—Continued

BRYANT, GEOFFREY. Announcer, actor. Born Houston, Tex., Oct. 11, 1906; h. 5 ft. 8 in.; brown hair, blue eyes; e. Llewellyn Military Academy and Texas Military College. From amateur shows, he entered stock and eventually Broadway productions. (R) Death Valley Days (Pacific Coast Borax, currently NBC Blue); Central City (P & G, NBC Blue); Mr. District Attorney (Pepsodent, successively NBC Red and Blue). (L) She Loves Me Not (London and New York); others. (F).

BUCKAROOS. See Carson Robison, Bill Mitchell, John T. Mitchell, Jr. and Pearl Pickens Mitchell.

BUCKLEY, FLOYD. Character actor (Popeye). Born in Texas; h. 5 ft. 11 $\frac{3}{4}$ in.; w. 198; sandy grey hair, blue eyes; e. St. Johns Military Academy and Syracuse University; m. Juliet Morena, formerly a dancer; four children, Peggy, 16, Tommy, 12, Joy, 9, and Faith, 7. Also active in writing, directing and marketing radio programs and merchandising ideas. First radio appearance in 1929, on NBC sustaining program. (R) Starred as Popeye the Sailor for 3 years for various sponsors; Pepper Young's Family (P & G for Camay Soap, NBC Red and Blue); Your Family and Mine (Sealtest, CBS); Famous Plays (NBC); Texaco Star Theatre (Texas Co., CBS); Howie Wing, 1939 (Kellogg Co., CBS); Life Begins, 1940 (Campbell Soup, CBS); numerous others, 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; Sliver Slipper, 1901-03; Breaking Into Society, 1903; Bankers and Brokers, 1906; others, including own stock and repertoire shows for 4 years. (PR) RCA Victor, recordings of all Popeye songs.

BUNCE, ALAN. Actor (straight leads, juveniles, light comedy). Born Westfield, N. J., June 28, 1908; h. 5 ft. 11 in.; red-brown hair, brown eyes; e. Melrose (Mass.) High School; m. Ruth Nugent, daughter of actor J. C. Nugent. First Broadway appearance at the age of 17 in S. S. Tenacity. First radio appearance in 1933. (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, 1939-40 (Personal Finance Co., CBS); Young Dr. Malone, 1939-40 (General Foods, NBC Blue); 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.

BURDICK, HAL (Harold P.). Radio director, Westco Advertising Agency, San Francisco; writer, producer, story narrator. Born Osceola, Wis., Oct. 14, 1893; e. University of Washington, Seattle; m. Cornelia Burdick, radio actress; one son, Harold P., Jr., 9. Newspaperman (reporter and various editorial desk assignments) for 15 years; author of magazine short stories. First radio appearance in 1932 as newscaster and commentator for the Seattle Times. (R) Author-narrator; Do You Believe in Ghosts, 1933 (S. & W. Fine Foods, NBC Pacific Coast Red) and Night Editor, 1934-40 (Cardinet Candy Co., currently NBC Pacific Coast Red); author-producer: Dr. Kate, 1938-40 (Sperry Flour, NBC Pacific Coast Red); transcriptions. (L) Dramatic stock, 1915-16.

BURGER, TONY (Anthony John Burger). Dramatic and dialect actor. Born Brooklyn, N. Y., Oct. 2, 1893; h. 5 ft. 9 $\frac{1}{4}$ in.; w. 172; dark brown hair, brown eyes; e. public schools and Notre Dame; not married. After many years of experience in vaudeville and on the legitimate stage, he made his first radio appearance in 1928. (R) Dog Heroes (Modern Food Process Co., NBC Blue); Kate Smith Hour (General Foods, CBS); Texaco Star Theatre (Texas Co., CBS); Sky Blazers (Continental Baking Co., CBS); When a Girl Marries (Prudential Life Insurance Co., CBS); Young Dr. Malone (General Foods, CBS, previously NBC Blue); Death Valley Days (Pacific Coast Borax, NBC Red, previously NBC Blue); Welch presents Irene Rich (Welch Grape Juice Co., NBC Blue); Life and Love of Dr. Susan (Lever Bros., CBS). (L) Arsene Lupin; Mrs. Wiggs of the Cabbage Patch; The Acquittal; Little Girl in a Big City; others. (V) Produced and wrote Honeyless Honeymoon and Suffering from Suffrage, 1912-19; also appeared in many acts with May Tully.

BURNS & ALLEN (George N. Burns, Gracie Allen). Comedy team. George Burns (Nathan Birnbaum): Born New York City, Jan. 20, 1898 (?); h. 5 ft. 11 in.; w. 165; brown hair, blue eyes. Gracie

PROFESSIONAL RECORDS—Continued

Allen: Born San Francisco, Calif., July 26, 1905 (?); h. 5 ft. 1 in.; w. 110; red-brown hair, brown eyes. Married; have two adopted children. Gracie Allen was the daughter of a song and dance man, and joined his act at the age of three; later she attended a convent school, but at the age of 13 went back to the stage to join her sisters in a hoofing act. Later she played with the Larry Reilly Co., doing jigs and dances and acting in Irish colleen roles. In 1922 she met George Burns at a theatre in Union Hill, N. J. Burns had been doing a song and dance act with Billy Lorraine, and had been on the stage since he was 12. The Burns and Lorraine combination split up about this time, and Burns teamed with Gracie Allen. They were married in Cleveland in 1927. Toured in vaudeville for many years, and made their first radio appearance via the British Broadcasting Corp. in 1930. Their first U. S. radio appearance was via the Eddie Cantor program in 1931. In 1938 Gracie Allen staged an exhibit of her surrealist paintings in a New York gallery. The team began making film shorts while still playing vaudeville dates, and has sub-

sequently appeared in numerous films. (R) Guy Lombardo Orchestra with Burns & Allen, 1932-34 (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); Burns & Allen, 1939-40 (Hinds Honey & Almond Cream, CBS); Burns & Allen, 1940 (George A. Hormel for Spam, NBC Red). (F) RKO, Paramount (f). (V) Burns & Allen, many years.

BURNS, BOB (Robin). Comedian. Born Van Buren, Ark., Aug. 2, 1896; e. University of Arkansas; m. Harriet Foster and has two children, one by a previous marriage. When six years old, began taking mandolin lessons and eventually added to his collection of instruments a guitar, fiddle, trombone, cornet and, finally, a piano. Was first cornetist in the Van Buren City, Queens Silver Cornet Band at 15 (it was here that the



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PROFESSIONAL RECORDS—Continued

bazooka was said to have originated during rehearsal in a plumbing shop). On his return from the war, during which he served with the U. S. Marines in France, he organized an orchestra and conducted it in New York night spots. Was in the carnival business for eight years. First radio appearance as guest on the Rudy Vallee program, as result of which he was signed by Kraft-Phenix. (R) Kraft Music Hall (Kraft-Phenix Cheese Corp., NBC Red). (F) Paramount. (V) In vaudeville and night clubs since 1912.

BURR, HENRY (Harry H. McClaskey). Ballad singer. Born St. Stephen, N. B., Canada, Jan. 15, 1885; h. 5 ft. 9½ in.; gray hair, blue eyes; m. Cecelia Niles. Was boy soprano with a military band at St. John, N. B., in 1898. Owned and managed a concert company for many years. Radio debut in 1921 via a Denver station while on a concert trip to the West Coast. (R) National Barn Dance, 1933-40 (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). (V) Owned act, Eight Popular Victor Artists; coast to coast appearances, 15 years. (PR) Veteran Victor recording artist.

BUSHMAN, FRANCIS X. Actor. Born Norfolk, Va., Jan. 10, 1885; h. 5 ft. 11 in.; w. 190; light hair, blue eyes; e. Amandale College. Appeared in stock and repertoire at the age of nine, and also in Pasadena Playhouse sketches. Began film appearances with Essanay in 1911. Has appeared in more than 200 plays and 423 films. First radio work in Chicago via CBS in 1931. (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.

BUTCHER, BLAYNE R. Director and producer for Lennen & Mitchell. Born Blackwell, Okla., Dec. 20, 1902; e. Blackwell high school, Blackwell Baptist College; m. Jacqueline Butcher; one daughter, Patricia Ann. Began radio work as announcer and program director for WTAR, Norfolk, Va., in 1927; subsequently was associated with WLVA, Lynchburg, Va.; WGH, Newport News, Va.; WBAP, Ft. Worth, Tex.; WLW, Cincinnati, O., and WCAU, Philadelphia, Pa.; joined Lennen & Mitchell in 1934. (R) Jergens Journal, 1936-40 (Andrew Jer-

gens Co., NBC Blue); Follow the Moon, 1938 (Pebeco, CBS); Don't You Believe It, 1939-40 (P. Lorillard for Sensations, Mutual); Sensations and Swing, 1939-40 (P. Lorillard for Sensations and Muriel, NBC Red and Blue); others.

BUTLER, FRANK. Actor (straight, character, dialect, juvenile), script writer. Born New York City, March 4, 1914; h. 5 ft. 11 in.; w. 150; black hair, blue eyes. First radio appearance in 1932 as Lewis Townsend in The Townsend Murder Mystery. (R) Death Valley Days, 1932-40 (Pacific Coast Borax, NBC Blue, Red); American Family Robinson, 1932-40 (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., WEAF, New York City); Twin Stars, 1936-37 (National Biscuit Co., NBC Blue); Pepper Young's Family, 1936-38 (Procter & Gamble for Camay Soap, NBC Red and Blue); Dr. Christian, 1937-40 (Chesebrough Mfg., CBS); Lorenzo Jones, 1937-40 (Milk of Magnesia products, NBC Red); Carson Robison and His Buckaroos, 1937-40 (Musterole, NBC Blue); others. (F) Shorts.

BUTTERFIELD, WALTON. Actor, writer, producer, director. Born Boston, Mass., Aug. 9, 1900; h. 5 ft. 10½ in.; w. 160; dark hair, brown eyes; e. Horace Mann School for Boys, New York, and Harvard College. Author of short stories, original film stories and one-act plays. Started radio work as an actor on the first True Story Hour, WABC, New York. (R) Writer and actor: Arabesque, 1932-33 (CBS); program director, WNEW, New York, 1934-35; writer and actor: Hollywood Ladder of Fame, summer of 1939 (NBC); actor, 1939-40: Welch Presents Irene Rich (Welch Grape Juice, NBC Blue), I Love a Mystery (Standard Brands, NBC Red), Big Town (Rinso, CBS); others. (F) Shorts. (L) As Actor: Liliom, 1921; Mrs. Fiske, 1922; Peer Gynt, 1923; Saint Joan, 1924; Book of Charm, 1925; Henry Behave, 1926; The Golden Age, 1927; One Way Street, 1928; other Broadway productions, as well as stock and road companies.

***BUTTERWORTH, WALLACE.** Interviewer. Born Wallingford, Pa., in 1901. Studied music, and had roles in several small operatic companies, and two years with Swarthmore Chautauqua. Later sold radios and phonographs. Became a radio announcer in 1929. (R) The Radio Newsreel (Cummer Products, NBC Red); Thatcher Colt Mysteries (Packer's Tar Soap, Inc., NBC Red); Vox Pop (Cum-

PROFESSIONAL RECORDS—Continued

mer Products, NBC Red); Terry and the Pirates (Bowey's, Inc., NBC Red); Vox Pop (Penn Tobacco, CBS). (Works as team with Parks Johnson.)

BYRNES, PAULINE. See Six Hits and a Miss.

BYRON, EDWARD A. Writer, director, producer. Born Newport, Ky., Oct. 22, 1905; e. Ohio State University, University of Cincinnati, and Cincinnati College of Law; m. Maxine Jennings (of RKO). Started radio work in 1927 as continuity writer at WLW, Cincinnati. (R) Mr. District Attorney, 1939-40 (Pepsodent, successively NBC Red and Blue); Pot o' Gold, 1939-40 (Tums, NBC Red); What's My Name, 1939-40 (P & G, NBC Red); numerous others, not current.

BYRON, WARD. Writer, producer. Born Flushing, N. Y., June 2, 1906; e. Flushing High School. Started radio work in 1926 doing musical and literary research. (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); Thirty Minutes in Hollywood, 1937-38 (regional sponsors, Mutual); dramatic sketches for Your

Hollywood Parade, 1938 (American Tobacco, NBC Red); Fitch Bandwagon, 1938-1940 (F. W. Fitch Co. for Shampoo, NBC Red). (V) Appearances with George Jessel, 1938.

C

CANTOR, CHARLES. Character actor. Born Worcester, Mass., Sept. 4, 1898; h. 5 ft. 6 in.; black hair, brown eyes; e. New York University (B.A. degree). First stage appearance during high school vacation, as straight man for his brother, Rusty Cantor. Began in vaudeville as a blackface comedian and dialectician. Later toured extensively in musical comedy and stock. First radio appearance on a small Brooklyn station teamed with a banjo player. (R) Kate Smith's Bandwagon, 1937 (General Foods, CBS); Town Hall Tonight, 1937-38 (Bristol-Myers for Ipana and Sal Hepatica, NBC Red); Kitchen Cavalcade, 1937-38 (C. F. Mueller Co., NBC Blue); Terry and the Pirates, 1938-39 (Bowey's for Dari-Rich, NBC Red); Spy Secrets, 1938 (Cummer Products for Energine, NBC Red);



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PROFESSIONAL RECORDS—Continued

- Johnny Presents "Where Are We," 1939 (Philip Morris & Co., Mutual); Dick Tracy 1938-39 (Quaker Oats Co., NBC Red); Brenda Curtis, 1939-40 (Campbell Soup Co., CBS). (LS) Billy & Betty, 1936-37 (Sheffield Farms, WEAf, New York City). (L). (V).
- CANTOR, EDDIE.** Actor, comedian, M.C. Born New York City, Jan. 31, 1892; h. 5 ft. 7 in.; w. 150; black hair, brown eyes; e. public school in New York; m. Ida Tobias; five daughters, Marjorie, 25, Natalie, 24, Edna, 20, Marilyn, 19, and Janet, 12. Born in New York's Ghetto, was orphaned as an infant, and brought up by his grandmother. The latter petitioned the Community Welfare Center to send the boy to camp. At the camp entertainment, he put on his first act when he gave an imitation of his grandmother's Polish servant girl interviewing her mistress. Later won a \$5 prize in an amateur contest at a Bowery theatre, and took a job as singing waiter at Coney Island where he formed a lasting friendship with the saloon's pianist, Jimmy Durante. Subsequently appeared in Gus Edwards' Kid Kabaret. In 1916 he joined the Midnight Frolics at the Amsterdam Roof. Numerous film, legit and vaudeville engagements followed. First radio appearance in September, 1931. (R) Chase & Sanborn Program, 1931-34 (Standard Brands for Chase & Sanborn Coffee, NBC Red); Eddie Cantor, 1935 (Lehn & Fink for Pebeco Toothpaste, CBS); Texaco Town, 1936-1938 (The Texas Co. for Texaco Gasoline); Cantor's Camel Caravan, 1938-39 (Camel Cigarettes, CBS). (F) Paramount, 1925-27; Samuel Goldwyn, 1930-36; 20th Century-Fox, M-G-M (s); shorts. (L) Not Likely (London), 1914; Canary Cottage (tour of the U. S.), 1916; Ziegfeld's Follies, 1917-19, 1927; Broadway Brevities, 1920; Make It Snappy, 1922; Kid Boots, 1923-26; Whoopee, 1928-29. (V) Gus Edwards' Kid Kabaret, 1907-09; Bedini & Arthur, 1909; Cantor & Lee, 1913-16; personal appearances, 1939 and '40. Author of Earl Carroll's Sketch Book, 1929; Your Next President; Caught Short; Between the Acts; Who's Hooey? Has published a volume of reminiscences titled My Life Is in Your Hands, 1928, and author (with David Freeman) of Ziegfeld, the Great Glorifier, 1934.
- CAREY, MACDONALD.** Actor. Born Sioux City, Ia., March 15, 1913; h. 6 ft.; dark hair, brown eyes; e. Phillips Exeter, University of Wisconsin, and University of Iowa (B.A. degree, 1935). Became interested in acting while in junior high school, and appeared in musical roles in Gilbert & Sullivan operettas. Started dramatic work at the U. of Wisconsin and later at the U. of Iowa. While doing postgraduate work, he directed a community theatre for a year. Started radio work in February, 1937, free-lancing in Chicago. (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 1938-40 (Chas. H. Phillips, NBC Red). (L) Under management of Marc T. Nielsen (f); stock.
- CARL, CLIFF.** Character actor, comedy M. C. Born Cottonwood Falls, Kans., July 22, 1905; h. 6 ft.; w. 150; blonde hair, blue eyes; e. Kansas City Business College; m. Helen McClure, actress. First radio appearances in 1935 as result of stage work. (R) Caroline's Golden Store, 1939-40 (General Mills, NBC Red, later CBS); Scattergood Baines, 1939-40 Wm. Wrigley, Jr., Co., CBS). (LS) WHO, Des Moines. (L) Fifteen years dramatic stock and repertory. (V) Theatre appearances.
- CARLAY, RACHEL.** Singer (soprano). Born Paris, France, May 24, 1912; h. 5 ft. 7 in.; w. 128; auburn hair, green eyes; e. in France; not married. First radio appearance was in 1935 via the Manhattan Merry-Go-Round program. (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. (PR) RCA Victor (in France).
- CARLETON, SAM.** Script writer (for George Jessel). (R) Thirty Minutes in Hollywood, 1937-38 (local sponsors, Mutual); Vitalis Program Featuring George Jessel, 1938-40 (Bristol-Myers, NBC Red).
- CARLON, FRANCES.** Dramatic actress. Born Indianapolis, Ind., April 2, 1913; h. 5 ft. 6 in.; w. 121; brown hair and eyes; e. East Orange (N. J.) High School and Goodman Theatre, Chicago; m. Daniel Sutter, radio actor. Studied at the Goodman Theatre. Later toured the Midwest in a tent. Went to New York, took a screen test, and was sent to Hollywood to appear in several films. Back in New York, she rehearsed four months for a play which lasted four days. She then returned to Chicago, and entered radio doing commercials on Amos 'n' Andy before graduating to dramatic parts. (R)

PROFESSIONAL RECORDS—Continued

Attorney-at-Law (S. C. Johnson & Son, Inc., NBC Blue); Story of Mary Marlin (Procter & Gamble, NBC Red and Blue); Kitty Keene, Inc. (Procter & Gamble, CBS); Backstage Wife (Dr. Lyon's Toothpowder, NBC Red); Ma Perkins (P & G, NBC Red). (F) Fox. (L) Stock.

CARLON, LINDA. Actress. Born Stuttgart, Germany (of British parents), Jan. 22, 1900; h. 5 ft. 5 in.; w. 115; brownish-blond hair, blue eyes; daughter of Carlon Arnie (leading man with Lily Langtry, 1884-87); e. Chicago secondary schools, Chicago Art Institute, New York University, Columbia University Extension Division; m. Robert Newell Reid (insurance). Author, *Black Slave Island* and *Those Who Throw Stones* (both novels); also author, short stories and radio scripts. Radio writer and director for Emergency Unemployed Relief Drive, 1930, and Citizens' Family Relief Drive, 1934. First radio appearance in 1928 via the *Eveready Hour*. (R) *Eno Crime Clues*, 1932-36 (Harold F. Ritchie & Co. for *Eno Fruit Salts*, NBC Red); *Life of Mary Sothorn*, 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); *Hill-top House*, 1937 (Colgate-Palmolive-Peet, CBS); *Light of the World*, 1940 (General Mills, NBC Red and Blue); *Parker Family*, 1939-40 (Andrew Jergens Co., CBS, NBC Blue). (F) Shorts. (L) Productions by Sam Harris, 1924; William Harris, A. H. Woods, Brock Pemberton and Sydney Phillips; stock. (V).

CARLSON, HUGH. Actor, singer (*The Ranch Boys*). (R) See under Joe Bradley.

CARLSON, "WAMP". Baritone, Swedish comedian (*The Three Jesters*). Born New Brighton, Conn., Oct. 24, 1901. At the age of 10 he began singing in a church choir, and during the week played the drums and saxophones in school orchestras and took part in minstrel shows and dramatic productions. With his boyhood chum, Red Latham, he went to work for an insurance firm in Hartford, where they met Guy Bonham. The three formed *The Three Jest-*

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PROFESSIONAL RECORDS—Continued

- ers trio and made their first radio appearance on WBZ, Springfield; on January 1, 1930, they emerged from an audition to become radio's Original Tastyest 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 Tobacco, NBC Blue); Gulden Serenaders, 1938-40 (Charles Gulden, NBC Blue). (LS) Childs Restaurants, WOR, N. Y.; Schaefer's Beer, WEA-F, N. Y. (F) Shorts, (V) Tastyest Jesters, 1933-38. (PR) RCA Victor. (Write own dialogue and most of their own songs).
- CARNEY, DON (Uncle Don).** Children's entertainer. Born St. Joseph, Mich., Aug. 19; mother and sisters were concert musicians; h. 5 ft. 10 in.; w. 200; brown hair, blue eyes; e. Columbia University; m. Betty Marsh, former model; one child, Betty, 11. Started radio work 15 years ago. Has written several children's books, as well as radio scripts. Served as Captain during the World War. (R) Children's programs via WOR and Mutual for past 14 years (over 150 sponsors). (F) Columbia (s); shorts. (PR) Columbia (children's records).
- CARPENTER, KEN.** Announcer. Born Avon, Ill., Aug. 21, 1900; e. Lombard College, Galesburg; m. and has one son. First radio appearance in Los Angeles in 1929. In 1930, he joined KFI, Hollywood. In addition to commercials, he has handled many special events including the Santa Anita Handicaps and Rose Bowl football games. (R) Kraft Music Hall, 1936-40 (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, 1938-40 (Standard Brands for Tender Leaf Tea, NBC Red); others, not current.
- CARPENTER, TOM (Thomas K.).** Commercial writer, Young & Rubicam, N. Y. Born Chicago, Ill., April 25, 1911; brown hair, green eyes; e. The Choate School, Princeton; m. Eleanor M. Carpenter. Started radio work as commercial writer with N. W. Ayer & Son. (R) Watch the Fun Go By, 1937-38 (Ford Motor Co., CBS); Al Pearce and His Gang, 1938-39 (General Foods, NBC Red); Stop, Look and Listen with Edwin C. Hill, 1939 (Metropolitan Life Insurance, Mutual); Joyce Jordan, Girl Interne, 1940 (General Foods, CBS).
- CARRINGTON, ELAINE STERNE.** Script writer (daytime serials). Born New York City; e. Columbia College; m. George Dart Carrington; two children, Patricia, 15, and Robert B., 11. Author of All Things Considered, a collection of short stories published in 1939. Sold her first story to the St. Nicholas Magazine while still in her teens, and was soon a contributor to Good Housekeeping, Collier's, Red Book and many others. At 19 she won a prize offered by a film company in cooperation with a New York newspaper, and has continued to write scenarios on a free-lance basis. In 1932 she submitted a one-act play to NBC, and was requested to map out a series for radio. (R) Red Davis, 1933-35 (Beech-Nut Packing Co., NBC Red and Blue); Trouble House, 1936-37 (H. J. Heinz Co., CBS); Pepper Young's Family, 1936-40 (Procter & Gamble for Camay Soap, NBC Red and Blue); Dr. Christian (Chesebrough Mfg. Co. for Vaseline products CBS); When a Girl Marries, 1939-40 (Prudential Insurance Co., CBS). (F) (L) Nightstick, 1929 (Broadway production later filmed under another title by United Artists).
- CARROLL, CARROLL.** Script writer for the J. Walter Thompson Co. Born New York City, April 11, 1902. Wrote his first radio material when he joined the J. Walter Thompson agency in 1932. (R) Kraft Music Hall, 1936-40 (writes Bing Crosby's material, and dialogue) (Kraft-Phenix Cheese Corp., NBC Red); Melody Ranch, 1940 (Wm. Wrigley, Jr., Co., CBS); has also written radio material for the following radio personalities when they appeared on J. Walter Thompson programs: Burns & Allen, Rudy Vallee, Eddie Cantor, Fanny Brice, Bert Lahr, Georgie Price, Walter O'Keefe, Hugh O'Connell & Ilka Chase, Edgar Bergen & Stroud Twins, Al Jolson, N.T.G., Lou Holtz, Paul Whiteman.
- CARROLL, CHARLES (Charles Howard Bradt).** Dramatic actor. Born Jackson, Mich., Nov. 7, 1910; h. 6 ft.; w. 150; brown hair, blue eyes; e. Los Angeles High School; not married. First radio appearances via KFWE, Hollywood, in 1933, when Kay Van Riper (now M-G-M) hired him to play in a historical series; he had previously played in theatrical stock. (R) Hollywood Hotel, 1935-37 (Campbell Soup, CBS); Margot of Castlewood, 1938 (Quaker Oats Co., NBC Blue); Valiant Lady, 1938-40 (General Mills, NBC Red and Blue); The O'Neills, 1939-40 (P & G, NBC Red); also numerous network shows originating in Hollywood, 1934-37, local and Pacific Coast shows. (L) Stock 1930-32.

PROFESSIONAL RECORDS—Continued

CARROLL, HELEN (Helen Marie Faulk). Singer (*The Merry Macs*). Born Bloomington, Ind., May 23, 1915; h. 5 ft. 5 in.; w. 112; brown hair, hazel eyes; e. Indiana University; m. Carl Kress, radio and record guitarist. Became a member of the Merry Macs in 1937. (R) *Watch the Fun Go By*, 1937-38 (Ford Motor Co., CBS); *Town Hall Tonight*, 1938-40 (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); *Your Hit Parade*, 1939 (American Tobacco, CBS). (F) Paramount (f); shorts. (L) Frank Fay's *Varieties*, 1939 (f). (V) Theatre appearances, 1939-40. (PR) Decca.

CARSON, SHORTY (Hubert Paul Flatt). Singer, guitarist (*The Ranch Boys*). Born near Coalgate, Okla., Nov. 14, 1914; h. 5 ft. 10 in.; w. 135; brown hair, green eyes; e. Hamilton High School, Wichita, and Garfield High School, Los Angeles; m. Maxine Coy. Grew up, as did the other members of the trio, herding cattle and breaking in and riding horses.

Each sought a career in Hollywood, and they met while doubling for the stars of silent Western films. The trio was formed and they appeared in a number of shorts. Their first radio appearance was on an early morning show on KMTR, Hollywood; subsequently appeared for five years on various Coast stations, during which time they participated in rodeos and continued in film work. (R) *National Barn Dance* (Alka-Seltzer, NBC Blue); *Adventures of Tom Mix* (Ralston Purina, NBC Blue); *Headin' South* (Illinois Central Railroad, NBC Red); *This Amazing America*, 1940 (Greyhound Bus Lines, NBC Blue); others, including programs for *Fitch Shampoo* and transcriptions for *Coca-Cola*. (F) *Republic* (f); shorts. (V) Theatre appearances. (PR) Decca. (Also writer of a few songs including *Out of This World* and *My Home Down in the South*).

CARTER, BOB. Announcer. Born Ashland, Ky., March 28, 1897; h. 6 ft. ½ in.; w. 185; brown hair, grey eyes; e. Georgia Tech. Started radio work in 1928, giving speeches promoting aviation (his hobby). (R) *Eno Crime Clues*, 1935 (Harold F. Ritchie & Co. for Eno Ef-



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PROFESSIONAL RECORDS—Continued

- fervescent Salts, NBC Blue); Good Will Hour, 1937-40 (Macfadden Publications, 1937-38; Ironized Yeast, 1938-40; Mutual until April, 1940, when it switched to NBC Blue). (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, 1936-38; shorts.
- CARTER, GAYLORD.** Organist. Born Wiesbaden, Germany (of American parents), Aug. 3, 1905; h. 5 ft. 4½ in.; w. 147; brown hair, blue eyes; e. University of California at Los Angeles. First radio appearance in 1935 via KHJ, Los Angeles. (R) Hollywood Hotel (Campbell Soup, CBS); Amos 'n' Andy, currently (Campbell Soup, CBS); others, not current. (F) Shorts. (V) Theatre appearances.
- CASE, NELSON.** Announcer, singer, pianist. Born Long Beach, Calif., Feb. 3, 1910; h. 6 ft. 1 in.; w. 180; blonde hair, blue eyes; e. William & Mary College. First radio appearance as pianist in 1925 via KFON, Long Beach. Following year he appeared on the same station with his own orchestra. In 1927, he became announcer and singer for KGER, Long Beach. NBC staff announcer (news, special events, sports), San Francisco, 1931-34; New York, 1934-39, currently free lance. (R) Wheatonville, 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); NTG's Radio Revue, 1935 (Bromo-Seltzer NBC Blue); Ray Noble, 1935-36 (Coty, Inc., NBC Red); Wayne King & His Orchestra, 1936 (Lady Esther, NBC Red); Sunday Nite Party, 1936-37 (Sealtest, NBC Red); Husbands and Wives, 1936-37 (Lamont, Corliss & Co., NBC Blue); Hour of Charm, 1936-39 (General Electric, NBC Red); True Story programs since July 1937 (Macfadden Publications, NBC Red, Blue); Dorothy Thompson, 1938 (Pall Mall Cigarettes, NBC Red); Criminal Case Histories with Warden Lewis E. Lawes, 1938-39 (William R. Warner Co. for Sloan's Liniment, NBC Blue); Ed Thorgerson—Sports, 1939 (Congress Cigar, Mutual); Youth vs. Age, 1939 (Vince, NBC Red); Orphans of Divorce, 1939 (Dr. Lyon's Toothpowder, NBC Blue); Enna Jettick Melodies, 1939-40 (Dunn & McCarthy, NBC Red); Life Can Be Beautiful, 1939-40 (P & G NBC Red, CBS and Mutual); Hilda Hope, M. D., 1939-40 (Wheatena, NBC Red); Sky Blazers, 1939-40 (Continental Baking, CBS); others.
- CASSIN, MARIGOLD.** Writer and producer for Erwin, Wasey & Co., San Francisco. Born Davenport, Ia., Feb. 7, 1903; e. Port Byron High School; m. Samuel R. Pruyn, Jr. Does radio publicity and also lectures before advertising groups and women's organizations on radio. First radio appearance in 1926, with an amateur theatrical group on WOC, Davenport. Remained at station as secretary-hostess, then continuity writer and performer, from May, 1926 to July, 1931; general continuity for CBS Chicago, 1931 to November, 1933; joined Erwin, Wasey & Co. in Chicago in 1933 and remained until 1936 when she joined the Pacific Coast office of the same agency. (R) Good Morning Tonight, 1936-39 (Albers Bros. Milling, NBC Pacific Coast Red); Problem Clinic, 1939 (Duart Mfg., CBS); Mine to Cherish, 1940 (Albers Bros Milling, NBC Pacific Coast Red); others, not current.
- CHALMERS, THOMAS.** Narrator, actor. Born New York City in 1896; h. 5 ft. 11 in.; w. 200; blonde hair, grey eyes; e. in New York public schools and in Florence, Italy, Paris and other European cities. Newsreel editor for 10 years; director of shorts; writer for magazines and papers. Started radio work about 1931. (R) Roses and Drums, 1933-34 (Union Central Life Insurance, CBS); Cavalcade of America, 1939-40 (E. I. du Pont de Nemours, CBS, 1939; NBC Red and Blue, 1940). (F) shorts, as director and narrator; associate editor and European production editor, Fox Movietone News; editor, Pathe Topics; narrator for several shorts. (L) As singer: Boston Opera Co., 1917-22; as actor: The Wild Duck, Mourning Become Electra, The Eternal Road, revival of Outward Bound, 1939, Mornings at Seven, 1939-40, and others (f).
- CHARLES, MILTON.** Organist, vocalist, M.C. Born San Jose, Calif.; h. 6 ft. ¼ in.; w. 184; dark brown hair, blue eyes; e. California; m. Blanche Morrill, violinist and vaudeville actress; two children, Milton, Jr., and Patricia. First radio appearance in 1934. (R) Bachelor's Children, 1934-40 (The Cudahy Packing Co., CBS); Jenny Peabody (F & F Laboratories, Inc., CBS); Stepmother, 1938-40 (Colgate-Palmolive-Peet, CBS); Manhattan Mother, 1938-39 (Procter & Gamble, CBS); Caroline's Golden Store,

PROFESSIONAL RECORDS—Continued

1940 (General Mills, 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.

CHASE, ILKA. Interviewer, commentator. Born New York City, April 8, 1905; h. 5 ft. 6 in.; w. 125; black hair, brown eyes; e. Convent of the Holy Child Jesus, plus private schools in New York City and Neuilly, France; m. William B. Murray. Has appeared in many stage productions since 1924, and in films since 1929. From 1926-28 she was London correspondent for the magazine Vogue (of which her mother was editor). (R) Luncheon at the Waldorf, 1940 (R. J. Reynolds Tobacco for Camels, NBC Blue). (F) Pathe, Fox, RKO, Paramount; shorts (fashion commentator). (L) The Proud Princess, 1924; The Red Falcon, 1924; Shall We Join the Ladies?, 1925; The Happy Husband, 1928; The Animal Kingdom, 1932; Forsaking All Others, 1933; The Women, 1936; Keep Off the Grass, 1940 (f); others.

***CHASE, KAY.** Script writer. (R) Valiant Lady, 1939-40 (General Mills, NBC Red

and Blue); Painted Dreams, 1940 (P & G, NBC Blue).

CHATTERTON, RUTH. Actress. Born New York City, Dec. 24, 1893; h. 5 ft. 2½ in.; w. 110; light brown hair, blue eyes; e. Mrs. Hazen's private school; div. Ralph Forbes and George Brent. Started professional career at the age of 15 doing chorus work in Washington, D. C., then joined a stock company. Has appeared in many films and legitimate productions. (R) Big Sisters, summer of 1939 (Lever Bros., CBS). (L) Daddy Long Legs, Moonlight and Honeysuckle, A Marriage of Convenience, Changlings, The Green Hat, The Magnolia Lady and others (s, f). (F) M-G-M, First National, Columbia, United Artists, Radio-Wilcox (s, f).

CHERNAVSKY, JOSEF. Musical conductor, arranger. Born in a small Russian town, son of a musical director, and brought up in Petrograd. Studied at the Imperial Russian Conservatory under Rimsky-Korsakoff and Alexander Glasounoff. Graduated in 1912 and went to Leipzig, Germany, where he perfected cello education. Made a concert tour in 1914 and was selected to play in the Im-

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PROFESSIONAL RECORDS—Continued

- perial Opera House the following year. Three years later, he organized a chamber music ensemble and toured under the name of Zimro; arrived in the U. S. in 1919. Radio debut in 1928; first network commercial in 1936. (R) Musical Camera-man, 1936-37 (International Silver Co., NBC Red); My Lucky Break, replaced by Summer Concerts (sustaining Mutual); Marathon Melodies, 1939-40 (Ohio Oil, NBC Blue). (F) Universal (in charge of Movietone Department). (L) Composed scores for various shows. (V) Theatre appearances. (PR) RCA Victor, Columbia, Brunswick.
- CHILDE, ROBERT.** Pianist, arranger (accompanist for the **Continental Quartet**). Born Wyoming, Ohio, Jan. 10, 1899; h. 5 ft. 11 in.; w. 175; dark hair, grey eyes; e. Cincinnati Conservatory and Harvard College (B.S. degree, 1922); m. Cornelia Childe. Toured Europe with the Harvard Glee Club and later taught at Toledo University. He then managed a small Detroit station for six months, where he also served as musical director, announcer, story teller, news commentator and accompanist. Joined WJZ as staff pianist in 1923. (R) Contented Hour, 1932-40 (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). (Composer of 2 large works for full symphony orchestra).
- CHISM, SYBIL.** Organist. Born Carrollton, Ill., Sept. 5, 1909; h. 5 ft. 2 in.; w. 109; blonde hair, green eyes; e. Chicago Art Institute; m. Hal Bock (Western press manager for NBC). First heard over the air via remote broadcasts, when theatre organist in Long Beach, Calif. (R) Moonglow Melodies, 1936 (Moonglow Nail Polish, NBC Pacific Coast); One Man's Family, 1937 (Tender Leaf Tea, NBC Red); Lum and Abner, 1938-40 (Postum, CBS). (Theatre organist, West coast theatres, 1929-35).
- CHOATE, HELEN.** Actress. Born Boston, Mass., Oct. 17, 1911; h. 5 ft. 6 1/2 in.; black hair, green eyes; e. Emerson College. Obtained first radio work when she won a voice contest conducted by WNAC, Boston. This led to writing and announcing her own program, a woman's shopping hour. Has lectured extensively on style and beauty culture, and has done commercial posing and modeling. Appeared as Daisy in the Dangerous Paradise series over NBC for two years, and had the role of Joan Elliott in the
- Eno Crime Clues drama. (R) Brenda Curtis (Campbell Soup, CBS); Pretty Kitty Kelly (Continental Baking, CBS); My Son and I (General Foods, CBS). (L) Several Broadway productions; stock.
- CHONG, PETER.** See Goo Chong, Peter.
- ***CHRISTIE, KENNETH.** Music arranger. (R) Ford Summer Hour, 1939 (Ford Motors, CBS); The Telephone Hour, 1940 (Bell Telephone, NBC Red).
- CHURCHILL, STUART.** Tenor. Born Long Island, Kans., Jan. 15, 1907; h. 5 ft. 7 in.; w. 135; black hair, blue eyes; e. University of Michigan. First radio appearance in 1933 on the Old Gold program. (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); Chesterfield Presents Fred Waring in Pleasure Time, 1939-40 (Liggett & Myers Tobacco Co., NBC Red). (V) Appearances with Fred Waring since 1930. (PR) RCA Victor.
- CLAGGETT, CHARLES E.** Radio director, writer, Gardner Advertising Co., St. Louis. Born Jefferson City, Mo., March 23, 1908; e. Princeton University. Entered radio in 1931 as script writer. (R) As director: Tom Mix programs, four years (Ralston Purina, NBC Blue); Public Hero Number One, one year (Falstaff Brewing, NBC Split Red); The Inside Story, 39 weeks (Ralston Purina, successively CBS Pacific and NBC Blue); as writer: Public Hero Number One, 26 weeks (Falstaff Brewing, NBC Split Red); also transcriptions for Folger's Coffee and Ralston Purina.
- CLAIRE, HELEN.** Actress. Born Union Springs, Ala., October 18; h. 5 ft. 3 in.; w. 108; light brown hair, blue eyes; e. Randolph-Macon College, Ashland, Va., Columbia University, New York, and Feagin School of Dramatic Art (A.B. and M.A. degrees); member of Phi Beta Kappa and Pi Gamma Mu. Set out to be a child psychologist, and to that end matriculated at Columbia University in New York. When she needed original material to write a thesis to complete her graduate work, she interviewed Eva Le Gallienne about the reactions of child audiences to Peter Pan. Le Gallienne suggested she take a small part in the production and obtain her material first

PROFESSIONAL RECORDS—Continued

hand. This led to an interest in the theatre, and she decided to enter the theatrical field. Played in stock and on Broadway. Obtained first radio part as result of an NBC audition. (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); *Hilltop House* (Colgate-Palmolive-Peet, CBS); *Dr. Christian* (Chesebrough Mfg., CBS); *Gulf Screen Guild Theatre* (Gulf Oil Corp., CBS); *Texaco Star Theatre* (Texas Co., CBS); *Columbia Workshop* (sustaining, CBS). (GA) *Rudy Vallee's Royal Gelatin Hour* (Standard Brands, NBC Red). (F) *Fox Movietone News*, as commentator on fashions, society, etc. (L) *Jezebel*; *Nine Pine St.*; *Girls in Uniform*; *The Eldest*; *Kiss the Boys Goodbye*, 1938-39 (s); others, since 1930. (Has also written scripts for radio.)

CLARK, BUDDY (Samuel Buddy Clark). Singer. Born Boston, Mass., July 26,

1912; h. 5 ft. 10 in.; w. 180; brown hair, blue eyes; e. High School of Commerce, Lincoln Prep., and Northeastern Law School, all Boston; m. Louise H. Clark; two children, Thomas Edward, 3, and Katherine Louise, 1. Played semi-pro baseball, football and basketball. While a law student, he sang at school affairs and private parties, and in his third year at college decided to abandon law for radio work. First radio appearance was in 1930 after an audition for *White Cross Mattress Co.* Network debut with Benny Goodman on NBC's 3-hour *Let's Dance* program. (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., later American Tobacco Co., CBS); *Buddy Clark & Orchestra*, 1938 (American Tobacco, Mutual); *Wayne King's Orchestra*, 1939-40 (Cashmere Bouquet and Halo, CBS); others regionally. (GA) *Socony-Vacuum, Ex-Lax, Ford and Chevrolet* programs. (F) *20th Century-Fox shorts*. (V) Theatre appearances, 1937.

CLARK, HARRY BACON. Announcer, CBS, New York. Born Providence, R. I.,

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- April 17, 1913; h. 5 ft. 10 in.; w. 160; blonde hair, bluish-green eyes; e. Wentworth Institute, Boston; m. Marjorie R. Clark. First radio work was as staff announcer at WPRO, Providence, in July, 1937. (R) Parker Family, 1939 (Andrew Jergens Co., CBS); Model Minstrels, 1939-40 (U. S. Tobacco, CBS).
- CLARK, VIRGINIA.** Dramatic actress. Born Peoria, Ill., Oct. 29, 1908; h. 5 ft. 4 in.; w. 120; brown hair and eyes; e. University of Alabama and Chicago School of Expression; m. James O. Bengston; one son, Gordon, 10. First radio appearance as a singer on WJJD, Chicago. (R) The Romance of Helen Trent, 1933-40 (Edna Wallace Hopper's Restorative Cream, Old English Floor Wax and others, CBS); Your Speech, 1935 (Better Speech Institute of America, NBC Blue); mistress of ceremonies, Bob Becker's Chats about Dogs, 1937 (John Morrell & Co., NBC Red); The Woman in White, 1938-39 (Pillsbury Flour Mills, NBC Red); others, not current.
- CLARKE, BOB (Robert G.)** Organist. Born Janesville, Wis., Feb. 9, 1891; h. 5 ft. 8 in.; w. 136; brown hair, blue eyes; e. Janesville High School, and Brown University, Providence, R. I.; m. Berneice L. Clark; two children, Constance, 23, Robert G., Jr., 21. Theatre organist in Detroit, 1921-32; teacher, Webb Organ School and Detroit Conservatory of Music, 1927-29; first radio appearance via WWJ, Detroit, 1927. (R) Smilin' Ed McConnell, 1939-40 (Purity Bakeries for Taystee Bread, CBS); others. (F) Commercial films.
- CLARKE, PHIL (Phillip N. V.)** Character actor. Born London, England, Aug. 4, 1904; h. 5 ft. 10 in.; w. 147; light hair, blue eyes; e. Cathedral St. John the Divine, Peekskill Military Academy, Lambeth Polytechnic, Clapham College, Exeter National Training School; m. Freda Marrion; three daughters, Barbara Doris, 9, Beverly Ann, 6, Phyllis Joy, 1½. Began theatrical work at age of six; studied under Sir Philip Ben Greet; served with British forces in India for years, staging many plays for the Northern Command whilst in service; first radio appearance in 1937 as result of an audition. (R) 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); Our Gal Sunday, 1939 (Kolynos and Anacin, CBS); Big Sister, 1939 (Lever Bros. for Rinso, CBS); Believe It or Not, 1939 (Nehi for Royal Crown Cola, CBS); Lorenzo Jones, 1939 (Chas. H. Phillips Chemical Co., NBC Red); Against the Storm, 1940 (P & G for Ivory Soap, NBC Red); Manhattan Mother, 1940 (P & G for Chipso, CBS). (LS) WMCA, New York, for Remington Rand. (F) Gaumont (British), 1912 and 1922; short. (L) Intermittent roles, 1921-33, in Broadway, road and English productions. (PR) RCA Victor.
- CLAWSON, LEW (Lucien Clawson).** Announcer, actor, singer, script writer. Born Greensburg, Pa., July 31, 1909; h. 5 ft. 8½ in.; w. 150; brown hair, grey eyes; e. University of Pennsylvania; m. Dorothy Clawson; two children, Lucien III, 7, and James King, 5. First radio appearance as a singer in 1926. (R) Announcer: Musical Steelmakers, 1939-40 (Wheeling Steel, Mutual); also script writer and singer on various local shows since 1932. (V) Theatre appearances.
- CLEARY, LEO T.** Character actor, (dialects, impersonations). Born Boston, Mass., Jan. 15, 1894; h. 5 ft. 9 in.; w. 185; brown hair, blue eyes; e. St. John's Academy; m. Naomi Cleary; two sons, Jack and Richard. Originally a vaudeville actor, he made his first radio appearance as a singer on KFVD, Los Angeles, in 1924; later he was, for a time, manager of the station. (R) Dr. Kate, 1938-40 (Sperry Flour, NBC Red); has also appeared on the following: Kate Smith's Variety Hour (General Foods, CBS); Silver Theatre (International Silver Co., CBS); Dr. Christian (Chesebrough Mfg., CBS); I Want a Divorce (S. & W. Fine Foods, CBS); Woodbury's Hollywood Playhouse (Jergens-Woodbury Sales Co., NBC Red and Blue); Jell-O Program Starring Jack Benny (General Foods, NBC Red). (L) Dramatic stock. (V) From 1909-29; his first appearance was with the De la Genesta Magic and Hypnotist act; his last act as Good Night Nurse; also picture house appearances.
- CLIFFORD, JUNE.** Singer (**The Music Maids**). (R) Kraft Music Hall, 1939-40 (Kraft Cheese Co., NBC Red). (F) Universal (f). (PR) Decca.
- CLINTON, LARRY.** Orchestra leader,

PROFESSIONAL RECORDS—Continued

composer, arranger, musician. In 1933, gave up a salesman's job to become second-trumpet with Ferde Grofe's orchestra, then played with Glenn Gray's Casa Loma organization, Isham Jones, and both Dorsey brothers. Grofe urged him to take up arranging. Later he organized own band, and after making several recordings, was signed for appearances on the NBC network in December 1937. Has written many songs and compositions, including *Satan Takes a Holiday*, *Study in Brown*, *Abba Dabba*, *Dipsy Doodle* and *Midnight in a Madhouse*. (R) *The Quaker Party* with Tommy Riggs, Betty Lou and Larry Clinton's Orchestra, 1938-39 (Quaker Oats Co., NBC Red); *Sensations and Swing*, 1939 (P. Lorillard Co., NBC Red and Blue). (GA) *Fitch Band Wagon* (F. W. Fitch Co., NBC Red); *Show of the Week* (local sponsors, Mutual). (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, Bluebird.

Clough, Bob (Robert S.). Agricultural newscaster. Born in Missouri, July 8, 1888; h. 5 ft. 7½ in.; w 180; brown hair and eyes; e. Kirksville State Teachers College, University of Wisconsin and University of Missouri; m. Lulu Clough. Member of Sigma Delta Chi; state 4-H Club agent. First radio appearance in 1928 on a sustaining agricultural program as result of an audition. (R) *Goodyear Farm Radio News*, Sept., 1938, to March, 1939 (Goodyear Tire & Rubber, NBC Red and Blue); prepared scripts for the *Story of Wool* series for the *Farm Credit Administration*.

Clucas, Leslie. Singer. Born Chicago, Ill., May 23, 1908; h. 5 ft. 6 in.; w. 140; light brown hair, brown eyes; e. Lindblom High School and Northwestern University; m. Evelyn Clucas. First radio appearance in 1925 with an act called *Les & Harry*, featuring piano, banjo, guitar, songs and jokes. During the past seven years, along with his activities as a singer, he has been managing singers and musicians. (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*, 1935-40 (Miles Laboratories for Alka-Seltzer, NBC Blue); *Horace Heidt & His Brigadiers*, 1936-37 (Stewart-Warner Corp., CBS); transcriptions: *Refreshment Time*, 1936-37 (Coca-Cola); *Lamp Lightin' Time*, 1938 (Aladdin Lamp); *Checkerboard Time*, 1938-40



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- (Ralston Purina); Kennel Time, 1939 (Ken-L-Ration). (V) Theatre appearances with Olsen & Johnson as member of the Three Kings, 1933; The Three Kings, 1934-35.
- COHAN, PHILIP.** Producer, program director. Born Meriden, Conn., April 17, 1905; e. University of Pennsylvania; m. Mary Helen Cohan; one child, Anthony Robert, 7 months. First radio work with CBS in 1934 following five years as manager of the musical production department for Paramount. (R) Kate Smith Program, 1935 (Hudson Motors, CBS); Music from Hollywood, 1937 (Liggett & Myers for Chesterfield, CBS); Chesterfield Program, 1938-39 (Liggett & Myers, CBS); originator and producer of the Saturday Night Swing Club, 1936-38 (CBS sustaining).
- COLE, JOHN.** Announcer, commercial copy writer, Gardner Advertising Co., St. Louis. Born St. Louis, Mo., Dec. 15, 1912; e. John Burroughs Country Day School and Westminster College, Fulton, Mo. Instructor in radio writing, Jefferson College, St. Louis. Started radio work in 1932 as member of agency staff. (R) Pet Milky Way, 1932-40 (Pet Milk, CBS and transcriptions).
- COLLINS, RAY.** Actor. Born Sacramento, Calif., Dec. 10, 1889; h. 5 ft. 10¼ in.; w. 165; brown hair, hazel eyes; e. Sacramento public schools; m. Joan Collins; one son. Originally an actor in stock, he made his first radio appearance in 1930 following an audition. (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, 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, 1939-40 (Campbell Soup, CBS); Hilltop House, 1939 (Colgate-Palmolive-Peet, CBS); Big Sister, 1939 (Lever Bros., CBS); Life Begins, 1940 (Campbell Soup, CBS); Short, Short Story, 1940 (Campbell Soup, CBS); Sky Blazers, 1940 (Continental Baking, CBS). (F) Shorts. (L) Productions for Albert Lewis, A. H. Woods, 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 (J. M. Collins).** Producer, director, manager. Born New York City, Oct. 12, 1900; h. 5 ft. 8 in.; w. 165; black hair, brown eyes; e. Fordham University; m. Jeannette Collins; one daughter, Adelaide, 18. Served in the U. S. Navy during the World War. Became an executive of the Columbia Phonograph Co., and it was in this capacity that he first had occasion to work with Kate Smith, then appearing in the musical comedy Flying High (1930). Collins, in addition to handling her recordings, urged her to go into radio, and subsequently came to be her manager. His management service now also includes other artists, but chiefly those associated with Kate Smith on her programs. Also, owner and manager of the Kate Smith Celtics basketball team. (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, 1937-40 (General Foods Corp., CBS); Kate Smith—Noonday Chats, 1938-40 (General Foods Corp., CBS); My Son and I, 1939-40 (General Foods, CBS). (F) Paramount, as assistant director. (V) Kate Smith Swanee Revue.
- COLLYER, CLAYTON.** Actor, announcer, M.C. Born New York City, June 18, 1908; h. 6 ft.; w. 165; brown hair, hazel eyes; e. Horace Mann School for Boys, Williams College and Fordham University School of Law (LL.B. degree); m. Heloise Collyer; two children, Patricia, 3, and Cynthia Ann, 1. First radio appearance as a singer in 1936. (R) Five Star Jones, 1936-37 (P & G, NBC Blue); Renfrew of the Mounted, 1936-37 (Continental Baking, CBS); The Schaefer Revue, 1937-40 (Schaefer Brewing Co., WEA, N. Y.); Pretty Kitty Kelly, 1937-40 (Continental Baking Co. for Wonder Bread, CBS); Terry and the Pirates, 1937-39 (Bowey's, Inc., for Dari-Rich, NBC Red); Joyce Jordan-Girl Interne, 1938-39 (McKesson & Robbins, CBS); Young Widder Brown, 1938-40 (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); The Man I Married, 1940 (P & G, NBC Red); others, including transcriptions and local shows. (L) Life Begins, 1932; The Fields Beyond, 1936; Angel Island, 1937.
- COLONNA, JERRY (Gerard).** Comedian. Born Boston, Mass., in 1905; h. 5 ft. 10 in.; dark brown hair, brown eyes; m. Florence Charlotte. Learned to play the

PROFESSIONAL RECORDS—Continued

trombone at an early age, and became a radio musician in New York. His mustache and rolling eyes invariably amused studio audiences, whereupon he was given a chance at comedy by Fred Allen, Walter O'Keefe, and Bing Crosby. A talent scout sent him to Hollywood, and he has appeared in a number of films. (R) Pepsodent Program Starring Bob Hope, 1938-40 (Pepsodent Co., NBC Red). (F) Warner Bros., First National (f). (V) Theatre appearances. (PR) Brunswick.

COLSTON, WARREN. Dramatic actor. Born Great Bend, Pa., June 26, 1897; h. 5 ft. 7 in.; w. 150; brown hair and eyes; e. Syracuse University; m. Frances Hendricks. Started radio work about 1930. (R) Snow Village Sketches (Socony-Vacuum Oil, CBS); March of Time (Time, Life and Fortune magazines, Servel, Inc., NBC Blue); Eno Crime Clues (Harold F. Ritchie, NBC Blue); Death Valley Days (Pacific Coast Borax, NBC Red); Cavalcade of America (E. I. du Pont de Nemours, CBS); Stella Dallas (Chas. H. Phillips, NBC Red); David Harum (B. T. Babbitt, NBC Red); Mr. Keen, Tracer of Lost Persons (BiSoDol, NBC Blue); Just Plain Bill (Anacin, Kolynos, NBC Red); Pepper Young's

Family (P & G, NBC Red and Blue); many others. (L) Five plays with Provincetown Players.

COLTON, KINGSLEY. Juvenile actor (straight, emotional, dialect). Born New York City, Feb. 15, 1927; dark brown hair, hazel eyes. Began acting in plays at a private school. Did professional modeling and appeared in a number of film shorts prior to his first radio part in July, 1937. (R) Campbell Playhouse, 1938 (Campbell Soup Co., CBS); Kate Smith Hour, 1938 (General Foods Corp., CBS); March of Time, 1938 (Servel, Inc., and Life Magazine, NBC Blue); Mr. Keen, Tracer of Lost Persons, 1938 (Anacin Co., NBC Blue); Valiant Lady, 1938-39 (General Mills, NBC Red); Her Honor, Nancy James, 1938-39 (International Cellucotton for Kleenex, CBS); Cavalcade of America, 1938-39 (E. I. du Pont de Nemours, CBS); Town Hall Tonight, 1938-39 (Bristol-Myers Co., NBC Red); Tommy Dorsey's Orchestra, 1939 (Brown & Williamson Tobacco Co., NBC Red); Valiant Lady, 1939-40 (General Mills, successively CBS and NBC Red and Blue); My Son and I, 1939-40 (General Foods, CBS); numerous others, not current. (F) Warner Bros., 1938; shorts.



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PROFESSIONAL RECORDS—Continued

- COMSTOCK, WILLIAM H.** Comedian. Born Syracuse, N. Y.; h. 5 ft. 8 in.; graying black hair, blue eyes. Began as a drummer in vaudeville. Gassed while serving in the World War, and was sent to Saranac Lake, where he was active in promoting benefits for invalid soldiers. After leaving the health resort, he went to California and became a member of a singing trio on a small station. Originated his character, Tizzie Lish, after hearing a woman giving cooking recipes over a Los Angeles station. (R) Al Pearce, 1933 (Swift & Co., NBC Pacific Coast); MJB Coffee Program, 1935 (MJB 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.
- CONLAN, PAUL.** Writer, producer. Born Frankfort, Ind., Feb. 20; h. 6 ft.; w. 195; light brown hair, light blue eyes; e. Purdue University; m. Gertrude Conlan; two sons, Gerald, 18, and Robert, 16. Also writer of screen plays and novels. War ace, U. S. Army, 1917-19. First radio work in 1926 pinch-hitting for a writer absent because of sickness. (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); Signal Carnival, 1939 (Signal Oil Co., NBC Red). 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), 1922-25.
- CONRIED, HANS.** Actor. Born Baltimore, Md., April 15, 1917; h. 6 ft. 3 in.; w. 173; brown hair and eyes; e. High School of Commerce, and Columbia University, New York. First radio appearances in KECA's (Los Angeles) uncut versions of Shakespeare. (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); Texaco Star Theatre, 1938 (Texas Co., CBS); Signal Carnival, 1938-39 (Signal Oil, NBC Red); Tuesday Night Party, 1939 (Lever Bros. for Lifebuoy Soap, CBS); Woodbury's Hollywood Playhouse, 1939-40 (Andrew Jergens, NBC Red); others, including transcriptions. (F) M-G-M (f). (L) Summer stock.
- CONTE, JOHN.** Singer, M.C. Born Palmer, Mass., Sept. 15, 1915; h. 6 ft.; w. 170; dark brown hair, blue eyes; e. Lincoln High School, Los Angeles. First radio appearances in 1932 as actor and singer. (R) Silver Theatre, 1938-39 (International Silver Co., CBS); Burns & Allen, 1938 (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); Screen Guild 1938-40 (Gulf Oil, CBS); Big Town, 1939-40 (Lever Bros. for Rinso, CBS); It Happened in Hollywood, 1939-40 (Geo. A. Hormel & Co., CBS); Adventures of Sherlock Holmes 1939-40 (Bromo-Quinine, NBC Blue).
- CONTINENTAL QUARTET.** See Robert Kessler, Earle Tanner, Herman Larson, Reinhold Schmidt, and Robert Child, accompanist.
- CONWAY, WILLIAM G.** Singer (Four Modernaires). Born Buffalo, N. Y., Sept. 25, 1913; h. 5 ft. 6 in.; w. 155; brown hair, blue eyes; e. Lafayette High School and Canisius College, Buffalo; m. Bernice Walker. Song writer, arranger for the Modernaires and several other groups. First radio appearance when the quartet joined the staff of the Buffalo Broadcasting Corp. (WGR, WKBW) while still attending high school. (R) Baker's Broadcast, 1933 (Standard Brands, NBC Blue); Hollywood Hotel, 1934 (Campbell Soup, CBS); Eddie Cantor, 1935 (Pebecco Toothpaste, CBS); Refreshment Time, 1935 (Coca-Cola, CBS); Harry Reser and the Clicquot Club Eskimos, 1935 (Clicquot Club Beverages, CBS); Fred Waring and His Pennsylvanians, 1936 (Ford Motors, NBC Blue); Chesterfield Program, 1938-39 (Liggett & Myers, CBS). (F) Shorts. (L) Walk with Music, 1940 (f). (V) Appearances with Paul Whiteman, two years. (PR) Decca.
- COOGAN, JACKIE.** Actor. Born Los Angeles, Calif., Oct. 26, 1914; h. 5 ft. 7 in.; blonde hair, brown eyes; e. Urban Military College, Los Angeles, and

PROFESSIONAL RECORDS—Continued

Villanova College, California; div. Betty Grable, actress. Longtime film actor since the age of four, when he appeared in *The Kid*, with Charlie Chaplin. (R) *Society Girl* (Corn Products Refining, CBS). (F) Paramount (after the advent of talking films; previously starred for a number of years in silent pictures). (V) Tour with Betty Grable, 1936-37.

COOK, DONALD. Dramatic actor. Born Portland, Ore., Sept. 26, 1901; h. 5 ft. 11 in.; w. 150; brown hair and eyes; e. University of Oregon; not married. Also legitimate stage actor, and lecturer. First radio appearance via Rudy Vallee program in 1939. (R) *Life Begins*, 1940 (Campbell Soup, CBS); *Short Short Story*, 1940 (Campbell Soup, CBS). (F) Warner Bros.; Columbia; free lance; seven years (f). (L) *Paris Bound*, 1927; *Rebound*, 1928; *Wine of Choice*, 1937; *American Landscape*, 1938; *Skylark*, 1939 (f).

COOK, FRANCES. See *Three Little Words*.

COOPER, JERRY. Singer. Born New Orleans, La., April 3, 1909; h. 6 ft.; w.

175; brown hair, blue eyes; e. E. T. Merrick-Warren Easton High School and Soule College. Played first base with a semi-professional ball club during the summer, and worked in a bank during the winter, also managing his brother, a professional boxer. When the opportunity came to sing in a New Orleans night club, he added that to his other activities. It was there that he made his first radio appearance over a local station in 1927. Later came to New York as a singer, and was helped by band-leader Emil Coleman to get radio and night club engagements. (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*, Lewis-Howe Co. for Tums, NBC Red); guest appearances on Ford and Studebaker programs; transcriptions for Teel and Buick. (F) Warner Bros. (f); shorts.



JAN SAVITT

PROFESSIONAL RECORDS—Continued

- (V) Theatre appearances. (PR) Columbia, Brunswick, RCA Victor.
- COOPER, WYLLIS.** Writer, director. Born Pekin, Ill., Jan. 26, 1899; e. Bradley Polytechnic Institute, Peoria; m. Emily B. Cooper. Started radio work in 1928, handling the Great Northern Railway account for McJunkin Advertising Agency, Chicago. (R) Empire Builders, 1928-29 (Great Northern Railway, NBC Blue); Greyhound Traveler, 1932 (Greyhound Line, CBS); First Nighter, 1932 (Campana Sales, NBC Red); Lives at Stake, 1933 (General Tire, NBC Red); Betty & Bob, 1935 (General Mills, NBC Blue); Immortal Dramas, 1935 (Montgomery Ward, NBC Red); Silken Strings, 1935-36 (Real Silk Hosiery, NBC Blue); Hollywood Hotel, 1938-39 (Campbell Soup, CBS); Campbell's Short Short Story, 1939-40 (Campbell Soup Co., CBS). (F) 20th Century-Fox (3 original screenplays in collaboration); Universal (2 original screenplays solo); Paramount (one original story).
- COPE, DONALD N.** Producer, Benton & Bowles, Inc., Hollywood. Born Salt Lake City, Utah, Dec. 19, 1907; m. Mary Louise Cope; two children, Donna, 7, Sari, 6. Started radio work as a violinist in 1925; subsequently became a technician, then director. (R) Joe E. Brown, 1938-39 (General Foods, CBS); Good News of 1940 (General Foods, NBC Red); others, not current.
- CORRELL, CHARLES.** Actor, comedian (Andy of Amos 'n' Andy). Born Peoria, Ill., Feb. 3, 1890; M. Alyce Mercedes McLaughlin, former dancer. Became acquainted with Freeman F. Gosden (Amos) in 1920 through amateur theatricals. Before forming radio's first major comedy team, the duo sang for months over a Chicago station and made records. In 1926, they originated a blackface character act, called Sam 'n' Henry. Two years later they switched to WGN, Chicago, and decided, on the way to their first broadcast, to call themselves Amos 'n' Andy. In the summer of 1929, Pepsodent signed them for a commercial, launching their 11-year network run. They write their own scripts. (R) Amos 'n' Andy, since 1929 (Pepsodent, NBC Red, Aug., 1929 to Dec., 1937; Campbell Soup Co., since Jan. 1, 1938, NBC Red to March, 1939, when it shifted to CBS). (F) RKO, Paramount (s). (L) Amateur theatricals, 1920-23.
- COSTELLO, JACK (John P.).** Announcer. Born Sauk Centre, Minn., May 31, 1908; h. 6 ft.; w. 170; dark brown hair and eyes; e. University of Minnesota, and Macalester College, St. Paul; m. Mary Sullivan Costello; one son, Dennis, 1½. After graduating from college, he obtained a job as cub reporter on the St. Paul Dispatch, at the same time working as M.C. with vaudeville units. Auditioned at KSTP, St. Paul, and in 1931 was hired as apprentice announcer. Joined a North Dakota station in 1932. While visiting New York in the summer of 1935, he auditioned at NBC, and the following February became a member of the announcing staff. (R) R & R Revellers, 1936-38 (Richardson & Robbins, WJZ, New York City); Vox Pop, 1937-39 (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, 1938-40 (Richardson & Robbins Boned Chicken, NBC Red and Blue); Battle of the Sexes, 1938-40 (Cummer Products for Energine, NBC Red); Fitch Bandwagon, 1938-40 (F. W. Fitch Co., NBC Red); Paul Wing's Spelling Bee, 1938-39 (Cummer Products, NBC Red); Carson Robison & His Buckaroos, 1939-40 (Musterole, NBC Blue); Pot O' Gold, 1939-40 (Lewis-Howe for Tums, NBC Red); What Would You Have Done?, 1940 (Cummer Products, NBC Blue); others.
- COSTELLO, LOU (Louis F. Cristillo).** Comedian (Abbott & Costello). Born Paterson, N. J., March 6, 1908; h. 5 ft. 4½ in.; w. 175; black hair, brown eyes; e. public and high school; m. Ann Costello; two children, Patricia Ann, 4, and Carol Lou, 2. Boxing commissioner, state of New Jersey. Entered show business at an early age, and eight years ago teamed with Bud Abbott. They appeared together in burlesque, tab shows and vaudeville. In 1938 their act was caught by Ted Collins, Kate Smith's program producer. Numerous guest appearances on the program followed until, later that year, they became regular members of the show. (R) Kate Smith Hour, 1938-40 (General Foods, CBS); Hour of Smiles, replaced Fred Allen for summer of '40 (Bristol-Myers, NBC Red). (L) Streets of Paris, 1939-40 (Broadway) and 1940 (World's Fair).
- CRAWFORD, BOYD.** Dramatic actor. Born Tarentum, Pa., March 21, 1913; h. 6 ft. 1 in.; w. 180; light brown hair, blue eyes; e. Carnegie Institute of Technology. First radio appearance in 1932, following an audition, via KDKA, Pittsburgh; considered it a sideline until 1939, however,

PROFESSIONAL RECORDS—Continued

being principally engaged as a showboat actor, singing waiter, cafe entertainer, stock and legitimate actor. (R) Amanda of Honeymoon Hill, 1940 (Chas H. Phillips Chemical Co., NBC Blue); Mr. Keen, Tracer of Lost Persons, 1940 (Kolynos, BiSoDol, NBC Blue); also television appearances. (F) M-G-M (f); shorts. (L) Yes My Darling Daughter, Victoria Regina, Swingin' the Dream, Summer Night; others, from 1934-40 (f). (V).

* **CROCKER, BETTY.** Home economist. (R) Betty Crocker, 1936-40 (General Mills, CBS, 1936-38; NBC Red and Blue, 1938-40).

CROMWELL, RICHARD (Ray Radabaugh). Actor. Born Los Angeles, Calif., Jan. 8, 1910; h. 5 ft. 10 in.; w. 148; light brown hair, grey-blue eyes; e. Long Beach high and Chouinard Art School. Has appeared in films since 1931, later entering radio. (R) Those We Love, 1938-39 (Lamont, Corliss & Co., NBC Blue, 1938-39; Standard Brands, NBC Red, 1939-40). (F) Columbia, RKO, Fox, Republic, Universal, Paramount. (L) So Proudly We Hail, 1936 (s).

CROSBY, BING (Harry Lillis Crosby). Singer, actor, M.C. Born Tacoma, Wash., May 2, 1904; h. 5 ft. 9 in.; w. 175; brown hair, blue eyes, e. Spokane public schools and Gonzaga College; m. Wilma Wyatt Crosby (former actress, known as Dixie Lee); four sons, Gary E., 6, Dennis M. and Philip L. (twins), 5, and Lindsey H., 2. Studied law at Gonzaga College, and there formed an orchestra with Al Rinker (Crosby playing traps and singing); eventually the Crosby-Rinker combination obtained local vaudeville engagements, and soon the pair quit school to go to Los Angeles where Mike Lyman (Abe Lyman's brother) gave them an engagement in his Tent Cafe; later they again went into vaudeville where Paul Whiteman heard them and signed them with his band; when Harry Barris also joined the Whiteman troupe, a trio was formed by Crosby, Rinker and Barris, known as The Rhythm Boys; this trio afterwards split from the Whiteman orchestra to play cafe engagements. Crosby became a solo singer for CBS in 1933. Doctor of Music, Gonzaga. (R) Chesterfield Program, 1933 (Liggett & Myers Tobacco Co., CBS); Woodbury Program,

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PROFESSIONAL RECORDS—Continued

- 1934-35 (Andrew Jergens Co., CBS); Kraft Music Hall, 1936-40 (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) Universal, M-G-M, Columbia, Paramount (s); shorts. (V). (PR) Victor, Columbia, Decca.
- CROSBY, BOB (George R.)**. Orchestra leader. Born Spokane, Wash., Aug. 25, 1913; brother of Bing Crosby; h. 6 ft.; w. 190; black hair, blue eyes; e. Gonzaga University; m. June Crosby; one daughter, Cathleen. After graduating from college he became a singer with Anson Weeks' orchestra. Later he joined Jimmy and Tommy Dorsey's orchestra and, in 1935, formed own band. (R) Camel Caravan, 1938-40 (R. J. Reynolds Tobacco for Camel Cigarettes, Mutual, 1938-39; CBS, 1939-40); also network sustaining; Rogers and Gallet Program, 1935. (F) Paramount shorts. (V) Theatres, hotels. (PR) Decca.
- ***CROSBY, LEW.** Announcer, commentator. (R) Woodbury's Hollywood Playhouse, 1937-40 (Jergens-Woodbury Sales for Woodbury Soap, successively NBC Blue and Red); Lum and Abner, 1938-40 (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).
- ***CROSS, GLENN.** Singer. (R) Phil Baker, 1936-38 (Gulf Oil Corp., CBS); Johnny Presents, 1937-40 (Philip Morris & Co., CBS); Philip Morris Program, 1937-40 (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, MILTON J.** Announcer, NBC, New York. Born New York City, April 16, 1897; h. 6 ft.; w. 200; brown hair; blue eyes; e. Damrosch Institute of Musical Art; m. Lillian Ellegood, deceased; one daughter, Lillian G. Lecturer on radio and opera. Awarded gold medal for diction by the American Academy of Arts and Letters; also awarded a medal by the Poor Richard Club, organization of advertising men in Philadelphia. His education was pointed toward music, which still remains his hobby. Toured the country with the Paulist Chorists,
- was soloist at the First Presbyterian Church in Manhattan, and was a member of the quartet at the Progressive Synagogue in Brooklyn. Made his first radio appearance Sept. 15, 1921, as soloist on WJZ, then situated on the outskirts of Newark, N. J. Became second announcer on March 13, 1922. (R) Metropolitan Opera, 1931-40 (sustaining, NBC); A & P Gypsies, 1931-36 (Great Atlantic & Pacific Tea Co., NBC Red); General Motors Concerts, 1936-38 (General Motors Corp., NBC Blue); Magic Key of RCA, 1937-39 (RCA, NBC Blue); The Singing Lady, 1936-38 (Kellogg Co., NBC Blue); Metropolitan Opera Auditions of the Air, 1939-40 (Sherwin-Williams Co., NBC Blue); Information Please, 1939-40 (Canada Dry Ginger Ale Co., NBC Blue); Letters Home from the New York World's Fair with Ray Perkins, 1939 (Westinghouse Electric & Mfg. Co., NBC Blue); Musical Americana, 1940 (Westinghouse Electric & Mfg., NBC Blue); many others. (F) Shorts. (PR) RCA Victor.
- CROWE, DOROTHY ANNE.** Singer (soprano). Born Wheeling, W. Va., May 27, 1922; h. 5 ft. 6¾ in.; w. 125; dark brown hair, blue eyes; e. Triadelphia high school and Mt. de Chantal Academy. First radio appearance with the Wheeling Steel program as result of an audition in 1938; has made numerous appearances as a singer, and represented West Virginia as Miss West Virginia at the Cleveland and New York Fairs. (R) Musical Steelmakers, 1938-40 (Wheeling Steel Corp., Mutual).
- CROWLEY, MATTHEW D.** Actor (straight leads), narrator, announcer. Born New Haven, Conn., June 20, 1905; h. 6 ft.; black hair, hazel eyes; e. Yale. Received training at the Yale School of Drama in Professor Baker's famous 47 Workshop. After graduation he came to New York where he obtained a role in The Front Page. (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, 1937-40 (Continental Baking Co., CBS); Road of Life, 1937-38 (Procter & Gamble, NBC Red, CBS); Brenda Curtis, 1939-40 (Campbell Soup Co., CBS); Amanda of Honeymoon Hill, 1940 Haley's M-O, Cal-Aspirin); transcriptions for American Weekly, 1936. (F) Shorts. (L) Front Page, Oh Promise Me, The Hookup, Lady of Letters, Whatever Goes Up. (V).
- CRUMIT, FRANK.** Singer, M. C. Born in

PROFESSIONAL RECORDS—Continued

Ohio in 1889; e. University of Ohio (degree in electrical engineering). Appeared in a local minstrel show at the age of five. After graduation from college, he entered vaudeville, later played in musical comedy, and made his first radio appearances as early as 1923. Met his wife, Julia Sanderson, when both were playing in Tangerine in 1922, and they have ever since appeared as a team. They retired in 1928, but shortly after returned to New York and radio. (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, 1938-40 (Cummer Products for Molle Brushless Shave, NBC Red); others. (F) Shorts. (L) No, No, Nanette; Queen High; Betty Be Good; Shuberts, 1928 (s). (V) Three Collegians, 1911; Julia Sanderson & Crumit. (PR) RCA Victor, since 1919.

CURLEY, LEO. Dramatic actor (char-

acters, heavy leads, comedy), narrator. Born Harmony Township, N. Y., April 12, 1879; h. 6 ft.; w. 240; graying hair, grey-green eyes; e. Washington University of St. Louis, National College of Chiropractic, and Chicago College of Osteopathy; m. Marian Parks Grey; one daughter, Virginia Gordon, 23 (legit, film and radio actress). First radio appearance in 1935. (R) Gang Busters, 1936-38 (Colgate-Palmolive-Peet, CBS); Johnny Presents, 1936-38 (Phillip 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); Guiding Light, 1938-39 (P & G, NBC Red); Don Winslow, 1938-39 (Kellogg Co., NBC Blue) Arnold Grimm's Daughter, 1938-39 (General Mills, NBC Red and Blue); Betty & Bob, 1938-40 (General Mills, NBC Red); Jack Armstrong, 1938-40 (General Mills, NBC Red); Woman in White, 1938-40 (Pillsbury Flour, NBC Red); Adventures of Tom Mix, 1939-40 (Ralston Purina, NBC Blue); Road of Life, 1938-40 (P & G, CBS). (F) Universal, Fox; shorts. (L) Productions by William Harris, Guthrie McClintock,

MEREDITH WILLSON

PROFESSIONAL RECORDS—Continued

- Theatre Guild, A. H. Woods, and others. (V) *The Lash*; *She Had to Tell Him*.
- CURTIN, JOSEPH.** Actor (leads, juvenile leads), announcer, narrator. Born Cambridge, Mass., July 29, 1910; h. 5 ft. 10½ in.; dark brown hair, blue eyes; e. Yale School of Drama. Left school to become assistant director (as well as juvenile lead) at a Santa Barbara, Calif., theatre. A year later he came to New York to play a leading role with Maude Adams and Otis Skinner in the *Merchant of Venice*. First radio appearance in 1934 in the *Roses and Drums* series over NBC. (R) *Our Gal Sunday*, 1937-38 (Anacin, Kolynos Toothpaste, CBS); *Second Husband*, 1937-40 (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.
- DAE, DONNA (Donna Rae Cooper).** Singer. Born O'Neill, Nebr.; h. 5 ft. 2 in.; w. 100; brown hair, blue eyes; e. Lincoln (Nebr.) High School. First radio appearance about six years ago via KOIL, Omaha, at the age of 11. She later became soloist with Frankie Masters' orchestra. Fred Waring spotted her while she was singing at a night club with the Masters' band in the summer of 1937 and signed her for his organization. (R) *Chesterfield Presents Fred Waring in Pleasure Time*, 1939-40 (Liggett & Myers, NBC Red). (V).
- DAHLSTEAD, DRESSER.** Announcer, NBC, Hollywood. Born Springville, Utah, Sept. 19, 1910; h. 5 ft. 4 in.; w. 135; black hair, brown eyes; e. University of Utah; m. Blanche Dahlstead. First radio work in 1930, as part-time announcer after school. (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*, 1938 (Standard Oil of California, NBC Pacific Red); *Fitch Bandwagon*, 1939-40 (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*, 1939-40 (Standard Brands, NBC Red). (Member
- NBC San Francisco staff, 1932-38; currently, NBC Hollywood staff).
- DAHLM, FRANK.** Writer. Born Chicago, Ill., March 2, 1903. Originally publicity director of WGN, Chicago (1925). (R) *Little Orphan Annie*, 1930-35 (Wander Co. for Ovaltine, NBC Red); *Ma Perkins*, 1933-36 (P & G, NBC Red); *Pretty Kitty Kelly*, 1937-40 (Continental Baking, CBS).
- DALY, ARTHUR J.** Producer, director, and writer for N. W. Ayer, New York City. Born Cedarhurst, Long Island, Sept. 18, 1905; e. Villanova Prep, Villanova College, and Manhattan College. Started radio work as production director for NBC, New York, in 1929. (R) *The Goldbergs*, 1931-34 (Pepsodent, NBC Red); *Voice of Firestone*, 1934-37 (Firestone Tire & Rubber, NBC Red); *Major Bowes Amateur Hour*, 1936 (Chrysler Corp., CBS); *Pontiac Variety Show*, 1937 (General Motors, NBC Red); *Chase & Sanborn Program* (Standard Brands, NBC Red); *The Telephone Hour*, 1940 (Bell Telephone System, NBC Red).
- DAMEREL, DONNA.** See Myrt & Marge.
- DAMON, LESTER (Lester J. Dohoney).** Actor (leads, character leads). Born Providence, R. I., March 31, 1908; h. 5 ft. 9½ in.; w. 160; sandy hair, blue eyes; e. high schools, Brown University, and Rhode Island School of Design. Entered radio via an audition in Chicago in 1939, while appearing in *Of Mice and Men*. (R) *First Nighter*, 1939 (Campana Sales, CBS); *Road of Life*, 1939 (P & G for Oxydol, NBC Red); *Ma Perkins* (P & G for Oxydol, NBC Red); *Manhattan Mother* (P & G for Chipso); *Girl Alone*, 1939-40 (Quaker Oats, NBC Red); *Woman in White*, 1939-40 (Pillsbury Flour Mills, NBC Red); *Houseboat Hannah*, 1939-40 (P & G for Lava Soap, NBC Red); *Thunder over Paradise*, 1939-40 (C. F. Mueller Co., NBC Blue); *Romance of Helen Trent*, 1940 (Louis Philippe and Edna Wallace Hopper, CBS); *Lone Journey* 1940 (P & G for Dreft, NBC Red). (F) *Shorts*. (L) *Summer stock*; season in London playing Shakespearean and Shavian parts, 1934-35; *Dead End*; *Eye on the Sparrow*, 1938; *Of Mice and Men* (road company), 1939.
- DANA, RICHARD.** Writer. Born Wilkes-Barre, Pa., April 25, 1911; h. 5 ft. 8 in.; w. 145; brown hair, grey eyes; e. Lawrenceville School and Princeton University; m. Mildred Ferry. Started radio work in the employ of Phillips H. Lord in 1936. (R) *We the People*, 1938-40

PROFESSIONAL RECORDS—Continued

(General Foods for Sanka Coffee, CBS); others, as free lance.

DANE, FRANK (Frank G. Hansen). Actor. Born Aalborg, Denmark, July 13, 1903; h. 5 ft. 8 in.; w. 160; brown hair, hazel eyes; e. Fort Dodge (Iowa) High School and American Academy of Arts; m. Dorothy Dane. Formerly legitimate actor. First radio appearance in 1928 following an audition for WLS, Chicago; later was program director for WEBC, Duluth. (R) Comedy and character parts on *The First Nighter*, 1930-40 (Campana Sales, heard at various periods over NBC and CBS); *Story of Mary Marlin*, 1935-40 (International Cel-lucotton for Kleenex, 1935-37, NBC Red; P & G, 1937-40, NBC Red and Blue); *It Can Be Done*, 1937-38 (Household Finance, CBS); *Betty & Bob*, 2 years (General Mills, NBC Red and Blue); currently on *Arnold Grimm's Daughter* (General Mills, NBC Red and Blue), *Road of Life* (P & G, NBC Red) and *Guiding Light* (P & G, NBC Red); comedy and characters on *Uncle Walter's Dog House* (Brown & Williamson Tobacco Co., NBC Red); others, including free lance assignments. (L) *The Big Mogul*, Com-

paniate *Marriage*, *The Gorilla*, *Smilin' Thru*, *New Brooms*, *Cradle Snatchers*, *Alias the Deacon*, *The Green Hat*; stock and road companies (s, f).

DARBY, KEN (Kenneth L.). Bass, arranger (*King's Men*), conductor. Born Hebron, Nebr., May 13, 1910; h. 6 ft. 2 in.; w. 160; brown hair, grey eyes; e. Santa Monica High School and Junior College, and California Christian College; m. Vera A. Darby, painter; one son, Peter L., 2. Composer of "Ebony" (for orchestra and voice) and "The Lake" (for string orchestra). In 1929, he joined the *King's Men*, a quartet of students formed to entertain at club and college affairs; they came to the attention of radio officials and sang on various Hollywood stations for three years. Auditioned by Paul Whiteman by way of recordings, they joined Whiteman in New York in 1934, appeared on several of his radio series and joined him on tours. Other network programs, as well as films, followed. (R) Paul Whiteman's *Orchestra*, 1934 (Kraft-Phenix Cheese, NBC Red); *Flying Red Horse Tavern*, 1935-36 (Socony-Vacuum, CBS); Paul Whiteman's *Musical Varieties*, 1936

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1938-39-40 ON WMAQ

NBC

Chicago

PROFESSIONAL RECORDS—Continued

- (Jergens-Woodbury, NBC Blue); Gulliver the Traveler, 1936 (Plymouth Motors, NBC Red); Magic Key of RCA, 1936 (Radio Corp. of America, NBC Blue); Town Hall Tonight, 1937 (Bristol-Myers, NBC Red); Royal Desserts Program, 1937-39 (Standard Brands, NBC Red); Fibber McGee & Molly, 1940 (S. C. Johnson, NBC Red); Rudy Vallee Sealtest Program (as orchestra conductor and member of the King's Men), 1940 (Sealtest, Inc., NBC Red). (F) Paramount, M-G-M (f); also arranging, composing and conducting for the Walt Disney Studio. (V) Tours with Paul Whiteman and Rudy Vallee. (PR) RCA Victor, Columbia, Decca.
- D'ARTEGA, ALFONSO FERNANDEZ.** Orchestra conductor, composer, arranger. Born Guadalajara, Spain, June 5, 1907; h. 5 ft. 8 in.; w. 179; black hair, dark brown eyes; e. Harrison School, Yeatman High School, and Strassberger Conservatory, all St. Louis, Mo., and the Chicago Academy; not married. First radio appearance in 1937 for Jell-O. (R) Jell-O Summer Show, 1937 (General Foods, NBC Red); Tim & Irene, 1937-38 (Admiracion Shampoo, Mutual); Enna Jettick Melodies, 1939 (Dunn & McCarthy, NBC Red). (LS) Stepping Along, 1939 (Enna Jettick Shoes, WABC, N. Y.). (F) Shorts. (V) Conductor for Olsen & Johnson, 1929-31; conductor for Eddie Cantor, 1933; conductor for Ambassador Theatre, St. Louis, 1 year; guest conductor, Buffalo Theatre, Buffalo, N. Y., in 1938-39-40.
- DAVIDSON, DAVID.** Script writer (dramatic serials). Born New York City, May 11, 1908; e. College of the City of New York (A.B. degree), Columbia University (B. Litt.), University of London; m. Hilde Abel Davidson, fiction writer. Originally newspaperman and short story writer; winner of the Pulitzer Traveling Scholarship, Columbia School of Journalism, 1931-32. First radio material accepted in 1938. (R) Famous Actors Guild Presents Second Husband, 1938-40 (Bayer, CBS); Just Plain Bill, 1939 (Kolynos, Anacin, NBC Red); Young Widder Brown, 1939 (Cal-Aspirin and Haley's M-O, NBC Red); Society Girl, 1939-40 (Corn Products Refining, CBS; written in collaboration with Jerome Ross).
- DAVIDSON, MICHAEL.** Script writer. Born New Haven, Conn., April 10, 1908; e. New York University, Columbia, Sorbonne; m. Betty Worth, actress. Also playwright. (R) Believe It or Not, 1937-39 (originally General Foods, NBC Red; later Nehi Corp., CBS); has also written some scripts for Aunt Jenny's Real Life Stories, 1938 (Lever Bros., CBS), and Sealtest Rising Musical Stars, 1937 (Sealtest, Inc., NBC Red). (F) Ripley shorts.
- DAVIS, RICHARD.** Singer, vocal arranger (Signaleer Quartet). Born Dunnville, Ont., April 26, 1903; h. 5 ft. 8 in.; w. 156; brown hair, blue eyes; m. Cornelia Glover, singer. First radio appearances in 1922 on WJR and WWJ, Detroit. (R) Signal Carnival, currently (Signal Oil, NBC Pacific Red); many others, as soloist, and as member of the Hollywoodmen Quartet. (F) Musical scores.
- DAVIS, STANLEY.** Comedy writer. Born Memphis, Tenn., Jan. 28, 1906; e. Los Angeles High School; m. Dorothy Davis; one son, Tommy S. First radio script accepted in July, 1938. (R) Material for the Stroud Twins on the Chase & Sanborn Program, 1938-39 (Standard Brands, NBC Red); for Judy, Anne & Zeke Canova Chase & Sanborn Program, 1939 (Standard Brands, NBC Red); for the Marx Bros., The Circle, 1939 (Kellogg Co., NBC Red); for Vera Vague (Barbara Jo Allen), Chase & Sanborn Program, 1940 (Standard Brands, NBC Red); also single assignments for Tizzie Lish, Billie Gilbert and W. C. Fields and special material for Bob Hope. (F) Republic.
- DAY, DENNIS (Eugene Dennis McNulty).** Tenor. Born New York City, May 21, 1917; h. 5 ft. 9 in.; w. 150; brown hair and eyes; e. Manhattan College. First radio appearances were via a New York station following an audition in April, 1939. Mary Livingstone heard him sing in New York, obtained a record and sent it to Jack Benny. As a result, he was given a spot on the Jell-O program. (R) Jell-O Program Starring Jack Benny, since Oct., 1939 (General Foods, NBC Red). (F) Paramount (f). (V) Theatre appearances.
- DAYS, BILL (William T., Jr.).** Singer (soloist and with Marie & Her Merry Men). Born St. Louis, Mo., April 2, 1912; h. 5 ft. 10 in.; w. 160; dark hair, blue eyes; e. Los Angeles High School; m. Lucile Friml, singer; one child, Lu-Linda, 3. First radio appearance on a Hollywood station in 1932; joined the Paul Taylor Choristers in 1935, and has since done choral, quartet and solo work. (R) Parties at Pickfair, 1936 (National Ice Advertising, CBS); Vick's Open House, 1936 (Vick Chemical, CBS); Ry-Krisp Presents Marion Talley, 1936-38 (Ralston Purina, NBC Red); Kraft Music Hall, 1936-39 (Kraft Cheese Co., NBC Red); Vick's Open House, 1937 (Vick

PROFESSIONAL RECORDS—Continued

Chemical, CBS); Gilmore Circus, 1937-39 (Gilmore Oil, NBC Red); Amos 'n' Andy, 1938 (Campbell Soup, NBC Red); The Wonder Show-Jack Haley, 1938-39 (Continental Baking, CBS); Joe E. Brown, 1938-39 (General Foods, CBS); Woodbury's Hollywood Playhouse, 1938-39 (Jergens-Woodbury Sales, NBC Blue); Texaco Star Theatre, 1939 (Texas Co., CBS); Al Pearce & His Gang (as a member of the Merry Men), 1939-40 (Hawaiian Pineapple Co., 1939-40, CBS); R. J. Reynolds, 1940, CBS); others, including guest appearances and transcriptions. (F) Shorts and cartoons; RKO, 20th Century-Fox, Paramount, Leon Schlesinger, Walt Disney. (L) Student Prince, 1930; Anything Goes, 1935. (V) Rudolf Friml, Jr., and His Campus Colleagues, 1928-30.

DEANE, BOBBE. Comedienne, ingenue, imitator of children's voices. Born July 29, 1905, Fort Collins, Colo.; h. 5 ft. 2 in.; w. 132; light brown hair, green eyes; e. Denver public schools and private instruction; m. Ted Maxwell, writer-actor. First radio appearance in 1927 via KGO, San Francisco. (R) Hawthorne House, 1936-40 (Wesson Oil & Snowdrift, NBC

Red); My Secret Ambition (Durkee Famous Foods, CBS); network programs for Associated Oil, General Petroleum, Sperry Flour, Pacific Coast Borax, Wheatena and Ovaltine, since 1927. (L) Ziegfeld Follies, 1921; Sally, 1922-24; numerous others.

DEANE, MARTHA (Mary Margaret McBride). Commentator. Born Paris, Mo., Nov. 16, 1899; h. 5 ft. 5 in.; w. 165; brown hair touched with gray, brown eyes; e. University of Missouri and Williams Woods College. Author of magazine articles for Cosmopolitan magazine; currently writing reminiscences of her childhood in Missouri to be titled *How Dear to My Heart*. First radio appearance May 3, 1934, when she was chosen from among 27 applicants for the *WOR Woman's Hour* Program. (R) Mary Margaret McBride, 1937-39 (General Foods Corp., CBS). (LS) Martha Deane 1934-40 (group of sponsors, WOR, New York).

DE ANGELO, CARLO. Director; associated with Benton & Bowles, Inc., New York City. Born Rome, Italy, Aug. 12, 1895, son of Armando De Angelo, actor-manager, and nephew of Ermete Novelli,

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"MY LUCKY BREAK"
"MUSICAL STEEPLECHASE"

**TED
MacMURRAY**

NBC—Chicago

Directing

**'LONE
JOURNEY'**

PROFESSIONAL RECORDS—Continued

tragedian; e. University of Padua, Italy; m. Edith De Angelo; two sons, Gordon, 8, and Peter, 1. Started radio work with N. W. Ayer & Son, after a year as film director. (R) Eveready Hour, 1927-30 (National Carbon, NBC Red); Famous Trials of History, 1931 (National Dairy Products, NBC Red); Eno Crime Clues, 1933-36 (Harold F. Ritchie & Co., NBC Blue); Gibson Family, 1934-35 (P & G, NBC Red); The O'Neills, 1935-40 (P & G, NBC Red); Hilltop House, 1937-40 (Colgate-Palmolive-Peet, CBS); some 40 others, not current. (F) M-G-M, as director. (L) Broadway and others, as actor; also director of various plays. (V) Starred in, and directed, sketches and comedy acts.

DE CAMP, ROSEMARY SHIRLEY.

Actress. Born Prescott, Ariz., Nov. 14, 1910; h. 5 ft. 3 in.; w. 110; titian hair, hazel eyes; e. Mills College (M.A. degree in psychology), University of California, U. C. L. A.; not married. First radio work in 1933 on the One Man's Family Program following an audition. (R) One Man's Family, 1933 (Standard Brands, NBC Red); Dr. Christian, 1937-40 (Chesebrough Mfg. Co. for Vaseline, CBS); Hollywood Screenscoops, 1938 (P. Lorillard Co. for Old Gold, CBS); I Want a Divorce, 1938-40 (S & W Fine Foods, CBS; NBC Red for local sponsors since October, 1939); has also appeared on Tom Mix Straight Shooters, Easy Aces, Gang Busters, The Goldbergs, Atlantic Family on Tour, Lux Radio Theatre, Silver Theatre, Hedda Hopper's Hollywood, and Big Town. (L) Stock; The Drunkard, 1933; Merrily We Roll Along, 1935.

DEERING, JOHN Narrator, actor, comedian.

Born Plano, Ill.; h. 5 ft. 10 in.; brown hair, gray eyes. First radio appearance in 1933, as result of an audition. (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); Welch Presents Irene Rich, 1937-38 (Welch Grape Juice, NBC Blue); Silver Theatre, 1938-39 (International Silver Co., CBS); I Want a Divorce, 1938-39 (S & W. Fine Foods, CBS); Hollywood Guild, 1939 (Gulf Oil Corp., CBS). (F) Paramount, Universal, Warner Bros. (L) Ambulance Chasers, 1931; Strangers at Home, 1934.

DEGAN, VINCENT. See Six Hits and a Miss.

***DE KOVEN ROGER.** Actor (R) Life

Can Be Beautiful (P & G, NBC Red, CBS); Myrt & Marge (Colgate-Palmolive-Peet, CBS); Against the Storm (P & G, NBC Red).

DE LEATH, VAUGHN. Singer, composer, pianist (specializes in songs at piano and Novachord, interspersed with chatter and philosophy). Born Mt. Pulaski, Ill., Sept. 26, 1900; h. 5 ft. 8 in.; w. 180; Auburn hair, hazel eyes; e. Pomona and Riverside high schools, Riverside, Calif., and Mills College; m. Irwin Rose, orchestra leader and radio producer. Lecturer; songwriter (has written over 600 songs, 200 of which are published) and has currently in the process of publication a hymnal and a book on songwriting. Member of American Society of Composers, Authors & Publishers. As a child she organized an orchestra among her school mates, and sold her first song at the age of 13. Known as The First Lady of Radio, making her initial appearance in 1916 with Dr. Lee DeForest in Highbridge, The Bronx, N. Y. In 1921 when WJZ, New York, was formed she joined that station. In 1923 she ventured briefly into directing, and managed station WDT, arranging and announcing programs, booking artists, etc. Has appeared on innumerable radio programs, also on television. (R) Voice of Firestone, 1928-30 (Firestone Tire & Rubber, NBC Red); Vaughn De Leath, 1939 (Lydia E. Pinkham, Mutual); also NBC programs for Eveready Batteries, Cities Service, Log Cabin Syrup, Dodge Automobiles, Hanna Coal, Champion Spark-plugs, Palmolive Soap, Dioxogen Face Cream, Wrigley Gum; Battle Creek Foods (Inter-City Network). (L) Laugh, Clown, Laugh, with Lionel Barrymore (Belasco) and Easy Come, Easy Go (f). (V) Three years. (PR) RCA Victor, Brunswick, Columbia, Edison.

DELLA CHIESA, VIVIAN. Lyric soprano.

Born Chicago, Ill., Oct. 9, 1916; h. 5 ft. 5½ in.; w. 135; blonde hair, blue eyes; e. Chicago public schools, Chicago Musical College. In 1935 she won an "Unknown Singers" contest, sponsored by WBBM, Chicago, over 3,700 rivals; this subsequently led to continued radio and stage appearances. (R) Musical Footnotes, 1935-36 (Julian & Kokenge Co., CBS); Then & Now, 1936 (Sears, Roebuck, CBS); Contented Hour, 1937 (Carnation Milk Co., NBC Red); La Rosa Concerts, 1939-40 (La Rosa & Sons, Mutual). (GA) Saturday Night Party, RCA Magic Key, Schaefer Revue, Summer Stars, Raymond Paige—99 Men and a Girl. (L) Concerts, since 1935; member, Chicago Opera Company. (V) Personal

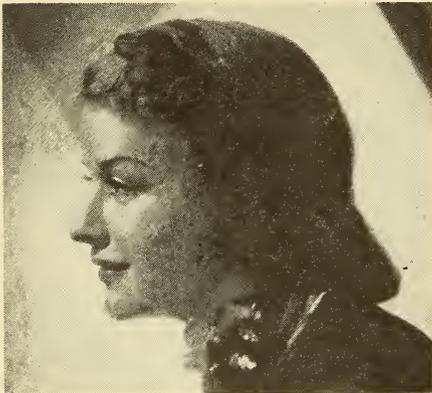
PROFESSIONAL RECORDS—Continued

appearances, 1935-40. (PR) Electric transcriptions for NBC Thesaurus.

DELLERS, WALTER. Music arranger, pianist. Born Chicago, Ill., Dec. 1, 1885; h. 5 ft. 5½ in.; w. 170; gray hair, brown eyes; e. American Conservatory, Chicago, and in Europe; m. Sophia Stroka Dellers; one son, Arthur, 28, and one daughter, Marian, 22. Also teacher of music, music studio manager, and coach for professional musicians; composer. First radio work in 1930 in Chicago. (R) First Nighter (Campana Sales, successively NBC Red and CBS); Romantic Melodies (Campana Sales, NBC Red and Blue); Grand Hotel (Campana Sales, CBS); also local programs for WLS, WGN, WMAQ. (PR) RCA Victor.

DE MILLE, CECIL BLOUNT. Producer (Lux Radio Theatre). Born Ashfield, Mass., Aug. 12, 1881; h. 5 ft. 11 in.; w. 170; brownish-gray hair, brown eyes; son of the late Henry Churchill DeMille, playwright and producer, and former actor, and Beatrice Samuel DeMille, playwright and play agent; e. Henry Churchill DeMille Memorial School, Pennsylvania Military College, and American Academy of Dramatic Arts; m.

Constance Adams DeMille, former actress; four children, Cecilia Hoyt DeMille Harper, John Blount DeMille Richard DeMille, and Katherine DeMille Quinn (actress, and adopted DeMille daughter). He was an actor from 1900-08, making his first appearance at the Garden Theatre, N. Y., in Hearts Are Trumps; in 1902 he added play-writing to his repertoire, his first effort being The Genius, written in collaboration with his brother William C.; in the same year (1902) he also became a theatrical producer, and remained a writer-producer until 1913. In 1913 Jesse Lasky, former vaudeville booker-manager and cabaret impressario, together with Sam Goldwyn then Lasky's brother-in-law) and DeMille, formed the Jesse L. Lasky Feature Play Co., a film producing firm which later evolved into Paramount-Famous-Lasky. DeMille was director-general of this venture, and his first film was The Squaw Man (which he re-made in 1931). In 1914 he joined the Producers Distributing Corp. which eventually merged with Pathe. From 1928-31 he was producer of DeMille productions for M-G-M; since 1931 his films have been distributed through Paramount.



Rosemary De Camp

“JUDY”

“DR. CHRISTIAN” SERIES

C.B.S.

Screen Guild
Lux Theatre
“I Want a
Divorce”

Silver Theatre
Big Town
Hedda Hopper
Series

ARCH OBOLER

PROFESSIONAL RECORDS—Continued

Awarded degree of Litt. Doc, Pennsylvania Military College; Officer, Order of the Holy Sepulchre. First radio production was in 1936 for Lever Bros. (Lux.) (R) Lux Radio Theatre, 1936-40 (Lever Bros. for Lux, CBS). (L) 1900-1913. (F) Since 1913.

DEMLING, BILL (William J. Doemling). Writer, comedian. Born Chicago, Ill., Nov. 27, 1909; h. 5 ft. 11 in.; w. 155; brown hair and eyes; e. Wayne University; m. Margaret Ann Doemling. First radio appearance in 1930 on WJR, Detroit. (R) Lifetime Revue, 1932 (Shaeffer Pen Co., NBC Blue); Phil Baker, 1937 (Gulf Oil, CBS); 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. (Works as a team with Frank Gill, Jr.)

DENNIS, CLARK. Tenor. Born Roscommon, Mich., Dec. 19, 1911; h. 5 ft 10 in.; w 160; light brown hair, hazel eyes; e. Flint Junior College. Broke two state swimming records while in high school, and is an American Red Cross Life Guard. First radio appearance in 1930, Via WFDF, Flint. In 1933, he made radio appearances in Los Angeles as the result of an audition. He returned to Detroit in December, 1934, for a sponsored program. Went to Chicago in 1935 with Ben Pollock's orchestra, and was signed for appearances on Climalene Carnival. (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; transcriptions for Chevrolet and United Drug. (V) Theatre and club appearances, past 5 years; 27-week concert tour with Paul Whiteman, 1939. (PR) Decca.

***DENNY, ROGER.** Script writer. (R) Campbell Playhouse, 1938-40 (Campbell Soup Co., CBS); Old Gold Don Ameche Show, 1940 (P. Lorillard Co, NBC Red).

DEVINE, ANDREW V. (Andy). Comedian. Born Kingman, Ariz., Oct. 7, 1905; h. 6 ft 1½ in; w 250; sandy hair, blue eyes; e. University of Arizona, Saint Benedict's College, and Santa Clara; m. Dorothy Irene House Devine; two sons, Tad, 5, and Dennis, 1½. Played professional baseball after graduating from college (where he had been a football star); started as a film extra in 1926,

and became a contract player via The Spirit of Notre Dame, a football picture. First radio appearance in 1937 on the Jack Benny program. (R) Jell-O Program Starring Jack Benny, since October, 1937 (General Foods, NBC Red). (F) Universal, Paramount, 20th Century-Fox, M-G-M (f); shorts. (V) Personal appearances, 1940.

DE VORE, BILLIE, Singer. **de Vore Sisters.** Born Indianapolis, Ind., July 7, 1919; h. 5 ft. 4 in.; w. 124; auburn hair, hazel eyes; e. Shortridge high, vocal and dramatic training. First radio appearance in June, 1932, via WKBF (now WIRE), Indianapolis. (R) Vocal Varieties, 1936-39 (Tums, NBC Red); also programs for Crown Overalls, Dodge Motor Co. and others; transcriptions for Crown and Headlight Overalls. (V) Theatre appearances.

***DE VORE, MARJORIE,** Singer (**de Vore Sisters**). (R) Vocal Varieties 1936-39 (Lewis-Howe Co., NBC Red); various Mutual programs; shows for Crown Overalls, Dodge Motor Co., others. (V) Theatre appearances.

***DE VORE, RUTH.** Singer (**de Vore Sisters**). (R) Vocal Varieties 1936-39 (Lewis-Howe Co., NBC Red); various Mutual programs; shows for Crown Overalls, Dodge Motor Co., others. (V) Theatre appearances.

DeWITT, JOHN. Script writer. Born Evanston, Ill., Nov. 3, 1910; e. University of Pittsburgh and University of Southern California; m. Johanna DeWitt; one daughter, Abigail Lee, 1. Also playwright and former magazine author. First radio work in 1936. (R) David Harum, Nov., 1936 to June, 1939, and since March, 1940 (B. T. Babbitt, NBC Red); Our Gal Sunday, April to June, 1937 (Kolynos, Anacin, CBS); Mrs. Wiggs of the Cabbage Patch, summer and fall of '38 (Old English, BiSoDol, NBC Red); Doc Barclay's Daughters, May to Nov., 1939 (Personal Finance, CBS), Lorenzo Jones, April, 1940 (Chas. H. Phillips, NBC Red).

DICKENSON, JEAN. Singer (soprano). Born Montreal, Canada, Dec. 10, 1914; h. 5 ft. 3 in.; w. 120; brown hair, hazel eyes; e. Denver University and Lamont School of Music, Denver, Colo. (bachelor of music). Singer with the Milwaukee, Denver and Montreal symphonies; San Carlo Opera Co., 1937 and 1940; numerous concert appearances. First radio appearances while still studying in Denver as result of audition; singer at KOA,

PROFESSIONAL RECORDS—Continued

Denver, for a time. (R) Hollywood Hotel, 1936 (Campbell Soup Co., CBS); American Album of Familiar Music, since 1937 (Bayer Aspirin, NBC Red). (GA) Palmolive Beauty Box Theatre, General Electric Hour of Charm.

DICKINSON, HAROLD H. Singer (Four Modernaires). Born Buffalo, N. Y., Dec. 12, 1913; h. 6 ft.; w. 190; brown hair and eyes; e. Devereaux Military School and Nicholas Prep School; m. Paula Kelly. First radio appearance when the quartet joined the Buffalo Broadcasting Corp. (WGR, WKBW) while still attending high school. (R) Baker's Broadcast, 1933 (Standard Brands, NBC Blue); Hollywood Hotel, 1934 (Campbell Soup, CBS); Eddie Cantor, 1935 (Pebeco Toothpaste, CBS); Refreshment Time, 1935 (Coca-Cola, CBS); Harry Reser and the Clicquot Club Eskimos, 1935 (Clicquot Club Beverages, CBS); Fred Waring and His Pennsylvanians, 1937 (Ford Motors, NBC Blue); Chesterfield Program, 1938-39 (Liggett & Myers, CBS). (F) Shorts. (L) Walk With Music, 1940 (f). (V) Appearances with Paul Whiteman, two years. (PR) Decca. (Also song writer.)

DICKSON, DONALD. Baritone. Born

Clairton, Pa., Nov. 3, 1911; h. 6 ft.; w. 190; dark brown hair, blue eyes; e. Institute of Music and Juilliard School of Music, New York; m. Beulah Boehler; one son, Kaye Don, 9. Began musical studies at home, influenced by his mother, a singer, pianist and organist. First professional appearance in 1930, singing the role of Ford in Nicolai's Merry Wives of Windsor. Subsequently appeared with various symphony orchestras and opera companies before making his debut with the Metropolitan in 1936. First radio appearance in January, 1935 on the NBC Sealtest Program. (R) Sunday Night Party, 1935 (Sealtest, Inc., NBC Red); General Motors Concerts, 1937 (General Motors, NBC Blue); Kraft Music Hall, 1938 (Kraft-Phenix Cheese Corp., NBC Red); Chase & Sanborn Program, 1938-39 (Standard Brands, NBC Red); National Barn Dance, 1939 (Alka-Seltzer, NBC Blue); others, not current. (L) Debut at 19; appearances with the Cleveland, Detroit, Philadelphia and Chautauqua symphony orchestras, and with the Chicago, Cleveland, Chautauqua and Metropolitan opera companies. (PR) RCA Victor, Red Seal.



Ed East

**One-Man-Shows
That Sell
Merchandise**

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Manhasset, Long Island
Tel. Manhasset 1944

**“ONE MAN’S
FAMILY”**

And

**“I LOVE A
MYSTERY”**



CARLTON E. MORSE

PROFESSIONAL RECORDS—Continued

DINGLE, CHARLES. Character actor. Born Wabash, Ind., Dec. 28, 1887; h. 5 ft. 11 in.; w. 195; grey hair and grey eyes; m. Dorothy L. Dingle; two sons, Charles, Jr., 18, and Jack, 17. First radio appearance in 1937. (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); 20,000 Years in Sing Sing (Sloan's Liniment, NBC Blue); Meet the Dixons, 1939 (Campbell Soup, CBS); Central City, currently (P & G for Oxydol, NBC Red); Aunt Jenny's Real Life Stories, currently (Lever Bros., CBS); The Man I Married, currently (P & G, NBC Red); others. (F) Paramount; shorts. (L) Room Service, 1937; All the Living, 1938; The Little Foxes, 1939; others.

DISQUE, BRICE, JR. Writer-director (currently executive script editor for Phillips H. Lord, Inc.). Born Fort Assiniboine, Mont., June 21, 1904; e. Dartmouth College (A.B. degree, 1925); not married. Prior to his radio work he wrote for newspapers (New York Evening Post), magazines (Forbes, Stage), and the theatre. (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); Gang Busters, 1938-40 (Colgate-Palmolive-Peet, CBS); scripts for Warden Lawes program, 1939 (Sloan's Liniment, NBC Blue); Cities Service Concert, 1939 (NBC Red); By Kathleen Norris, 1939-40 (General Mills, CBS). (LS) WEA, WINS, WOR, New York; transcriptions, 1935. (L) Stock; Walter Hampden's Co., 1925-26 (Hamlet, Cyrano, Merchant); Judgment Day, 1934.

DIXON, PETER. Writer, producer. Born Fort Erie, Ont., Canada, Sept. 3, 1903; e. University of Arizona; m. Aline Berry; two children, David, 13, Peter, 8. Formerly instructor in radio advertising, Columbia University; author of two books, Radio Writing, and Radio Sketches and How to Write Them; author, short stories and song lyrics. First radio work in 1928, as press agent for NBC; subsequently, 1936-37, radio director of Kenyon & Eckhardt, Inc. (R) Cub Reporter (sustaining, NBC); Bobby Benson (Hecker Products, CBS); 20,000 Years in Sing Sing (Wm. R. Warner for Sloan's Liniment, NBC Red); News of Youth (Ward Baking, CBS);

Gateway to Hollywood (Wm. Wrigley, Jr., Co., CBS); Strange As It Seems (Colgate-Palmolive-Peet, CBS); Melody Ranch, 1940 (Wm. Wrigley, Jr., Co., CBS); others, not current, including sketches for the Rudy Vallee program for Fleischmann's Yeast (Standard Brands, NBC Red) and special material for Al Jolson, Eddie Cantor, Fred Waring, Jack Oakie, Miriam Hopkins and Constance Bennett. (F) As writer: Principal Pictures (Sol Lesser), Columbia, Monogram. (L) Summer stock, 1933 (s). (V) Raising Junior (sketch), 1932.

DR. I. Q. See Lew Valentine.

DODSON, JON (John Dodson Blunt). Second tenor (**King's Men**). Born Richland, Mo., March 28, 1907; h. 5 ft. 8½ in.; w. 166; black hair, brown eyes; e. Chapman College, U.C.L.A. and the University of Southern California (post graduate work). In 1929 he joined the King's Men, a quartet of students formed to entertain at club and college affairs. They came to the attention of radio officials and sang on various Hollywood stations for three years. Auditioned by Paul Whiteman by way of recordings, they joined Whiteman in New York in 1934, appeared on several of his broadcast series, and joined him on tours. Other network programs, as well as films, followed. (R) Paul Whiteman's Orchestra, 1934 (Kraft-Phenix Cheese, NBC Red); Flying Red Horse Tavern, 1935-36 (Socony-Vacuum, CBS); Paul Whiteman's Musical Varieties, 1936 (Jergens-Woodbury, NBC Blue); Gulliver the Traveler, 1936 (Plymouth Motors, NBC Red); Magic Key of RCA, 1936 (Radio Corp. of America, NBC Blue); Town Hall Tonight, 1937 (Bristol-Myers, NBC Red); Fibber McGee & Molly, 1940 (S. C. Johnson, NBC Red); Rudy Vallee Sealtest Program, 1940 (Sealtest, Inc., NBC Red). (F) Paramount and Harry Sherman Productions (f); shorts. (L) 1931 (f). (V) Appearances with Paul Whiteman, 1934-37, and Rudy Vallee, 1939. (PR) RCA Victor, Vocalion.

DOLE, DAVID W. ("Red Heart," the talking dog). Animal imitator, sound technician; radio traffic manager for the Henri, Hurst & McDonald advertising agency, Chicago. Born Minneapolis, Minn., Oct. 18, 1914; e. University of Minnesota; m. Katherine T. Dole. His first radio work was as sound effects man for WTCN, Minneapolis, in 1933. (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,

PROFESSIONAL RECORDS—Continued

1938-40 (John Morrell & Co. for Red Heart Dog Food, NBC Red); others, not current. (LS) Doggy Dan, 1938-39 (Red Heart Dog Food, WMAQ, Chicago).

DONALDSON, DAN (Daniel J.). Announcer. Born St. Louis, Mo., March 11, 1915; h. 5 ft. 10 in.; w. 160; dark brown hair, grey eyes; e. St. Louis University. Worked at the University radio station while a student; when a KMOX (St. Louis) audition was successful, he gave up the study of law to become an announcer in April, 1937. (R) The Trouble with Marriage, 1939 (P & G, NBC Blue); Kitty Keene, Inc., 1939 (P & G, NBC Red); Road of Life, 1940 (P & G, NBC Red and CBS); also local shows and transcriptions. (Special events staff, CBS, St. Louis, 1937-39.)

DONNELLY, JIMMY. Juvenile actor, singer. Born Stony-Point-on-the-Hudson, N. Y., Oct. 11, 1925; dark brown hair, blue eyes. With his older brother, Andy, already a radio performer, he was given a spot on Madge Tucker's Children's Hour. Since then, he has had singing and speaking roles on Death

Valley Days, Maxwell House Show Boat, Echoes of New York Town and many other programs. (R) Hilltop House (Colgate-Palmolive-Peet Co., CBS); The O'Neills (Procter & Gamble, CBS, NBC Red and Blue); Second Husband (Bayer Aspirin, CBS); Life Begins, since Jan., 1940 (Campbell Soup Co., CBS).

DONOHUE, JOSEPH. Producer. Born Chico, Calif., Nov. 13, 1905; e. University of California; m. Mary Donohue. First radio work in 1930. (R) Eddie Cantor's Camel Caravan, 1938-39 (R. J. Reynolds, CBS); Burns & Allen, 1939-40 (Lehn & Fink, CBS); Blondie, 1939-40 (R. J. Reynolds, CBS).

DORING SISTERS. See Ruth Doering Reynolds, Grace McCarthy and Wyn Sayre.

DORSEY, TOMMY. Orchestra leader. Born Mahoney Plains, Pa., in 1907, son of Thomas Dorsey, Sr., music teacher, band organizer and director; 5 ft. 11 in.; black hair. His entire musical education, as well as that of his brother Jimmy (band leader, saxophonist and clarinetist) was received from his father. Concentrated



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Master-of-Ceremonies
Announcer-Commentator
NBC Artists Service

PROFESSIONAL RECORDS—Continued

on the trombone and before out of his teens he and his brother graduated from their father's brass bands to local orchestras. Subsequently the pair played with Jean Goldkette, the original California Ramblers, Paul Whiteman, Ted Lewis, Rubinoﬀ, Nat Shilkret, Victor Young, Vincent Lopez, Rudy Vallee, and others. They then formed their own orchestra (Dorsey Bros.) and for years made recordings under their own names, and as accompanists for Bing Crosby, Ruth Etting, the Boswell Sisters, etc. The Dorsey combination split in 1935 when each of the brothers formed his own band. (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. (PR) RCA Victor.

DOUGLAS, PAUL. Announcer, sports commentator. Born Philadelphia, Pa., April 11, 1907; h. over 6 ft.; w. over 200; brown hair, blue eyes; e. West Philadelphia High School and Yale. Left college after a brief stay to play professional football with the Yellow Jackets. Has also toured with stock companies throughout the U. S. First radio appearance via a Philadelphia station in 1930. A few years later he went to New York where he has done considerable special events and sports broadcasting. (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, April to Oct., 1938 (Liggett & Myers Tobacco Co., NBC Red); Burns & Allen, 1938-39 (Liggett & Myers Tobacco Co., CBS); Chesterfield Presents Fred Waring in Pleasure Time, 1939-40 (Liggett & Myers, CBS); Glenn Miller, 1940 (Liggett & Myers, CBS). (L) Stock.

DOUGLASS, NANCY. Actress. Born Bloomington, Ill., March 29; h. 5 ft. 4 in.; w. 112; light brown hair, blue eyes. Left college after two years to join a repertory company, and later appeared in several Broadway plays. First radio appearance in Idea Mart, via NBC, Hollywood (R) Dangerous Road (Sperry Flour, NBC Pacific Red); Kitty Keene, Inc. (P & G, NBC Red); Houseboat Hannah (P & G, NBC Blue); Ma Perkins (P & G, NBC Red); Guiding Light (P &

G, NBC Red); Right to Happiness (P & G, CBS, previously NBC Blue). (L) Broadway productions, 1934 and '35; 26-week tour with Ah, Wilderness.

***DRAGONETTE, JESSICA.** Soprano. Credited with the longest commercial series of any singer (Cities Service Concert), and the origination of many of today's broadcasting formulas in the musical entertainment field. Reputed to be the first vocalist to have sung on an international broadcast. (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 of the Air, 1937 (Colgate-Palmolive-Peet Co., CBS); Ford Summer Show, 1940 (Ford Motor Co., CBS); appeared on the opening programs of General Motors, 1927; Maxwell House Coffee, 1928; General Electric, 1930; Atwater Kent, 1935. (F) Paramount (voice work); shorts. (L) The Student Prince, 1926; Grand Street Follies, 1926; The Miracle; concert tours in the U. S., Canada and Hawaii; appearances with many symphony orchestras including New York Philharmonic Symphony Orchestra, Philadelphia Orchestra, Chicago, Cleveland, Wisconsin, Seattle, Minneapolis and other symphonies.

***DRESSLER, ERIC.** Actor. (R) Central City (P & G, successively NBC Blue and Red); Manhattan Mother (P & G, CBS); Pepper Young's Family (P & G, NBC Red and Blue); Young Widder Brown (Chas. H. Phillips Chemical, NBC Red).

DRISCOLL, DAVE (David E.) Special features, news commentary and sports for WOR, New York. Born Maplewood, N. J., April 15, 1909; h. 6 ft.; w. 208; blonde hair, blue eyes; e. University of Minnesota (1931); m. Elizabeth Fredericks Driscoll. Started in radio as baseball announcer via WCCO, Minneapolis, while taking graduate work at U. of Minnesota. (R) Show of the Week, 1939-40 (cooperative program, Mutual); Transradio News (Minit Rub, WOR); sports commentary (Regal Shoes, WOR).

DRISCOLL, JOHN. Writer, producer for Batten, Barton, Durstine & Osborn. Born Decatur, Ill., Aug. 21, 1914; e. Holy Cross College, Harvard University, Columbia University. First radio work in 1937. (R) Cavalcade of America, 1937-40 (E. I. du Pont de Nemours, CBS and NBC Red and Blue).

PROFESSIONAL RECORDS—Continued

DUCHIN, EDDY (Edwin Frank). Orchestra leader, pianist, composer. Born Cambridge, Mass., April 1, 1909; h. 6 ft.; w. 180; black hair, dark eyes; e. graduate of Massachusetts College of Pharmacy, Boston, Mass.; one child, Peter Oelrichs Duchin, 2, (by deceased wife, Marjorie Oelrichs). (R) Pepsodent Junis Program, 1933-34 (Pepsodent Co., NBC Blue); Texaco Program, 1935 (Texas Co., NBC Red); 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. (PR) RCA Victor, Brunswick, Columbia.

DUDLEY, DONALD. Actor, writer. Born Oelrichs. (R) Pepsodent Junis Program, Boston, Mass., July, 1910; h. 6 ft.; w. 165; red hair, brown eyes; e. Christ Church, Oxford, England. Formerly associated with the San Francisco Examiner and Chronicle; currently on the staff of an advertising agency. Entered radio 10 years ago, at WFBE, Cincinnati; subsequently associated with WLW, Cincinnati; WJR, Detroit; KPO, KYA, KFRC

and KGO, San Francisco. (R) Hawthorne House, 1937-40 (Wesson Oil & Snowdrift Sales); Dr. Kate, 1938-40 (Sperry Flour, NBC Red); No Greater Glory, 1940 (Albers Bros. Milling, NBC Red); others, not current.

DUEY, PHIL (Philip A.) Singer (soloist and with the *Men About Town*). Born Macy, Ind., June 22, 1902; h. 5 ft. 11 in.; w. 175; blonde hair, gray eyes; e. Manchester College, Indiana University (Cum Laude; Phi Beta Kappa), Juilliard Graduate School, and Columbia University; m. Catharine Stroufe; two children, Jimmy, 11, and Barbara Nell, 9. Won a contest for the Juilliard Fellowships and came to New York. First radio appearance in December, 1926, while he was singing at the Roosevelt Hotel. (R) Believe It or Not (General Foods, NBC Red); Manhattan Merry-Go-Round (Dr. Lyon's Toothpowder, NBC Red); Believe It or Not, 1939-40 (Royal Crown Cola, CBS); others, as soloist and member of various trios and quartets, for General Motors, Palmolive, Philip Morris, Lucky Strikes, Continental Baking, Life Savers, Cities Service, Goodrich, Coca-Cola. (F) Shorts. (V) Theatre appearances. (PR)



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Programs for All Ages
N.B.C. Artists Service

PROFESSIONAL RECORDS—Continued

RCA Victor, Columbia, Brunswick, Decca and others.

DUKE OF PADUCAH. See Whitey Ford.

DUMAS, HELENE. Actress. Born Brooklyn, N. Y., Nov. 4, 1910; h. 5 ft. 4½ in.; w. 119; blonde hair, hazel eyes; e. Cathedral High and New York Training School for Teachers; not married. Originally played in stock; first radio appearance in 1931 as result of an NBC audition. (R) Easy Aces (Anacin, NBC Blue); Short, Short Story (Campbell Soup, CBS); Mr. District Attorney (Pep-sodent, successively NBC Red and Blue); This Day is Ours, 1938-40 (P & G, successively CBS and NBC Blue); Ellen Randolph (Colgate-Palmolive-Peet, NBC Red); The Goldbergs (P & G CBS); Pretty Kitty Kelly (Continental Baking, CBS); Aunt Jenny's Real Life Stories (Lever Bros., CBS); Big Sister (Lever Bros., CBS); My Son and I, 1940 (General Foods, CBS); others. (L) Stock (leads).

***DUMKE, RALPH.** Comedian, singer. (R) Sisters of the Skillet (Procter & Gamble, NBC Blue); Armour Stars (Armour Co., NBC Blue); Knox Quality Twins (Knox Gelatine, CBS); others (with Ed East-East & Dumke); Life Begins, 1940 (Campbell Soup, CBS). (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.

DUNING, GEORGE W. Music production, arranging. Born Richmond, Ind., Feb. 25, 1908; son of Henrietta Duning, organist, and William Duning, choral conductor; h. 5 ft. 10¾ in.; w. 170; brown hair, blue eyes; e. University of Cincinnati and Cincinnati Conservatory of Music; m. Dorothy Hutchings. Entered radio as trumpeter and pianist. (R) Elgin Football Revue, 1936 (Elgin Watch, CBS); Kay Kyser's Surprise Party, 1937 (Willys Motors, Mutual); Kay Kyser's College of Musical Knowledge, 1938-40 (American Tobacco, NBC Red). (R) RKO; shorts. (V) Kay Kyser's College of Musical Knowledge, 1939-40. (PR) Columbia, Vocalion.

***DUNLAP, PATRICIA.** Actress. (R) Bachelor's Children 1935-40 (Cudahy Packing Co., Mutual, 1935-38; CBS, 1936-40); Manhattan Mother, 1938-39 (Procter & Gamble, CBS); Kitty Keene, Inc., currently (P & G, NBC Red).

DUNN, VIOLET. Actress. Born Toronto, Ont., May 28, 1912; h. 5 ft. 2½ in.; dark

brown hair and eyes; e. public and high schools in Toronto. At the age of eight, when she won an annual public schools elocution contest, she attracted the attention of the leading lady of the Percy Haswell Stock Co. and was asked to join the company. Stage and film, as well as radio work followed. (R) The O'Neills (P & G, currently NBC Red). (L) The Whole Town's Talking; Broadway (London production). (F).

***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, 1939-40 (George A. Hormel & Co., CBS). (F) M-G-M, United Artists (organ, Novachord). (V) Theatre appearances. (PR) Decca.

DYER, BRAVEN. Sports commentator. Born Chicago, Ill., May 29, 1900; h. 5 ft. 10 in.; w. 180; grey-black hair, blue eyes; e. Stadium high, Tacoma, and Pomona College, Claremont, Calif.; m. Evalyn Dyer; two sons, Braven, Jr., and David P. Sports writer for the Los Angeles Times for 15 years; Football Annual's West Coast writer, 10 years; author of articles in the Saturday Evening Post, College Humor, Collier's and many newspapers. Started radio work in 1929 as sportscaster. (R) Sports Huddle, 1939-40 (Marvel Cigarettes, CBS Pacific Coast); local program via KEHE, Hollywood, for 13 weeks; others, not current.

E

***EARL, CRAIG.** M. C. quiz program. (R) Professor Quiz, 1937 to Sept., 1938 (Nash-Kelvinator Corp., CBS); Professor Quiz, 1938-39 (Noxzema Chemical Co., CBS); Professor Quiz, 1939-40 (P & G for Teel and Drene, CBS). (V) 1937.

EAST, ED. Comedian, singer, M.C. (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). (All of above were as East & Dumke with Ralph Dumke). (LS) singly: Participating programs and transcriptions, WHN, New York; American Beverage, WJZ, New York; currently: Ed East Pepsi-Cola Jingle (Pepsi-Cola, WJZ); Breakfast in Bedum and Name It and Take It (sustaining, WJZ). (F)

PROFESSIONAL RECORDS—Continued

Educational Pictures, 1937. (V) East & Dumke, The Mirthquakes, 1923-29.

***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, 1938-40 (P & G for Ivory Soap, CBS, NBC Red and Blue); others, including local shows.

EDDY, NELSON. Singer (baritone). Born Providence, R. I., June 29, 1901; h. 6 ft.; w. 190; blonde hair, blue eyes; e. Rhode Island Normal School; m. Ann D. Franklin. First employment was as telephone operator and shipper for the Mott Iron Works; he then moved to Philadelphia and joined the art department of the Philadelphia Press, later becoming reporter, copyreader, and rewrite man for the Press, Public Ledger, and Bulletin; his newspaper experience led to position of copy writer with the N. W. Ayer & Son and the George Edwards Co., adver-

tising agencies. Meantime he studied singing under David Bispham, William V. Villonat, and Dr. Edouard Lippe; made his first appearance in a society show in 1922; then played Gilbert and Sullivan roles with the Savoy Opera Company; sang with the Philadelphia Operatic Society; made his New York debut in 1924 in Pagliacci; first film appearances in 1933; first radio appearances in 1936. (R) Vick's Open House, 1936-37 (Vick Chemical Co., CBS); Chase & Sanborn Program, 1937-39 (Standard Brands, Inc., NBC Red). (GA) Good News of 1938, Dec. 23, 1937 (General Foods Corp., NBC 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," Columbia.

EDKINS, J. ALDEN (Armchair Quartet). Basso. Born Boston, Mass.; 5 ft. 9½ in.; blonde hair, blue eyes; married. Won the national competition sponsored by Atwater Kent in 1931, and the following year was given an NBC contract. Had originally studied to be a painter. (R) Pick & Pat in Pipe Smoking Time, 1939 (U. S. Tobacco for Model, CBS); Magic



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PROFESSIONAL RECORDS—Continued

Key of RCA, 1937-38 (Radio Corporation of America, NBC Blue); Cavalcade of America, 1937-38 (E. I. du Pont de Nemours, CBS); Highlights from the Sports News of the Day, 1939-40 (Colgate-Palmolive-Peet, NBC Blue)); 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.

EDWARDS, JOAN. Singer, pianist. Born New York City, Feb. 11, 1919; h. 5 ft. 5 in.; w. 118; brown hair and eyes; niece of Gus Edwards, theatrical producer; e. Hunter College, New York City. First radio appearances via small stations in New York City; began sustaining programs for NBC in August, 1937. (R) Chesterfield Program, 1938-39 (Liggett & Myers Tobacco Co., CBS). (GA) Royal Gelatin Hour, Maxwell House Show Boat, Gulf Summer Stars, Magic Key of RCA; others. (V) Toured with Gus Edwards' act, also with Paul Whiteman. (PR) Decca, Liberty.

EDWARDS, RALPH LIVINGSTONE. Announcer, M.C. Born near Merino, Colo., June 13, 1913; h. 5 ft. 10 in.; w. 160; auburn hair, brown eyes; e. University of California (A.B. degree, 1935); m. Barbara Sheldon Edwards. First radio appearances in 1928 when a station manager saw him act in a high school play (which he had also written), and offered him a job as newscaster and writer of a daily sketch. (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); The O'Neills, 1937 (P & G, CBS); Phil Baker, 1938 (Gulf Oil, CBS); Ben Bernie & All the Lads, 1938 (U. S. Tire Dealers Mutual Corp., CBS); Howie

Wing, 1938-39 (Kellogg Co., CBS); Gospel Singer (P & G, successively NBC Blue and Red); Life Can Be Beautiful, 1938-40 (P & G, CBS); Vic & Sade, 1939-40 (P & G, NBC Red and Blue); Honolulu Bound, 1939 (Hawaiian Pineapple Co., CBS); Against the Storm, 1939-40 (P & G, NBC Red); What's My Name? 1939-40 (P & G, NBC Red); 99 Men and a Girl, 1939 (U. S. Rubber, CBS); Gulf Musical Playhouse, 1939 (Gulf Oil, CBS); Truth or Consequences, 1940 (P & G, CBS). (F) Shorts; Republic Pictures (f). (V) Theatre appearances.

***EGAN, AUDREY.** Actress. (R) Billy & Betty, 1939-40 (General Mills, NBC Red, 1939; CBS, 1939-40); Doc Barclay's Daughters, 1939 to Jan., 1940 (Personal Finance, CBS); When a Girl Marries, 1939-40 (Prudential Insurance, CBS).

EGELSTON, CHARLES. Character, dialect and comedy actor. Born Covington, Ky., July 16, 1882; h. 5 ft. 6 in.; w. 129; white hair, gray eyes; m. Nell Egelston. After some 20 years on the stage he auditioned for WLW, Cincinnati, in 1929, and made his first radio appearance in July of that year. (R) Ma Perkins, 1933-40 (Procter & Gamble for Oxydol, NBC Red); Uncle Ezra, 1939 (Miles Laboratories for Alka-Seltzer, NBC Red); has also appeared on First Nighter, Gateway to Hollywood, and numerous daytime serials. (F) Bit roles in silent films for Edison and Vitaphone. (L) Stock, many years. (V) When We Grow Up; other sketches, many years.

ELLEN, MRS. MINETTA. Character actress. Born Cleveland, O. Played mother roles with the campus players at the University of California when Barton Yarborough and Michael Raffetto (her radio "sons" Clifford and Paul in One Man's Family) were students there. Made first stage appearance with them, and later toured with the Berkeley Players. First radio appearance in the role of Mrs. Barbour, which she has played for eight years. (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, 1935-40, NBC Red); I Love a Mystery, since Jan., 1939 (Standard Brands for Fleischmann's Foil Yeast, NBC Red). (L) Stock.

ELLINGTON, KEN. Announcer, writer, producer. Born Chicago, Ill., Nov. 3, 1909; h. 6 ft. 3 in.; w. 200; black hair, hazel eyes; e. Loyola University and University of Chicago. Started in radio with

PROFESSIONAL RECORDS—Continued

WIBO, Chicago, in 1931; joined WFBM, Indianapolis, in 1934, and WBBM, Chicago, in 1937. (R) Announcer; Kaltenborn Comments, 1939 (General Mills, CBS), Kaltenborn Edits the News, 1939 (Pure Oil, CBS); announcer, writer, consulting producer: Gateway to Hollywood, 1939-40 (William Wrigley, Jr., Co., CBS), Spreading New England's Fame, 1940 (William Wrigley, Jr., Co., Yankee Network) (also consultant on other Wrigley programs); 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.

***ELLIS, CAROLINE.** Script writer, actress. (R) Caroline's Golden Store. 1939-40 (General Mills, successively NBC Red and CBS); also transcriptions of the same program.

ELLSTROM, SIDNEY C. Actor (characters, heavies, comedy). Born Chicago, Ill., Aug. 31, 1897; h. 6 ft.; w. 180; blonde hair, blue eyes; e. Chicago grade and high schools and Winona Agricultural College; m. Marie H. Ellstrom. First radio appearance as a baritone, about 1921, on an

Oak Park station; in 1931 he became assistant program director for a Chicago station. (R) 1939-40 programs: Story of Mary Marlin (Procter & Gamble, NBC Red); First Nighter (Campana Sales, CBS); Adventures of Tom Mix (Ralston Purina, NBC Blue); Girl Alone (Quaker Oats, NBC Red); Avalon Time (Brown & Williamson Tobacco Corp., NBC Red); Camel Caravan (R. J. Reynolds Tobacco, NBC Red); Cavalcade of America (E. I. du Pont de Nemours, NBC Blue and Pacific Red); Right to Happiness (P & G CBS). Also writes script for Aunt Fanny and Grampa Putterball in Cheery Valley on NBC's Farm and Home Hour.

ELMAN, DAVE. Writer, producer, director, M. C. Born Park River, N. D., May 6, 1900; h. 5 ft. 6 in.; w. 165; black hair, brown eyes; e. Fargo (N.D.) High School; m. Pauline Reffe Elman, currently his assistant; two children, Robert, 9; Howard Lawrence, 2. Originally in smalltime vaudeville, he started freelancing with various radio stations in 1923, and later was associated with several advertising agencies; joined CBS as continuity writer and conceived the Hobby Lobby idea in 1937; subsequently has written books, newspaper columns,

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PROFESSIONAL RECORDS—Continued

stories, and film shorts on the hobby subject. (R) Hobby Lobby, 1937-40 (Hudson Motor Car Co., 1937-38, CBS; summer of 1938, General Foods for Jell-O, NBC Red; 1938-40, Fels Co. for Fels Naptha Soap Chips, NBC Blue). (F) Shorts. (V) 1911-23; currently picture house 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); Play Broadcast, 1940 (Illinois Meat Co., Mutual); World Series broadcasts for Ford Motor Co.; others. (V) With Jerome "Dizzy" Dean, 1938.

ELSTNER, ANNE. Actress. Born Lake Charles, La.; mother a musician, father a poet; h. 5 ft. 4½ in.; brown hair; e. Mount deChantal Academy, Wheeling; married. First public appearance in The Way of a Maid, at the age of four. Took part in school plays, and when 12 appeared at a local theatre in her own song-and-dance turn. First professional engagement in New York doing solo dances and characterizations at a steel men's banquet. First radio appearance doing an act from Sun-Up, Broadway production in which she was appearing at the time, over WEAJ in October, 1923. (R) Stella Dallas, 1938-40 (Chas. E. Phillips Chemical, NBC Red); Brenda Curtis, 1939 to Jan., 1940 (Campbell Soup, CBS). (L) Liliom; Julie, opposite Joseph Schildkraut; Casualties; Sun-Up.

EMERSON, JOE. Baritone, inspirational speaker. Born Grand Rapids, Mich., Aug. 9, 1892; h. 5 ft. 11 in.; brown hair, blue eyes; m. Wilsie Smathers; one daughter, Carolyn, 20. Left college at 19 to join the Chautauqua circuit out of Kansas City. During the War, he was a Navy flyer, and also taught aviation at M.I.T. in Boston. Later entered the real estate business in Florida. Turned to radio after the crash in 1929, made his first appearance in Miami, and later originated his Hymns of All Churches idea. (R) Hymns of All Churches, 1934-40 (General Mills, CBS, NBC Red and Blue, and transcriptions); The Bachelor of Song, 1933-34 (C. F. Mueller, WLW, Cincinnati). (V).

ENNIS, SKINNAY (Edgar C., Jr.). Orchestra leader, vocalist. Born Salisbury, N. C., Aug. 13, 1910; h. 6 ft. 1 in.; w. 160; brown hair, blue eyes; e. University of North Carolina; not married. While at the University of North Carolina he roomed with Hal Kemp, and played

drums and trumpet in the latter's original campus band; he added singing to his duties when he was called on to substitute for Saxie Dowell. Member, Delta Sigma Phi. Leader of his own orchestra since 1937, after 12 years with the Kemp organization. (R) Pepsodent Program Starring Bob Hope, 1938-40 (Pepsodent Co., NBC Red). (F) Paramount and Columbia (f). (V) Theatre, night club, and hotel appearances. (PR) Victor.

ENTRIKIN, KNOWLES. Free lance writer. Born Moline, Ill.; e. Beloit College (B.A. degree) m. Winifred Taylor. Left theatre to direct for CBS; after 3 years became free lance writer. (R) Bambi, 1937-38 (General Foods Corp., NBC Blue); Betty & Bob, 1938 (General Mills, Inc., CBS); Big Sister, 1938-39 (Lever Bros., for Rinso, CBS); Aunt Jenny's Real Life Stories, 1940 (Lever Bros., 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. (L) The Small Timers and Seed of the Brute (author), The Streets of New York, The Bride the Sun Shines On; others (director).

ERSKINE, MARILYN. Juvenile actress, singer. Born Rochester, N. Y., April 24, 1926; h. 5 ft. 3 in.; w. 103; blonde hair, blue eyes; e. Professional Children's School. First radio appearance in 1930 (at the age of four), following an audition for a commercial program. (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, 1937-40 (Colgate-Palmolive-Peet Co. for Palmolive Soap, CBS); Young Widder Brown, 1938-40 (Cal-Aspirin and Haley's M-O, NBC Red); Hilda Hope, M. D., 1939 (Ward Baking, NBC Blue); Jane Arden, 1939 (Ward Baking, NBC Blue); Life Begins, 1939-40 (Campbell Soup, CBS); David Harum, 1939-40 (B. T. Babbitt, NBC Red); others, including guest appearances and transcriptions. (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.

ERWIN, VIRGINIA. Singer. (The Music Maids). (R) Kraft Music Hall (Kraft Cheese Co., NBC Red). (F) Universal (f). (PR) Decca.

***ETTINGER, ED.** Script writer. (R) Rinso

PROFESSIONAL RECORDS—Continued

Program. Starring Al Jolson, 1936-38 (Lever Bros. Co., CBS); Vitalis Program Featuring George Jessel (Bristol-Myers, NBC Red).

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

***EVANSON, EDITH.** Actress. (R) Observer, 1931-34 (Metropolitan Bldg. Co., KOMO-KJR, Seattle); Myrt & Marge, 1937-40 (Colgate-Palmolive-Peet, CBS).

EVELYN AND HER MAGIC VIOLIN. See Evelyn Kaye.

EVERETT, ETHEL (Ethel Leventhal). Dramatic actress. Born New York City, Oct. 13, 1913; h. 5 ft. 2 in.; w. 105; brown hair, grey eyes; e. Hunter College and Columbia University, New York (B.A. and M.A. degrees). Active in college dramatics, had first professional experience in one-night stands. First radio appearance in 1931 on an NBC sustaining program as result of an audition. (R) Maxwell House Showboat, 1936-38 (General Foods, NBC Red); True Story, 1936-39 (Macfadden Publications, NBC Blue);

Your Unseen Friend, 1937-38 (Household Finance, CBS); Hilltop House, 1938-40 (Colgate-Palmolive-Peet, CBS); Kate Smith, 1939-40 (General Foods for Swans Down and Calumet, CBS); The O'Neills, 1939-40 (P & G for Ivory Soap, NBC Red); Believe It or Not, 1939-40 (Nehi, CBS); David Harum, 1939-40 (B. T. Babbitt, NBC Red); Strange as It Seems, 1940 (Colgate-Palmolive-Peet, CBS); 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.

EVERITT, MENTO. Dramatic actress. Born Lakeview, Mich., June 15, 1891; h. 5 ft. 4 in.; w. 130; auburn hair, blue-grey eyes; e. Ferris University; m. Clyde H. Gordinier, manager. Entered radio in 1933, after experience in stock and legit. (R) Jenny Peabody, 1937-38 (F & F Laboratories, CBS); Houseboat Hannah, 1938-40 (P & G, NBC Red and Blue); Arnold Grimm's Daughter, 1938-40 (General Mills, NBC Red and Blue); Ma Perkins, 1938-40 (P & G, NBC Red); Caroline's Golden Store, 1939-40 (Gen-



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PROFESSIONAL RECORDS—Continued

eral Mills, CBS); Scattergood Baines, 1939-40 (Wm. Wrigley, Jr., Co., CBS); Kitty Keene, Inc., 1939-40 (P & G, NBC Red); Carters of Elm Street, 1939-40 (Wander Co., successively NBC Red, Mutual); Woman in White, 1940 (Pillsbury Flour, NBC Red). (L) Debut at the age of 15; Rosary, Divorce Question, Barriers Burned Away, Bunco in Arizona, End of a Perfect Day; own permanent stock company, 20 years (s.f.). (V) There Goes the Bride, 1916-17; Thank You Doctor, 1926.

EWING, ANNEMARIE. Script writer. Born Pittsburgh, Pa., April 12, 1910; daughter of Lynn Ewing, orchestra leader in Pittsburgh theatre; h. 5 ft. 5 in.; w. 125; brown hair and eyes; e. University of Pittsburgh and Ecole Normale de Musique, Paris. First radio appearance, as pianist, via a Pittsburgh station. Three years ago she joined the CBS press department in New York. Also writes fiction and magazine articles. (R) Young Man with a Band, Sept., 1939, to Feb., 1940 (Columbia Record Corp., CBS).

F

FADIMAN, CLIFTON. Director and M.C., quiz program. Born New York City, May 15, 1904; h. 5 ft. 8¾ in.; w. 142; brown hair, blue-grey eyes; e. Columbia University; m. Pauline Fadiman; one child, Jonathan, 8. Book critic of the New Yorker magazine and editorial advisor for Simon & Schuster; lecturer; author of magazine articles and a book, Living Philosophies; principal of Fadiman Associates (radio and production agency). First radio appearance via NBC in 1924 as book reviewer. (R) Information Please, 1938-40 (Canada Dry Ginger Ale, NBC Blue); guest appearances with RCA Magic Key, 1938, and Eddie Cantor, 1939. (F) Shorts.

***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.

FARNUM, WILLARD P. Actor. Born Mankato, Minn., Nov. 24; h. 5 ft. 8½ in.; w. 145; dark hair, gray-green eyes; e. Lake Forest College and Northwestern University; m. Mildred Farnum. Member Delta Tau Delta fraternity and National Collegiate Players. First radio appearance while still a student via WGN, Chicago, following an audition for the role of Harold Teen in the series of that name. (R) Myrt & Marge, 1932-33 (Wrigley, CBS); Judy and Jane, 1933 (Folger Coffee, NBC Red); Today's Children, 1933-38 (Pillsbury, NBC Red); Ma Perkins, 1935-36 (P & G, NBC Red); Betty and Bob, 1935 (General Mills, NBC Red and Blue); Tale of Today, 1935-39 (Princess Pat, Ltd., NBC Red); Dan Harding's Wife, 1936-37 (National Biscuit Co., NBC Red); It Can Be Done, 1937-38 (Household Finance, NBC Blue); Madame Courageous, 1938 (Glidden Co. for Durkee Margarine, NBC Blue); Woman in White, 1938-40 (Pillsbury, NBC Red); Midstream, 1939-40 (P & G for Teel, NBC Red and Blue); Romance of Helen Trent, 1940 (Lou's Philippe and Edna Wallace Hopper, CBS); others.

FARR, FINIS. Writer; script buyer, Pedlar & Ryan, Inc., New York City. Born Lebanon, Tenn.; e. Princeton University (A.B. degree, 1926). Magazine writer (Cosmopolitan, Ladies' Home Journal, etc.). Entered radio from the newspaper field in 1928, as NBC staff writer; subsequently writer for WLW, Cincinnati, and the Wm. Esty advertising agency. (R) Camel Caravan, 1935 (R. J. Reynolds Tobacco, CBS); We, the People, 1937 (General Foods, CBS); Vitalis programs, 1937-40 (Bristol-Myers, NBC Red); The American Scene (Crowell Publishing Co., transcriptions).

FARRINGTON, FIELDEN. Announcer. Born Clinton, Ind., July 4, 1909; h. 5 ft. 10 in.; w. 160; black hair, brown eyes; e. Indiana State Teachers' College; m. Dorothy Farrington; one son, Reed, 1. First radio work in 1929 as a writer. (R) Ford Summer Hour, 1939 (Ford Motor Co., CBS); also local, Michigan Radio Network and Mutual programs.

FAULKNER, GEORGE H. Writer, producer, CBS, New York. Born in Vermont, Aug. 14, 1903; e. Colgate University; m. Marjorie White. Started radio work with J. Walter Thompson Co. in September, 1929; joined CBS in March,

PROFESSIONAL RECORDS—Continued

1940. (R) Chase & Sanborn Choral Orchestra, 1929-30 (Standard Brands, NBC Red); Chase & Sanborn Program, 1931 (Standard Brands, NBC Red); Fleischmann Hour, 1932-36 (Standard Brands, NBC Red); Chase & Sanborn Hour, 1933 (Standard Brands, NBC Red); Royal Gelatin Hour, 1936-39 (Standard Brands, NBC Red); The Circle, 1939 (Kellogg, NBC Red); others.

***FAUST, GILBERT.** Actor. (R) Public Hero No. 1 (Falstaff Brewing Corp., NBC Red); Ma Perkins (Procter & Gamble successively CBS, NBC Red); Houseboat Hannah (P & G, NBC Red).

FEIBEL, FRED (Frederick). Organist, composer. Born Union City, N. J., in 1906; h. 5 ft. 7½ in.; w. 165; dark brown hair and eyes; m. Lenore Feibel. While organist at a New York theatre he was called upon, in 1929, to take charge of the early morning organ programs over CBS; continued on these programs for eight years. (R) True Story Court of Human Relations, 1935-37 (Macfadden Publications, NBC Red); Big Sister, 1937-40 (Lever Bros. for Rinso, CBS); Our Gal Sunday, 1937-40 (Anacin, Kolynos,

CBS); The Mighty Show, 1938-39 (Penick & Ford for My-T-Fine Dessert, CBS). (V) Theatre organist, 13 years. (PR) Vocalion, with Fred Feibel Quartet.

FELTON, VERNA. Dramatic actress. Born Salinas, Calif., July 20, 1890; h. 5 ft. 4½ in.; w. 160; gray hair, brown eyes; daughter of Clara Allen, character actress, and Dr. H. W. Felton; e. private instruction; m. Lee C. Millar, radio actor; one son, Lee II, 15. Has been in show business since the age of nine when she was starred in "Little Lord Fauntleroy." First radio appearances about 1932 via NBC in San Francisco as result of her work in theatrical stock. (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, 1938-40 (Lamont, Corliss for Pond's Cream, NBC Blue); Candid Lady, 1938-39 (Pepsodent, NBC Red); Woodbury's Hollywood Playhouse, 1938-40 (Jergens-Woodbury Sales, NBC Blue); Burns and Allen, 1939-40 (Lehn & Fink, CBS). (F) Metro-Goldwyn-Mayer; Uni-

**SID
WALTON**

WOR•NBC•CBS

Announcer

Writer

Producer

**RAYMOND
GRAM SWING**

PROFESSIONAL RECORDS—Continued

versal. (L) Purple Mask (the Shuberts), 1923; had her own stock company, the Allen Players, for 20 years, principally in Canada (s, f).

***FENNELLY, PARKER.** Character actor. Born Northeast Harbor, Me. Has appeared for 12 years with Arthur Allen in Snow Village Sketches, most recently heard on the Kate Smith Hour; has also portrayed rural characters on numerous other network programs. (R) Your Family & Mine, 1938-40 (Sealtest, Inc., successively NBC Red and CBS); Valiant Lady, 1938-40 (General Mills, Inc., NBC Red and Blue); Brenda Curtis, 1939 to Jan., 1940 (Campbell Soup, CBS); Ellen Randolph (Colgate-Palmolive-Peet, NBC Red); Kate Smith Hour (General Foods, CBS).

FIBBER McGEE & MOLLY. See James E. and Marian I. Jordan.

FICKETT, HOMER. Producer, writer, Batten, Barton, Durstine & Osborn, Inc. Born Rochester, N. Y., July 4, 1898; e. Rochester High School; m. Mary Stewart; one daughter, Mary, 11. Started radio duties with Young & Rubicam, Inc., when that agency created its radio department in 1928. Lecturer on radio, Yale Dramatic School, since January, 1939. (R) As writer, director or supervisor; Cavalcade of America (I. E. du Pont de Nemours, successively CBS, NBC Blue and Pacific Red); March of Time (Serval and Time, Life and Fortune Magazines at various periods, NBC Blue); Believe It or Not (successively General Foods, NBC Red, and Nehi, CBS); Inside Story (Socony-Vacuum, CBS); Blackstone Plantation (Blackstone Cigars, CBS); Kate Smith and Her Swanee Music (Congress Cigars, CBS); numerous others, not current. (L) Writer of sketches for New Faces, Calling All Stars. (PR) Directed Then Came War of: 1939 (World Book Co.).

FIDLER, JIMMIE (James M.) Born St. Louis, Mo., Aug. 24, 1900; h. 5 ft. 10 in.; w. 150; light brown hair, blue eyes; m. Roberta Law. Second Lieutenant, U. S. Marines. Author of nationally syndicated daily column, Jimmie Fidler in Hollywood; fan and fiction writer. First radio appearance in 1932, interviewing stars on RKO's Hollywood on the Air; first nationally sponsored series in 1934. (R) Jimmie Fidler in Hollywood, 1937-38 (Procter & Gamble, NBC Red); Jimmie Fidler's Hollywood Gossip, 1938-40 (Procter & Gamble, CBS); also programs for Luden's Cough Drops, 1936-37, and Tangee, 1934-35. (F) Warner

Bros.; (f) shorts. (V) Appearances with Jimmie Fidler's Hollywood Parade, 1940.

FIELDS, SIDNEY H. (Sidney H. Feldman). Born Milwaukee, Wis., Feb. 5, 1900; h. 5 ft. 10 in.; w. 180; brown hair and eyes; son of Hirsch Feldman, dramatic actor and director; e. Milwaukee public schools; m. Marie Collins Fields, former actress. First radio work came in 1935 via Eddie Cantor, who had seen him play a starring role in Life Begins at the Hollywood Playhouse. Subsequently became Eddie Cantor's chief of the writing staff, and acted in the Mr. Guffy roles on Cantor's programs. Has also written guest material for Leslie Howard, Al Jolson, Martha Raye, Alice Faye, John and Ethel Barrymore, Joan Blondell, Frederick March, Mary Boland, and many others. (R) Eddie Cantor, 1935 (Lehn & Fink for Pebecco Tooth Paste, CBS); Texaco Town, 1936 and Texas Fire Chief, 1933 (Texaco Gasoline, CBS); Cantor's Camel Caravan, 1938-39 (R. J. Reynolds Tobacco for Camel Cigarettes, CBS); Rudy Vallee's Sealtest Program, 1940 (Sealtest, Inc., NBC Red). (F) United Artists, Samuel Goldwyn, 20th Century-Fox (f); shorts. (L) Dramatic stock, Oscar Dane Productions, 1925-31. (V) Fields & Cash, 1919; Fields & Kalish, 1920; Sack Crawford's Bon Ton Follies, 1923; Eddie Cantor Revue, 1936-39; theatre appearances.

FILLBRANDT, LAURETTE. Actress. Born Zanesville, O., Oct. 22, 1915; h. 5 ft. 4¾ in.; auburn hair, brown eyes; e. University of Cincinnati College of Music; m. Russell B. Young, radio announcer. First radio appearances on local stations as result of an audition in January, 1934. Subsequently went to Chicago where she obtained an NBC contract. (R) A Tale of Today, 1935-39 (Princess Pat, Ltd., NBC Red); Dan Harding's Wife, 1935-38, NBC Red; Girl Alone (Quaker Oats, NBC Red).

***FIMBERG, AL.** 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); Tip Top Show Starring Joe Penner, 1939-40 (Ward Baking, NBC Blue); others, not current, including material for Frank

PROFESSIONAL RECORDS—Continued

Morgan, Benny Rubin, William Gargan and others.

***FINESHRIBER, WILLIAM H.** Writer, director. (R) American School of the Air, New York Philharmonic Symphony, Columbia Symphony and similar broadcasts (all CBS sustaining); Ford Summer Hour, 1939 (Ford Motors, CBS).

FIRESTONE, EDDIE, JR. (Edward W.). Dramatic actor. Born San Francisco, Calif., Dec. 11, 1920; h. 5 ft. 7 in.; w. 135; dark hair, brown eyes; e. Galileo High School and San Mateo Junior College. First radio appearance in 1931, following an audition. (R) Death Valley Days, 1933-37 (Pacific Coast Borax, NBC Blue); Sperry Sunday Special, 1936-37 (Sperry Flour, NBC Pacific Coast Red); Hawthorne House, 1937-40 (Wesson Oil & Snowdrift, NBC Pacific Coast Red); also programs for Wheatena, 1932-35; Occidental Life Insurance, 1935-36; S & W Fine Foods, 1937 and '38.

***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, 1939 (P & G for Chipso, CBS).

***FITZMAURICE, MICHAEL.** Actor. (R) Joyce Jordan, Girl Interne, 1938-39 (Calox Tooth Powder, CBS); When a Girl Marries, 1939-40 (Prudential Insurance, CBS); Brenda Curtis, 1939 to January, 1940 (Campbell Soup, CBS).

FLEMING, JAMES. Announcer, newscaster. Born Baraboo, Wis., April 23, 1915; h. 6 ft.; w. 175; brown hair, blue eyes; e. U. of Wisconsin and University of Chicago (A.B. degree). First radio appearance in 1934 while still a student at Wisconsin; joined WGN, Chicago, in 1935, CBS in 1938. (R) Get Thin to Music, 1937-38 (General Mills, Mutual); Melody & Madness, 1938 (Old Golds, CBS); Road of Life, 1938-40 (Chipso, NBC Red); Mr. Keen, Tracer of Lost Persons, 1939 (Kolynos, NBC Blue); Our Gal Sunday, 1939-40 (Anacin, CBS); Betty and Bob, 1939 to March, 1940 (General Mills, NBC Red); Light of the World, since March, 1940 (Softasilk, NBC Red); John's Other Wife, 1940 (Kolynos, NBC Blue); Yuban News Reporter, since



TED SHERDEMAN

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1940

Bell "Telephone Hour"

Du Pont "Cavalcade of
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PROFESSIONAL RECORDS—Continued

March, 1940 (Yuban Coffee, WABC, New York). (F) Narrator for Paramount news and shorts.

***FLEMING, VAN ALSTYNE.** Writer, producer, KSFO, San Francisco. (R) Signal Carnival, 1937 (Signal Oil Co., NBC Red); I Want a Divorce, 1939-40 (S & W Fine Foods, CBS, 1939; Food & Beverage Broadcasters' Assn., NBC Red, 1939-40); 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.

FLIPPEN, JAY C. M.C., comedian. Born Little Rock, Ark.; h. 6 ft. 2 in.; brown hair and eyes; e. public schools and University of Arkansas. Originally appeared with Al Fields' minstrels, and became known as a blackface comedian. Has also played vaudeville, burlesque and musical comedies. First radio appearance was via CBS in 1932; subsequently conducted the WHN, New York, amateur hour, 1935-37. (R) Stop-Me-If-You've-Heard-This-One, 1939-40 (Quaker Oats, NBC Red). (F) (L) Artists and Models; June Days; Great Temptations; Second Little Show; Padlocks of 1928. (V) Circuit and theatre appearances.

FLYNN, BERNARDINE. Actress. Born Madison, Wis.; h. 5 ft. 4½ in.; dark brown hair; e. University of Wisconsin; m. Dr. C. C. Doherty. Majored in speech while at college, and was prominent in campus dramatics. Recommended by Zona Gale, Wisconsin author, to Brock Pemberton for a role in Seven Year Love after Miss Gale saw her in a campus production. Appeared on Broadway, 1929-30, then entered radio after winning an audition at NBC on the strength of her French accent. (R) Publi Hero No. 1, 1937-38 (Falstaff Brewing Co., NBC Red); Vic and Sade, 1934-40 (Procter & Gamble, NBC Red and Blue; also CBS in 1938); Right to Happiness (P & G, successively NBC Blue, CBS). (L) Seven Year Love; Joseph; Strange Interlude.

FLYNN, BESS. Dramatic actress, script writer. Born Tama, Ia., Aug. 16, 1889; h. 5 ft. 5 in.; w. 139; gray hair, hazel eyes; e. Lisbon (Ohio) High and Hart Conway School of Acting, Chicago; m. Charles Flynn (former legit actor; three children, Charles, 19 (plays name role in Jack Armstrong), John, 18, and Mary, 17. Her first radio role was as Tilda in the Gumps, in August, 1931. (R) Featured role in Painted Dreams, 1932-40 (Cal-Aspirin, Libby, McNeil & Libby, Borden Sales and P & G at various times, Mutual); author of We Are

Four, 1935-38 (Munsingwear and Libby, McNeil & Libby at various times, Mutual); author of Bachelor's Children, 1935-40 (Cudahy Packing for Old Dutch Cleanser, Mutual, 1935-38 and 1940; CBS, 1936-40); author and featured player of Life Begins, 1940 (Campbell Soup Co.).

FLYNN, CHARLES. Actor (juvenile roles). Born Chicago, Ill., July 7, 1920; h. 6 ft. 1 in.; w. 165; brown hair, gray eyes; e. Loyola Academy and Loyola University, Chicago; son of Charles Flynn (vaudeville and stock) and Bess Flynn (radio and stock). First radio appearance in 1931 via WGN, Chicago, playing role of Chester in The Gumps. (R) Dr. Bundeson Series, 1933-34 (Horlick's Malted Milk, CBS); Myrt & Marge, 1934 (Wrigley, CBS); We Are Four, 1935-38 (Libby, McNeill & Libby, Mutual); Bachelor's Children, 1938-40 (Cudahy Packing for Old Dutch Cleanser, CBS and Mutual); Jack Armstrong, 1939-40 (General Mills for Wheaties, NBC Red). (F) Shorts. (V) Personal appearances.

FOGLE, GEORGE L. Director. Born Great Falls, Mont., July 20, 1900; h. 5 ft. 8½ in.; w. 170; brown hair, blue eyes; e. University of Montana; m. Willa Grey, former legit actress; one son, George Leslie. First radio assignment, March 17, 1935, to direct Ma Perkins. (R) Ma Perkins, 1935-40 (P & G, currently NBC Red and Blue, previously Red only); Kitty Keene, 2 years (P & G, NBC Red); Knickerbocker Playhouse, 1939 P & G, CBS). (F) One film as associate director with Leslie Howard. (L) Stage manager for Leslie Howard, 4 years, New York Theatre Guild, 4 years, George C. Tyler, 2 years, Dwight Deere Wiman and John Cromwell, 2 years; one year as independent director; stock, as actor and stage manager. (V) Sketch with Mina Gombell.

***FOLEY, CLYDE J. ("Red").** Ballad singer. (R) Renfro Barn Dance, 1938 (Allis Chalmers Co., Mutual); Avalon Time, 1938-40 (Brown & Williamson Tobacco for Avalon Cigarettes, NBC Red); Plantation Party, 1938-39 (Brown & Williamson Tobacco for Bugler Tobacco, Mutual). (LS) WLS, Chicago, since 1932. (V) Theatre appearances with WLS National Barn Dance unit.

FORBES, DON (Donald T.). Announcer, commentator (formerly producer). Born Camrose, Alberta, Canada, June 9, 1912; h. 6 ft.; w. 165; sandy hair, blue-grey eyes; e. various Canadian institutions. Hon. Lieutenant-Governor, State of Arizona. Lecturer at schools, universities,

PROFESSIONAL RECORDS—Continued

etc., on Behind the News, under sponsorship of Richfield Oil Corp. Part interest in Fidelity Recordings, Hollywood transcription company. Joined CKMO, Vancouver, B. C., in 1930 as transmitter engineer, having previously been engineer for a marine radio organization. Program director, CJOR, Vancouver, 1933-34; announcer, CBS sustainers and special events, 1934-38; prior to July, 1939, chief announcer for KNX and CBS Pacific network; radio director, California State Fair and Exposition, 1939; under contract to Richfield Oil since October, 1939. (R) Split Seconds in History, 1936 (Tavannes Watches, CBS Pacific Coast); Hometown Sketches, 1936-37 (Fels Naptha Soap, CBS Pacific Coast); Hawaiian Moon Casino, 1937 (Tussy Beauty Preparations, CBS Pacific Coast); Music from Hollywood, 1937 (Liggett & Myers, CBS); Nash Speed Show, 1937 (Nash-Kelvinator Corp., CBS); Hollywood in Person, 1937-38 (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); Jimmie Fidler, 1938-39 (P & G, CBS); Hollywood

Screenscoops, 1938-39 (Old Golds, CBS); Hollywood Hotel, (Campbell Soup, CBS); Richfield Reporter, 1939-40 (Richfield Oil, NBC Red). (F) Shorts, as commentator.

FORBES, MURRAY. Actor (straight, character, heavy, dialects, comedy). Born Chicago, Ill., July 20, 1905; h. 5 ft. 8 in.; w. 153; auburn hair, green eyes; e. Englewood High School and business college. Worked four years as a bookkeeper after graduation but quit to join a vaudeville-stock company, which eventually went broke. Did dramatic work at a number of Chicago stations before joining NBC in the same city. (R) Fu Manchu Mystery Stories, 1932-33 (Campana, CBS); Lives at Stake, 1933 (General Tire & Rubber, NBC Red); Adventures in Health, 1933-34 (Horlick's Malted Milk, NBC Blue); Ma Perkins, 1933-40 (P & G, currently NBC Red, previously heard over NBC Blue, CBS); Sally of the Movies, 1934-35 (Armour & Co. for Luxor, NBC Red); Luxor-Talkie Time, 1934-35 (Armour & Co., NBC Red); Palmer House, 1934 (Palmer House, NBC Blue); Irene Rich, 1934 (Welch Grape Juice, NBC Blue); First Nighter, 1935-37 (Campana, NBC Red); Grand Hotel, 1936

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'Big Town'—CBS

PROFESSIONAL RECORDS—Continued

(Campana, NBC Red); Welcome Valley, 1936-37 (Household Finance, NBC Blue); Girl Alone, 1936-37 (Kellogg Co., NBC Red); Public Hero No. 1, 1938 (Falstaff Brewing, NBC Red); Inside Story, 1938-39 (Ralston Purina, NBC Blue); Curtain Time, 1938-39 (General Mills, Mutual); Bob Becker, 1938-39 (John Morrell & Co., NBC Red); Knickerbocker Playhouse, 1939 (P & G, CBS); Play Broadcast, 1940 (Illinois Meat Co., Mutual); others, not current. (L) Stock.

FORD, WHITEY (Duke of Paducah) (Benjamin F. Ford). M.C., comedian. Born DeSoto, Mo., May 12, 1901; h. 5 ft. 10 in.; w. 175; blond hair, blue eyes; e. public school; m. Pauline M. Ford. First radio appearance with own band in 1925 via KTHS, Hot Springs. Currently writing humorous column for weekly papers titled "The Duke of Paducah Sez." (R) Renfro Barn Dance, 1938 (Allis Chalmers Mfg., Mutual); Plantation Party, 1938-40 (Brown & Williamson for Bugler Tobacco, NBC Blue); also many local shows over KWK and KMOX, St. Louis, and WLW, Cincinnati. (V) Ford & Van, double banjo act; Otto Gray's Oklahoma Cowboys; appearances with Gene Autrey, the WLS National Barn Dance and the Renfro Valley Barn Dance.

FORTE, JOSEPH. Actor (character, straight). Born Minneapolis, Minn., June 14, 1892; h. 5 ft. 9 in.; w. 160; light hair, grey eyes; e. grade and high schools; m. Alline Forte; one son, Richard. First radio appearance in 1934 via WOR, New York. (R) Park Avenue Penners, 1937 (R. B. Davis Co., CBS); Joe Penner, 1938 (General Foods, CBS); Al Pearce & His Gang, 1939 (General Foods, NBC Red); Melody and Madness, 1939 (Old Gold Cigarettes, successively CBS and NBC Blue); Dr. Christian, 1939 (Chesebrough Mfg., CBS); Rudy Vallee Sealtest Program, 1940 (Sealtest, Inc., NBC Red). (L) White Cargo, 1930-31 (f). (V) Revue de Vogue, 1919-20; Hillier & Forte, 1930-35.

***FOSSLER, DEAN.** Organist. (R) Interesting Neighbors (F. W. Fitch, NBC Red); Vanette Fashion Previews, 1939 (Vanette Hosiery Mills, NBC Blue).

FOUR MODERNAIRES. See Robert Brewster, William C. Conway, Harold H. Dickinson and Charles J. Goldstein.

FOUR NOTES. See Marjorie Whitney, Lee Gillette, Lee Gotch and James Krumenacher.

FOUR SQUIRES ("Lumpy" Brannum, Jack Smith, Glenn ["Scamp"] Moore and

Russ Black). Musicians. Specialists in slapstick jazz, the quartet play a variety of instruments ranging from Haitian drums to a musical saw. The usual combination, however, is Brannum, bass fiddle; Moore, trumpet; Smith, guitar, and Black, piano. The four met at a private party where each of them had been hired to provide entertainment separately. They formed an ensemble, and hit it off so well they decided to continue the team work. Fred Waring saw them when he was making a film in Hollywood and later hired them. (R) Chesterfield presents Fred Waring in Pleasure Time, since April, 1940 (Liggett & Myers Tobacco Co., NBC Red). (V) Theatre and club engagements.

FOX, TEMPLETON. Actress. Born Pasadena, Calif., July 24, 1913; h. 5 ft. 6 in.; brown hair, blue eyes; e. grade and high schools in Elgin, Ill., and later took course in dramatics. Made an amateur appearance at the age of five. First film appearance in March, 1933. Has subsequently appeared at the Pasadena Playhouse and in stock. First radio appearance in 1931, singing at a Los Angeles hotel. Joined NBC, Chicago, in September, 1935, following an audition. (R) Public Hero No. 1 (Falstaff Brewing Corp., NBC Red); Tom Mix and His Ralston Straight Shooters (Ralston Purina Co., NBC Blue); Story of Mary Marlin (P & G for Ivory Soap and Snow, NBC Red); This Day Is Ours, 1938-40 (P & G for Crisco, NBC Blue since Jan., 1940; previously CBS).

FRANCIS, ARLENE. Actress, Mistress of Ceremonies. Born Brookline, Mass., Oct. 20; h. 5 ft. 5½ in.; w. 118; dark brown hair and eyes; e. Convent of Mt. St. Vincent, Finch Finishing School and Theatre Guild School; m. Neil F. Agnew, vice-president of Paramount Pictures. First radio appearance in 1935 on WOR, New York. (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); What's My Name?, 1939-40 (P & G, NBC Red); Betty & Bob, 1940 (General Mills, NBC Red and Blue); Mr. District Attorney, 1940 (Pepsodent, NBC Blue); others (L).

FRANK, CARL. Actor, announcer, commentator. Born Weehawken, N. J., Feb. 27, 1909; h. 5 ft. 10 in.; w. 150; brown hair, green eyes; e. Choate School, Milford Prep, South Orange (N. J.) High and

PROFESSIONAL RECORDS—Continued

American Academy of Dramatic Arts; m. Barbara Weeks, radio actress, commentator. Made first radio appearance on the Rudy Vallee program in October, 1937, in dramatization of Paths of Glory, Broadway production in which he was then appearing. (R) As announcer: Good Will Hour, 1937-40 (Macfadden Publications, 1937-38; Ironized Yeast, 1938-40; Mutual); Hobby Lobby, 1939-40 (Fels & Co., CBS); as actor: Aunt Jenny's Real Life Stories (Lever Bros. for Spry, CBS); The Shadow (Blue Coal, Mutual); Your Family and Mine Sealtest, CBS); Campbell Playhouse (Campbell Soup, CBS); Gang Busters (Palmolive Shave Cream, CBS); Big Town (Rinso, CBS); Her Honor, Nancy James (Kleenex, CBS); By Kathleen Norris (General Mills, CBS); others. (L) Paths of Glory, 1937; Boy Meets Girl, 1937-38.

***FRANK MELVIN.** Script writer. (R) Pepsodent Program Starring Bob Hope, 1938-39 (Pepsodent, NBC Red); Rudy Vallee Sealtest Program, 1940 (Sealtest, Inc., NBC Red).

***FRANKLIN, MAURICE.** Actor, (R) The

Mighty Show, 1938-39 (My-T-Fine Desert, CBS); Mr. District Attorney, 1939-40 (Pepsodent, successively NBC Red and Blue).

FRAZER, JOHNNY (John J.). Announcer, NBC, Hollywood. Born Los Angeles, Calif., March 15, 1915; h. 6 ft. 1 in.; w. 190; blonde hair, blue eyes; e. San Diego State College (A.B. degree) and University of California Law School; m. Blanche Horton. Started announcing over KEHE, Hollywood, during summer vacation in 1937; decided to continue radio work, and dropped law studies in the autumn. (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);



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PROFESSIONAL RECORDS—Continued

Langendorf Pictorial, 1940 (Langendorf Bakeries, NBC Pacific Red). (F) Warner Bros., Republic, Universal; shorts for M-G-M, Universal and RKO. (V) Personal appearances. (PR) RCA Victor.

FREELAND, BEVERLY. See Beverly.

FREEMAN, FLORENCE (Florence Freeman Berman). Dramatic actress. Born New York City, July 29, 1911; h. 5 ft. 5 in.; w. 116; blonde hair, brown eyes; e. Wells College, New York State College for Teachers, graduate work at Columbia University (A.B. and M.A. degrees); married and has two children, Judith Naomi, 2, and Deana Ruth, one. After graduation from college she taught English, but after a year and a half gave it up to play summer stock and give readings of one-act and full-length plays. First radio appearance in 1933 as result of an audition at WMCA, New York. (R) Madame Sylvia of Hollywood, 1934-35 (Ralston Purina for Ry-Krisp, NBC Blue); Paul Whiteman Program, 1934 (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, 1937-40 (sponsored since 1938 by Cal-Aspirin and Haley's M-O, NBC Red); Jane Arden, 1938-39 (Ward Baking Co., NBC Blue); Pepper Young's Family (P & G, NBC Red and Blue); Aunt Jenny's Real Life Stories, 1938-40 (Lever Bros., CBS); others. (L) Stock.

FREELAND, JUDE. Singer (Three Harmonics). The trio, Jude and Beverly Freeland and Helen Jackson grew up together singing three-part harmony at school functions and in amateur theatricals in Bristow, Okla. Following their radio debut on an Oklahoma station, where they sang without pay, they went to New York and were engaged by a local station as a result of an audition. (R) As member of Kay Thompson Rhythm Singers: Tune-Up Time, 1939 (Ethyl Gasoline Corp., CBS), as member of Three Harmonics, 1938-40: Johnny Presents (Philip Morris & Co., Ltd., CBS, NBC Red). (F) Shorts. (L) Earl Carroll's Sketch Book, 1935.

FRIDAY, PAT (Patricia). Singer. Born Los Angeles, Calif., in 1922; h. 5 ft. 1 in.; w. 118; brown hair, grey-blue eyes; e. University of California at Los Angeles. First radio appearance on the Bing Crosby show. (R) Kraft Music Hall,

summer of 1939 (Kraft-Phenix Cheese, NBC Red); Old Gold Don Ameche Show, 1940 (P. Lorillard, NBC Red). (PR) Decca.

FRIDELL, VIVIAN NAOMI. Actress. Born Milwaukee, Wis., Oct. 15, 1912; h. 5 ft. 6 in.; w. 135; golden-brown hair, blue eyes; daughter of A. W. Fridell, former actor in Sweden; e. Milwaukee Public Schools, University of Wisconsin; m. Gerrit James de Gelleke, engineer. Acted in a little theatre group in Milwaukee at the age of 15, studied dramatics at the University of Wisconsin, and made her first radio appearance there over the University's station; her first professional radio roles were via WTMJ, Milwaukee; her first network broadcasts were from Chicago in 1935. (R) Today's Children, 1935 (Pillsbury Flour, NBC Red); Backstage Wife, 1935-40 (R. L. Watkins Co. for Dr. Lyon's Toothpowder, NBC Red); Rich Man's Darling, 1936 (Affiliated Products, CBS); Myrt & Marge (Wm. Wrigley, Jr., Co., CBS); Betty Crocker (General Mills, NBC Red and Blue); The Road of Life, 1938-39 (P & G for Chipso, NBC Red, previously CBS), Wife vs. Secretary, 1938 (Bayer Co.); Woman in White, 1939 (Pillsbury Flour, NBC Red); Curtain Time, 1939 (General Mills, Mutual). (V) Personal appearance. (L) Harry Minturn (stock) Players, 1934.

FROMAN, JANE (Ellen Jane). Singer. Born St. Louis, Mo., Nov. 10, 1911; h. 5 ft. 6 in.; w. 114; brown hair, blue eyes; e. convent at Clinton, Mo., Christian College (where her mother was director of the music department), University of Missouri and Conservatory of Music at Cincinnati; m. Don Ross, baritone. First radio appearance on WLW, Cincinnati, through Powell Crosley who had heard her sing at a party; within a year she was singing on 22 programs a week. For six months she sang with the Whiteman band, then NBC gave her a program and a band of her own. Has subsequently appeared in legit and films. (R) Iodent Program, 1933 (Iodent Chemical Co., NBC Red); Jell-O Summer Show, 1937 (General Foods Corp., NBC Red); Gulf Musical Playhouse, June to Sept., 1939 (Gulf Oil, CBS). (F) Warner Bros. (L) Ziegfeld Follies of 1934; Keep Off the Grass, 1940 (f). (V) Theatre appearances.

FROST, ALICE. Dramatic actress, comedienne. Born Minneapolis, Minn., Aug. 1, 1910; h. 5 ft., 8 in.; w. 135; blonde hair, blue eyes; e. Mora (Minn.) High School;

PROFESSIONAL RECORDS—Continued

m. Robert Foulk (dialogue director, Warner Bros.). First radio appearance in 1933, as substitute for a sick friend. (R) Big Sister, 1936-40 (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 Trials 1938-39 (local sponsors, Mutual); Al Pearce and His Gang, 1938-39 (General Foods for Grape Nuts, NBC Red); What Would You Have Done, 1940 (Cummer Products for Energene, NBC Blue). (L) Green Grow the Lilacs; As Husbands Go; It's a Wise Child, 1934; Mercury Theatre, 1937-38. (V) Sketch with Sam Jaffe.

FULLER, BARBARA. Actress. Born Nahant, Mass.; h. 5 ft. 4 in.; brown hair, blue eyes. First radio appearance seven years ago at the age of 11. (R) Madame Courageous (Durkee Famous Foods, NBC Blue); Scattergood Baines (Wrigley Gum, CBS); Road of Life (P & G, CBS); Stepmother, since April, 1940 (Colgate-Palmolive-Peet, CBS); others.

FULLER, CHARLES EDWARD. Director. Born Los Angeles, Calif., April 25, 1887; e. Pomona College (B.S. degree, 1910); m. Grace L. Fuller; one son, Daniel P. Entered radio field in Feb., 1927. (R) Currently directing Old Fashioned Revival (Gospel Broadcasting Association, Mutual).

FULLER, MARGARET. Dramatic actress. Born Butler, Pa., May 26, 1908; h. 5 ft. 5 in.; w. 98; m. Bob Griffin. First stage appearance at the age of three in a musical show called Babes in Zeroland. Studied dramatics and trouped throughout the country playing stock roles. First radio appearance as result of an audition. (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); Houseboat Hannah (P & G, NBC RED); 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.).

FUNT, JULIAN. Script writer. Born New

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PROFESSIONAL RECORDS—Continued

York City, March 2, 1908; h. 5 ft. 9 in.; w. 152; brown hair and eyes; e. New York University; m. Ida Funt; one daughter, Nina, 5. Also editor, *American Spectator*; executive secretary, Hospital Assn. of N. Y. C.; associate editor, *Medical Review of Reviews*; publicity director, Beth Israel Hospital, N. Y. C. First radio work in 1935. (R) *John's Other Wife*, 1935-36 (Louis Philippe, NBC Red); *Modern Romances*, 1935-36 (Delacourt Publications, NBC Blue); Grand Central Station, 1937-39 (Lambert Pharmacal, NBC Blue, later CBS); Joyce Jordan, *Girl Interne*, 1938-40 (originally McKesson & Robbins, CBS, later General Foods, CBS); Dick Tracy (collaborator), 1938-39 (Quaker Oats, NBC Red); Hilda Hope, M.D., 1939-40 (Wheatena Corp., NBC Red); *Your Family and Mine*, 1939-40 (Sealtest, Inc., CBS).

G

GABEL, MARTIN. Dramatic actor. Born Philadelphia, Pa., June 19, 1912; h. 5 ft. 6½ in.; w. 170; brown hair, blue eyes; e. Allentown Prep, American Academy of Dramatic Art; not married. Currently also producing theatrical works with Carly Wharton. First radio appearances in 1934 via WMCA, New York. (R) *Big Sister*, 1936-40 (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; *Medicine Show*, 1940.

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

GALLOP, FRANK. Announcer. Born Boston, Mass.; h. 6 ft.; w. 190; brown hair, blue eyes. First radio appearance in 1935 as result of an audition. (R) *Hilltop House* (Colgate-Palmolive-Peet Co., CBS); *News Through a Woman's Eyes* (Pontiac Motor Co., CBS); *Saturday Night Serenade* (Pet Milk Sales Corp., CBS); *A & P Coffee Time* (Great Atlantic & Pacific Tea Co., CBS); *Lady Esther Serenade* (Lady Esther, Ltd., CBS); *Gang Busters* (Colgate-Palmolive-Peet, CBS); *Her Honor*, Nancy James (International Cellucotton for Kleenex, CBS); *Kaltenborn Edits the News* (Pure Oil Co., CBS); *When a Girl Marries* (Prudential Insurance Co.,

CBS); *Amanda of Honeymoon Hill* (Chas. H. Phillips Chemical Co., NBC Blue); *New York Philharmonic Symphony Orchestra* (CBS); other, not current.

GAMBLE, RONALD P. Announcer. Born Otsego, Mich., Dec. 25, 1914; h. 6 ft. 1½ in.; w. 155; brown hair, gray-green eyes; e. Kalamazoo College; m. Edith Eleanor Ryan Gamble, singer (member of Mercury Chorus). First radio appearances in March, 1936, via WKZO, Kalamazoo, as result of theatre work. (R) *Ford Sunday Evening Hour*, 1938-40 (Ford Motor Co., CBS). (LS) Staff announcer, WJR, Detroit. (L) *Kalamazoo Civic Players*, 1933-36 (f). (V) Theatre appearances.

GANNON, JOHN. Actor (juvenile, character). Born Chicago, Ill., May 6, 1917; h. 5 ft. 11½ in.; w. 175; brown hair, blue eyes; e. Loyola University, Chicago (Ph.B. degree; currently law student at same university). First radio appearance in September, 1933, after auditioning for role in the Jack Armstrong program. (R) *Jack Armstrong*, 1933-40 (General Mills, CBS, 1933-36; NBC Red, 1936-40); *It Can Be Done*, 1937-38 (Household Finance, NBC Blue); *Guiding Light*, 1938 (P & G for White Naptha, NBC Red); *A Tale of Today*, 1937-38 (Princess Pat, Ltd., NBC Red).

GARBETT, ARTHUR S. Script writer. Born Walsall, England, March 1, 1883; e. private teachers here and abroad, British School of Telegraphy, London; married and has one son. Radio operator with the Marconi Co., 1907; associated with the Victor Talking Machine Co. until 1919; wrote daily short story for the *San Francisco Call Bulletin*, 1921-23; radio editor and music critic for the *San Francisco News*, 1924-27. Started radio work in 1924, writing the first scripts aired by KGO, San Francisco; subsequently gave talks on music over the same station from 1924 to 1927. Joined NBC in 1927, and from 1929-39 was director of Education for the Pacific Coast Division. Author of many magazine articles; rewrote second edition of the *Victor Book of the Opera*. (R) *Standard Symphony Hour*, 1927-32 (Standard Oil of California, NBC Red); *Standard School Broadcast*, 1928-40 (Standard Oil of California, successively NBC Red and Blue); many others, not current.

GARDE, BETTY. Dramatic actress (leads). Born Philadelphia, Pa., Sept. 19, 1908; h. 5 ft. 8½ in.; w. 140; light brown hair, blue eyes; e. West Philadelphia High

PROFESSIONAL RECORDS—Continued

School. After graduating from high school she joined the May Desmond Players. First Broadway engagement was in "The Nervous Wreck," followed by stock, and appearances in several films produced at the Astoria, Long Island, studios of Paramount. First radio work in 1933. (R) Mrs. Wiggs of the Cabbage Patch, 1936-38 (Old English Floor Wax, BiSoDol, NBC Red); Lorenzo Jones, 1937-40 (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, 1939-40 (General Foods, CBS). (GA) Al Pearce and His Gang (Ford Motors, CBS). (F) Paramount; shorts. (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 (f) (George Abbott).

***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); Texaco Star Theatre (Texas Co., CBS); others, including Rudy Vallee program (6 months), Shell Chateau (6 months).

GARLAND, JUDY. Singer, actress. Born Grand Rapids, Mich, 1924. Toured with her parents, who were in show business, and made her first radio appearance on a Los Angeles children's program at the age of four. In 1933 she joined her sisters in a trio which appeared at the World's Fair in Chicago as well as Midwest theatres. Began playing in films in 1936. (R) Pepsodent Program starring Bob Hope (Pepsodent Co., NBC Red); 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; personal appearances. (PR) Decca.

GARRED, BOB (Robert C.). News broadcaster, CBS, Hollywood. Born Walla Walla, Wash., March 15, 1915; h. 6 ft. 2½ in.; w. 200; brown hair, blue eyes; e. Stanford University. First radio appearance on the Stanford Radio Hour, via the NBC Blue, in 1936. (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); Bob Garred Reporting, 1939-40 (Bathasweet, Mennen, 20 Grand Cigarettes and Knox Gelatine, CBS Pacific); also local shows in capacity of KFSO (San Francisco) staff announcer, 1937-39.

***GARRETT, PATSY.** Singer. (R) Fred Waring & His Pennsylvanians, 1939 (Grove Laboratories, NBC Red); Chesterfield Presents Fred Waring in Pleasure Time, 1939-40 (Liggett & Myers, NBC Red).

GARRY, ALAN. Writer, producer. Born New York City, July 4, 1902; h. 5 ft. 6½ in.; w. 138; blonde hair, grey eyes. Former vaudeville performer, songwriter and gag-man. (R) Magic Key of RCA, 1939 (Radio Corp. of America, NBC Blue); Gang Busters, 1939 (Colgate-Palmolive-Peet, CBS); Quixie Doodle Contest, 1939-40 (Mennen Co., Mutual); Abbott & Costello on the Kate Smith Hour, 1940 (General Foods, CBS). (V). (Writes in collaboration with Will Glickman, q.v.)

***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) Gulden Serenders, 1939-40 (Gulden's Mustard, NBC Red and Blue); Jack

PROFESSIONAL RECORDS—Continued

- Berch & His Boys, 1938-39 (Sweetheart Soap, NBC Blue); Hobby Lobby, 1938-39 (Fels Naptha Soap Chips, NBC Blue); Informal Talks by Mrs. Roosevelt, 1940 (Manhattan Soap, NBC Red and Blue); transcriptions for Gruen Watch, Dr. Pepper, Imperial Tobacco, Gulf Spray, Texaco Gasoline. (V) Hotel engagement with own "Electric Orchestra." Musak recordings.
- ***GEBHART, LEE.** Script writer. (R) Ma Perkins (P & G, NBC Red and Blue, CBS); Brenda Curtis, 1939 to Jan., 1940 (Campbell Soup, CBS).
- GEIGER, MILTON.** Writer. Born New York City, Dec. 29, 1907; e. Western Reserve University, Cleveland (Ph.C. degree); m. Dorothy G. Geiger. His first script was accepted for the Columbia Workshop in 1936, and the next two by Rudy Vallee. (R) Fleischmann Hour, 1936; Royal Gelatin Hour, 1937-38; Royal Desserts Program, 1938-39 (all Standard Brands, NBC Red); Chase & Sanborn Hour, 1936-39 (Standard Brands, NBC Red); Good News of 1938 and '39 (General Foods, NBC Red); The Circle, 1939 (Kellogg Co., NBC Red); Texaco Star Theatre, 1939 (Texas Co., CBS); Woodbury's Hollywood Playhouse, 1940 (Jergens-Woodbury Sales, NBC Blue). Twilight Shore named as best sketch of the year in Best Broadcasts of 1938-39; One Special for Doc broadcast 6 times on networks in America, Paris, Normandy, London and Luxemburg, and published in Max Wylie's Radio Writing and in Adventures in Appreciation; In the Fog selected as best sketch of year in Best Broadcasts of 1939-40.
- GEORGE, EARL.** Actor, announcer, narrator. Born Donora, Pa., Feb. 18, 1912; h. 5 ft. 8 in.; w. 145; brown hair and eyes; e. University of Chicago, University of Pittsburgh, and John Marshall Law School. First radio appearance in September, 1936, following audition for the Ma Perkins program. (R) Ma Perkins, 1938-40 (P & G, NBC Red); Mortimer Gooch, 1936-37 (Wm. Wrigley, Jr., Co., CBS); Modern Cinderella, 1937-37 (P and G, CBS); Manhattan Mother, 1937-39 (P & G, CBS); Curtain Time, 1937-39 (General Mills, Mutual); Vic & Sade, 1938 (P & G, NBC Red and Blue); Girl Alone, 1938-39 (Quaker Oats, NBC Red); Don Winslow of the Navy, 1938-39 (Kellogg Co., NBC Blue); Backstage Wife, 1938-39 (Dr. Lyon's Toothpowder, NBC Red); Houseboat Hannah, 1938-40 (P & G, Red, previously also on the Blue); Story of Mary Marlin, 1938-40 (P & G, NBC Red and Blue); Inside Story, 1939 (Ralston Purina, NBC Blue); Uncle Ezra, 1939 (Alka-Seltzer, NBC Red); True or False, 1939-40 (J. B. Williams Co., NBC Blue); Adventures of Tom Mix, 1939-40 (Ralston Purina, NBC Blue); transcriptions; others, not current. (F) Shorts, commercials. (L) Stock, 1932-36 (f).
- ***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 Cellulose Cotton for Kleenex, NBC Red); Lux Radio Theatre, 1938 (Lever Bros. for Lux, CBS); One Man Theatre, 1940 (D. Ghiradelli & Co., CBS Pacific). (F) M-G-M, Hal Roach (f). (L) West Coast productions, as actor, 1933, '34.
- GERRARD, CHARLES.** Actor, writer. Born in North Dakota; h. 5 ft. 10 in.; w. 162; brown hair, green eyes; e. college graduate (Doctor of Dental Surgery). Short story author. Started radio work 10 years ago. (R) Hollywood Playhouse, 1937 (Jergens-Woodbury Sales, NBC Blue); Hawthorne House, 1938-40 (Wesson Oil & Snowdrift Sales, NBC Red); Death Valley Days, 1938 (Pacific Coast Borax, NBC Red); Woman's Magazine of the Air, currently (Sperry Flour, NBC Pacific Red); Mine to Cherish, currently (Albers Bros. Milling, Pacific Coast); others, including participating shows. (L) Stock.
- GERSON, BETTY LOU.** Actress (leads). Born Chattanooga, Tenn., April 20, 1914; h. 5 ft. 4¾ in.; w. 109; brown hair and eyes; e. Laulie Compton Seminary, Birmingham, Miss Harris School, Miami, and Goodman School, Chicago; m. Joseph T. Ainley, radio director of Aubrey, Moore & Wallace, Chicago. First radio appearance in 1934 following an NBC audition. (R) First Nighter, 1935-36 (Campana Sales, NBC Red); Grand Hotel, 1937-40 (Campana Sales Co., NBC Blue, 1937-38; CBS, 1939-40); 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, 1938-40 (General Mills, NBC Red and Blue); Road of Life, 1938-39 (Procter & Gamble, NBC Red, CBS); Midstream, 1939-40 (P & G, NBC Red); others.

PROFESSIONAL RECORDS—Continued

GIBNEY, HAL (Harold T.). Announcer, NBC, Hollywood. Born Woodland, Calif., Aug. 26, 1911; h. 6 ft.; w. 170; brown hair and eyes. Joined KTAB (now KSFO), San Francisco, as staff announcer in 1931, remaining three years; one year with KGW, Portland, following which he joined NBC, San Francisco; transferred to the Hollywood division in 1939. (R) House of Melody, 1937-38 (Bank of America, NBC Pacific Blue); Winning the West, 1937-38 (Occidental Life Insurance Co. of Calif., NBC Pacific Red); Hawthorne House, 1937-39 (Wesson Oil & Snowdrift, NBC Pacific Red); Standard Symphony, 1938-39 (Standard Oil of Calif., NBC Pacific Red); Magic Key of RCA, 2 appearances in 1939 (Radio Corp. of America, NBC Blue); Dr. I. Q., 1940 (Mars, Inc., NBC Red); Welch Presents Irene Rich, 1940 (Welch Grape Juice, NBC Blue). (V) Theatre appearances.

GIBSON, JOHN. Actor (light comedy, character, straight). Born Oakland, Calif., June 29, 1905; h. 6 ft.; w. 165; brown hair, blue eyes; e. University High School, Oakland; m. Alice Deshon. Entered radio about 1925, appearing gratis in various plays; about nine years ago, he obtained a role in a recorded series. Has appeared in over 3,500 live broadcasts and recordings on a free lance basis; has also written 120 scripts for various programs. (R) Hollywood Hotel, 1935-38 (Campbell Soup, CBS); Jell-O Program Starring Jack Benny, 1936 (General Foods, NBC Red); First Nighter, 1936 (Campana Sales, NBC Red); Lux Radio Theatre, 1936-38 (Lever Bros., CBS); Fibber McGee & Molly, 1936-38 (S. C. Johnson & Son, NBC Red); Signal Carnival, 1936-40 (Signal Oil, NBC Red); Big Town, 1936-40 (Lever Bros., CBS); Silver Theatre, 1937-38 (International Silver, CBS); Hollywood Playhouse, 1937-39 (Jergens-Woodbury, NBC Blue); Scattergood Baines, 1938 (Wm. Wrigley, Jr., Co., CBS); Welch Presents Irene Rich, 1938-39 (Welch Grape Juice, NBC Blue); One Man's Family, 1939 (Standard Brands, NBC Red); Your Hit Parade, 1940 (American Tobacco, CBS). (F) Shorts. (L) Stock on Pacific Coast, 5 years (f).

GILBERT, JANICE. Juvenile dramatic actress. Born New York City, Sept. 13, 1923; brown hair, grey-blue eyes; e. Professional Children's School. Had early ambitions for a stage career, and took active part in school and community productions; radio debut at NBC a little over 6 years ago. (R) The O'Neills,

1935-40 (Procter & Gamble for Ivory Soap, NBC Red and Blue); Famous Actors' Guild Presents Second Husband, 1937-40 (Bayer Aspirin, CBS); Hilltop House, 1937-40 (Colgate-Palmolive-Peet for Palmolive Soap, CBS). Has also appeared with Floyd Gibbons, Kate Smith, Ken Murray and others; and on numerous programs including Death Valley Days, Home Sweet Home, Renfrew of the Mounted, True Adventures, Personal Column of the Air, and various other programs.

***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, Fanny Brice, Dick Powell, Parkyakarkus, Beatrice Lillie, Ethel Barrymore, Leslie Howard, Ruth Etting and others. (L).

GILLETTE, LEE (Leland J.) Announcer; singer with the **Four Notes**. Born Indianapolis, Ind., Oct. 30, 1915; son of Ruth K. Gillette, pianist and composer; h. 5 ft. 9 in.; w. 161; brown hair and eyes; e. Hyde Park and Bowen High Schools, RCA Institute and University of Illinois; m. Edythe Gillette, member of the Ozark Trio. Radio editor of the South Chicago Comet, 1930. First radio appearance with the Campus Trio via WSBC, Chicago, in January, 1933; announcer for various Chicago stations, 1934-38; member of the Four Notes since 1936. Also writes some scripts and produces musical transcriptions. (R) Fibber McGee & Molly, 1938-39 (S. C. Johnson & Son, NBC Red). Lady Esther Serenade (with the Campus Trio), 1934 (Lady Esther, Ltd., NBC Red); Thirty Minutes in Hollywood, 1937 (regional sponsors, Mutual). (LS) Rhythm at Noon, 1936-37 (Dodge Motors, WBBM, Chicago). (GA) Studebaker Champions (Studebaker Motors, NBC Red). (V) Theatre and hotel appearances with the Campus Trio, 1934-35; theatre appearances with the Four Notes, 1938 and '40. (PR) RCA Victor, with the Campus Trio.

GILMAN, LUCY. Juvenile actress. Born Chicago, Ill., March 4, 1925; red hair, blue eyes. Sister of Toni Gilman, and daughter of Harry K. Gilman, actor and radio director. Has appeared in numerous radio programs since early childhood; when playing her first radio roles she was so young that her script cues were marked with pictures. (R) Attorney-at-Law (S. C. Johnson & Son,

PROFESSIONAL RECORDS—Continued

- Inc., NBC Blue); Junior Nurse Corps (Swift & Co., NBC Blue); One Man's Family (Standard Brands for Tender Leaf Tea, NBC Red); Right to Happiness (P & G, successively NBC Blue, CBS).
- GILMAN, PAGE.** Actor, Born San Francisco, Calif., April 18, 1918; h. 5 ft. 10 in.; w. 155; brown hair and eyes; father is Don E. Gilman, NBC vice-president; e. San Francisco public schools and Stanford University (class of '38); m. Jean Gilman. Also engaged in radio writing; doing research in ichthyology. Member, Hammer & Coffin (national humor society). First radio appearance in 1927 when he was given a juvenile role. (R) Memory Lane, 1927-35 (General Petroleum, NBC Red); One Man's Family, 1932-40 (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 (Antonia M.).** Dramatic actress. Born Chicago, Ill., June 2, 1920; h. 5 ft. 5 in.; black hair and eyes; e. St. Jerome's Convent School. Sister of Lucy Gilman, radio actress, and daughter of Harry K. Gilman, actor and radio director. Irna Phillips, radio author, gave her a role in a special Christmas program after hearing one of her recitations. Has subsequently appeared in many radio roles, as well as in stock and other theatricals. (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); Life Begins, 1940 (Campbell Soup, CBS); others. (L) Stock; Let Freedom Ring, 1936; Moon Over Mulberry Street, 1937 (f). (V).
- GILMORE, ARTHUR W.** Announcer. Born Tacoma, Wash., March 18, 1912; h. 6 ft. 2½ in.; w. 210; light brown hair, blue eyes; e. College of Puget Sound, and Washington State College; m. Grace W. Gilmore. Originally a singer; made first radio appearance in 1934. (R) Dr. Christian, 1937-40 (Chesebrough Mfg. Co., CBS); Adventures of Dr. Hunt, 1940 (Albers Bros. Milling Co., CBS Pacific Network); Dealer in Dreams, 1940 (Los Angeles Soap Co., CBS Pacific Network).
- GIRARD, ARMAND.** Announcer, singer. Born Clyde, Kans., of French-Canadian parents. First professional singing engagement at the age of 18, and since then has sung in churches, on the concert platform and in vaudeville. First radio appearance about 16 years ago; joined the NBC staff on the Pacific Coast in 1930. Since that time has appeared on many programs as soloist and also as a member of the Rounders and the Knickerbocker Quartet. (R) Woman's Magazine of the Air, 1930-40 (participating, NBC Pacific Red); Good Morning Tonite (Albers Bros. Milling, NBC Pacific Red); others. (L) Concert appearances.
- GIRLS OF THE GOLDEN WEST.** See Millie & Dolly Good.
- GLEN, IRMA (Irma G. Becklenberg).** Chief staff organist, NBC Chicago. Born Chicago, Ill., Aug. 3, 1908; h. 5 ft. 5 in.; w. 128; brown hair, hazel eyes; e. Senn High School and American Conservatory (Bachelor's Degree in Music); m. Lawrence Salerno, radio baritone. Began study of piano at the age of eight, and at 14 was signed for a vaudeville engagement. Organized the Melody Maids, own all-girl orchestra, at 15 and was billed as the world's youngest orchestra leader; the following year took her group to South America. First radio appearance via KYW, Chicago, in 1922; in 1927 she joined WENR, Chicago. Since that time, she has appeared in over 10,000 programs, principally as an organist, but also as featured player and story-teller. (R) Beautiful Thoughts, 1931-32 (Montgomery Ward, NBC Blue); Galaxy of Stars, 1933-34 (Red Star Yeast, NBC Red); Little Orphan Annie, 1933-39 (Ovaltine, NBC Red); Irma Glen's Lovable Music, 1934-36 (anonymously sponsored); Vic & Sade, 1937-38 (P & G, NBC Red and Blue); Bob Becker's Chats about Dogs, 1937-40 (Red Heart Dog Food, NBC Red); Ma Perkins, 1938-39 (P & G, NBC Red); Smilin' Ed McConnell, 1936-40 (Acme White Lead & Color Works, 1936-40, NBC Blue; Air Conditioning Training Corp., 1939, NBC Blue); Girl Alone, 1938-40 (Quaker Oats, NBC Red); Houseboat Hannah, 1938-39 (P & G, NBC Blue); Don Wilson of the Navy, 1938-39 (Kellogg Co., NBC Blue); Kitty Keene, Inc., 1938-39 (P & G, NBC Red); We, the Wives, 1939 (Quaker Oats, NBC Red). (L) Ingenue roles in musical comedy stock, at 16 (f). (V) Tour, at 14; 8-week engagement in Buenos Aires theatre with all-girl orchestra at 16; theatre appearances. Also gives lecture recitals and concerts; many of the compositions are

PROFESSIONAL RECORDS—Continued

her own, some of which have been published. (Chief staff organist, NBC Chicago, past 9 years).

***GLENN, WILFRED.** Singer (**Revelers Quartet**). (R) Cities Service Concert, 1933-38 (Cities Service, NBC Red); R & R Entertainers, currently (Richardson & Robbins, NBC Red and Blue).

GLICKMAN, WILL. Writer. Born Brooklyn, N. Y., March 7, 1910; e. University of Alabama (A.B. degree, 1933). Entered radio in 1934, as assistant to Billy K. Wells, creator of Baron Munchausen. (R) Hammerstein Music Hall, 1936-37 (Kolynos, 1936, CBS and NBC Red; Anacin, 1937, CBS); Magic Key of RCA, 1939 (Radio Corp. of America, NBC Blue); Gang Busters, 1939 (Colgate-Palmolive-Peet, CBS); Quixie Doodle Contest, 1939-40 (Mennen Co., Mutual); Abbott & Costello on Kate Smith Hour, 1940 (General Foods, CBS). (All, with the exception of Hammerstein Music Hall, written in collaboration with Alan Garry).

GODFREY, ARTHUR M. Singing comedian. M. C. Born New York City, Aug. 31, 1903; h. 5 ft. 11 in.; w. 175; auburn hair, blue eyes; e. Hasbrouck High School, Hasbrouck Heights, N. J.; m. Mary Bourke Godfrey; one son, Richard, 10 (by former marriage). Formerly U. S. Coast Guard radio engineer; played piano and banjo as hobby, making first radio appearance on an amateur show via WFBR, Baltimore, in October, 1929; got a commercial immediately, resigned from Coast Guard, and has remained in radio, in the past several years with WJSV, Washington, D. C. Also columnist, Washington Daily News and Lt. Comm., U. S. Naval Reserve. (R) Chesterfield Program, 1934 (Liggett & Myers Tobacco, CBS); Professor Quiz, 1937 (Nash-Kelvinator, CBS); Arthur Godfrey, 1937-40 (Barbasol, 1937-38, Mutual; Barbasol, 1938, CBS; Cremo Cigars, 1938, CBS; Carnation Milk, 1939-40, Mutual; transcriptions, 1940, for Union Leader Smoking Tobacco); Sun Dial, since 1934 (participating, WJSV, Washington). (V) Personal appearances. (PR) Decca.

GODDARD, DON. News commentator. Born Binghamton, N. Y., July 5, 1904; h. 5 ft. 8 in.; w. 162; greying brown hair, brown eyes; e. Princeton; m. Adele Goddard; three children, Marilu, 9, Donnie, 6, and Susan, 4. Spent 12 years in newspaper work, starting on the old New York World. Worked on the side as commentator as far back as 1928. Turned to radio exclusively in 1936. (R) Good-year Farm Radio News, 1938 (Goodyear

Tire & Rubber, NBC Blue); also news for Peter Paul Candy, 1939; S. B. Thomas Bakers, 1939-40; American Chicle Co., 1940.

GOFF, NORRIS. Abner of "Lum and Abner," rural characters. Born Cove, Ark., May 30, 1906; h. 5 ft. 8 in.; w. 160; light brown hair, blue eyes; e. University of Oklahoma; m. Elizabeth Bullion Goff; two children, Gary 6, and Gretchen, 2. Entire radio career has been with Chester Lauck in Lum and Abner characterizations. The association began in Mena, Ark., where both were in business, when they teamed up in local entertainments, playing blackface and portraying rural Ozark characters. In 1931 they played in a campaign to raise funds for homeless and destitute people stranded by a recent flood. As a result they made their first appearance as amateurs via KTHS, Hot Springs, April 26, 1931; signed for commercial series by Quaker Oats the same year. (R) 1931 (Quaker Oats, NBC Red); 1932-33 (Ford Motor Co., NBC Red); 1934-38 (Horlick's Malted Milk, NBC Blue); March, 1938, to March, 1940 (General Foods for Postum, CBS). (V) Personal appearances.

***GOLDEN, FLORENCE.** Actress (dramatic leads, ingenue). (R) The Life of Mary Sothern, 1934-38 (Lehn & Fink, CBS); Famous Jury Trials, 1936 (Mennen Co., Mutual); House Undivided, 1937 (General Foods, Mutual); This Days Is Ours, 1938-40 (P & G, successively CBS and NBC Blue); 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).

GOLDSMITH, CLIFFORD. Writer. Born East Aurora, N. Y., March 29, 1899; e. Moses Brown Preparatory School, and American Academy of Dramatic Art; m. Kathryn A. Goldsmith; three sons. In 1938 his play 'What a Life' was produced on Broadway, following which Rudy Vallee asked him to make excerpts of it for the Vallee program; this led to the creation of the Aldrich Family radio series which, like the original play, has Henry Aldrich (Ezra Stone) as central character. (R) Royal Desserts Program, 1938 (two programs) (Standard Brands, NBC Red); Kate Smith's Variety Hour, 1938-39 (General Foods, CBS); Aldrich Family, 1939-40 (General Foods, NBC Blue, previously NBC Red). (F) Writer for Paramount. (L) Author of What a Life, 1938.

GOLDSTEIN, CHARLES J. Singer (Four

PROFESSIONAL RECORDS—Continued

Modernaires). Born Buffalo, N. Y., Sept. 20, 1914; h. 6 ft.; w. 200; brown hair and eyes; e. Lafayette high and University of Buffalo; m. Ruth Sobel; one daughter, Paula S. First radio appearance when the quartet joined the Buffalo Broadcasting Corp. (WGR, WKBW) while still attending high school. (R) Baker's Broadcast, 1933 (Standard Brands, NBC Blue); Hollywood Hotel, 1934 (Campbell Soup, CBS); Eddie Cantor, 1935 (Pebeco Toothpaste, CBS); Refreshment Time, 1935 (Coca-Cola, CBS); Harry Reser and The Clicquot Club Eskimos, 1935 (Clicquot Club Beverages, CBS); Fred Waring and His Pennsylvanians, 1936 (Ford Motors, NBC Blue); Chesterfield Program, 1938-39 (Liggett & Myers, CBS). (F) Shorts. (L) Walk With Music, 1940 (f). (V) Appearances with the Paul Whiteman orchestra, two years. (PR) Decca records. (Also song writer.)

GOLENPAUL, DAN. Producer, director, writer. Born New York City, June 3, 1900; m. Ann Golenpaul, partner in his radio business. Author of the book *Information, Please*; producer of film shorts of the same name. (R) *Information, Please*, since May 17, 1938 (Canada Dry Ginger Ale Co. since Nov. 15, 1938 previously sustaining, NBC Blue).

GOO CHONG, PETER (Peter Chong). Actor (Oriental character and comedy). Born Jersey City, N. J., Dec. 2, 1898; h. 5 ft. 6 in.; w. 140; black hair, dark brown eyes; e. by private tutor. Began making radio appearances in 1929. Also engages in modeling, music arranging and lecturing. (R) *Collier's Radio Hour*, 1929 (Crowell Publishing Co., NBC Blue); *Packard Hour*, 1931 (Packard Motors, NBC Blue); *March of Time*, 1934 (*Time* magazine, CBS); *Five Star Theatre*, 1933 (Standard Oil of New Jersey, NBC Blue); Eddie Cantor, 1935 (Lehn & Fink for Pebeco, CBS); 20,000 Years in Sing Sing, 1936 (Wm. R. Warner for Sloan's Liniment, NBC Red); *This Day is Ours*, 1938-39 (P & G, CBS); *Short, Short Story*, 1940 (Campbell Soup, CBS). (F) *Columbia*, *Paramount*, *Paragon*, *Pathe*, *Prince*; shorts. (L) *12 Miles Out*, 1925; *Hit the Deck*, 1926; *Fast Life*, 1928; *These Few Ashes*, 1928; *House Unguarded*, 1929; *Inspector Kennedy*, 1930; *As You Desire Me*, 1931; *Borderland*, 1932; *Jamboree*, 1932; *The Bridge of Distances*, 1933; *Hotel Alimony*, 1934; *Petticoat Fever*, 1935; *First Lady (on tour)*, 1936-37; *Run Sheep Run*, 1938; *They Knew What They Wanted (revival)*, 1939. (V) *Sojin*, 1931; *Yong & Chong*, 1932.

***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 Tobacco, Mutual).

GOODMAN, BENNY. Orchestra leader. Born Chicago, Ill., May 30, 1909; h. 6 ft.; brown hair and eyes. Began taking clarinet lessons at the age of 10, and played in a children's orchestra at Hull House; at 11, he was a member of the pit orchestra of the Chicago Theatre. Later he joined a 5-piece band on a Lake Michigan excursion steamer, then became a member of Jules Herbuveaux' orchestra. While a student at Lewis Institute, Chicago, he played in Arnold Johnson's orchestra in a night club, and was later a featured member of bands directed by Ben Pollock, Ted Lewis and Paul Whiteman. Organized his own orchestra in July, 1934, and played his first engagement at Billy Rose's Music Hall, New York; the following year he was signed for a commercial dance program over NBC. (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); *Chesterfield Present Fred Waring in Pleasure Time*, 1939-40 (Liggett & Myers, NBC Red).

***GOODRICH, THOMAS**. Script writer. (R) *Valiant Lady*, 1938-40 (General Mills, Inc., successively CBS and NBC Red and Blue).

GOODWIN, BILL (William N.) Announcer, actor. Born San Francisco, Calif., July 28, 1910; h. 6 ft. 1 in.; w. 180; brown hair, hazel eyes; m. Philippa Hilbere, actress and dancer; one child, Jill, less than a year old. First radio appearance in 1930 via KFBK, Sacramento. (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

PROFESSIONAL RECORDS—Continued

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); Al Pearce & His Gang, 1939 (General Foods, NBC Red); Blondie, 1939-40 (R. J. Reynolds Tobacco Co., CBS); Pepsodent Program Starring Bob Hope, 1938-40 (Pepsodent Co., NBC Red); Burns and Allen, 1938-39 (Chesterfield Cigarettes, CBS); others including transcriptions. (L) Stock, 1930-31. (V) Theatre appearances.

GORDON, BERT (The Mad Russian). Comedian. Born New York City, April 8, 1900; h. 5 ft. 7 in.; w. 140; brown hair and eyes. Vaudeville comedian since 1914; first radio appearances with Eddie Cantor and Jack Benny. (R) Eddie Cantor's Camel Caravan, 1938-39 (R. J. Reynolds Tobacco, CBS); currently, Tip Top Show (Ward Baking, NBC Blue). (GA) Jack Benny program (General Foods for Jello-O, NBC Red); Rudy Vallee program (Standard Brands, NBC Red); Original Community Sing (Gillette Safety Razor, CBS); Quaker Party (Quaker Oats, NBC Red). (L) George White's Scandals, 1921. (V) Desperate Sam, Bert & Harry Gordon (first act, 1914); theatre appearances.

***GORDON, DON.** Announcer, actor. (R) Jenny Peabody, 1937-38 (F & F Cough Syrup, CBS); Curtain Time, 1938 to Jan. 1939 (General Mills, Mutual); Painted Dreams, 1940 (P & G, NBC Blue). (LS) Allis-Chalmers, Northwestern Yeast, Ralston Purina; WLS, Chicago. (Part-time staff member, WGN, Chicago.)

***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 (Harold L. Hollingsworth). Tenor. Born Lincoln, Nebr., Oct. 20, 1906; h. 5 ft. 8½ in.; w. 160; brown hair, blue eyes; e. University of Nebraska (A.B., B.F.A. degrees), Northwestern University and Columbia University (M.A. degree); member, Phi Tau Theta and Phi Mu Alpha. For several years he was a professor of singing and

courses leading to a college degree in Public School Music Teaching; director of college glee clubs and Acapella Choir, and of the college church choirs at Mount Union College, Alliance, O. First radio appearance was as a member of a college quartet, while a freshman at University of Nebraska in 1928 (via KFAB, Lincoln. (R) Member of chorus, Cities Service Concert, 1937-40 (Cities Service, NBC Red); member of chorus, Voice of Firestone, 1937 (Firestone Tire & Rubber Co., NBC Red); Fun in Swing-time, 1937 (Admiracion Shampoo, Mutual); Seth Parker, 1938-39 (Vick Chemical Co., NBC Blue), member of Norsemen Quartet, Enna Jettick Melodies, 1939 (Dunn & McCarthy, NBC Red); Norsemen Quartet, 1938-40 (sustaining, NBC Red and Blue). (GA) Hammerstein Music Hall, 1936 (Kolynos Toothpaste, CBS); Town Hall Tonight, 1937 (Bristol-Myers, NBC Red); Death Valley Days, 1939 (Pacific Coast Borax, NBC Red). (LS) Your Personal Program, 1936 (Personal Finance Co., WJZ, N. Y.); Admiracion Review, 1937 (Admiracion Shampoo, WOR, N. Y.); also transcriptions. (F) Warner Bros. shorts. (V) Two theatres, as result of winning WHN amateur contest.

***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. Production director for Ruthrauff & Ryan. Born East Orange, N. J., Sept. 22, 1910; e. Virginia Military Institute; m. Nan Gordon; one daughter, Whitney Ann. First radio work via Ruthrauff & Ryan eight years ago. (R) Major Bowes Amateur Hour, 1936-40 (Chrysler, CBS); Prof. Quiz, 1938-39 (Noxzema Chemical Co., CBS); Lanny Ross Program, 1939-40 (Campbell Soup, CBS); also various local programs.

GORDON, RICHARD. Character actor (leads). Born Bridgeport, Conn., Oct. 25, 1882; h. 6 ft.; w. 185; dark brown hair touched with grey, hazel eyes; e. public schools in Bridgeport and American Academy of Dramatic Arts; m. Emily Ann Wellman, actress; two children, Paula and Robert. First professional appearance in Her Lord and Master in 1902, the year he graduated from the Academy of Dramatic Arts. Has subsequently played many legit roles, his most recent appearance being in The Fabulous Invalid, 1938. At one time had his own stock company, and made a vaudeville tour with Miss Wellman (now Mrs. Gordon). First radio appearance

PROFESSIONAL RECORDS—Continued

- about 1930. (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., 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, 1939-40 (Dr. Lyon's Toothpowder, NBC Blue); Hilda Hope, M.D., 1939-40 (Wheatena, NBC Red); currently: Your Family and Mine (Sealtest, CBS); Myrt & Marge (Colgate-Palmolive-Peet, CBS); Joyce Jordan, Girl Interne (General Foods, CBS); Aunt Jenny's Real Life Stories (Lever Bros., CBS); Big Sister (Lever Bros., CBS); Lincoln Highway (Hecker Products, NBC Red); Our Gal Sunday (Anacin, CBS); Hilltop House (Colgate-Palmolive-Peet, CBS); Strange as It Seems (Colgate-Palmolive-Peet, CBS); Sky Blazers (Continental Baking, CBS). (F) Shorts. (L) Old Jed Prouty, 1902; College Widow, 1904; The Wolf, 1910; The Winning of Barbara Worth, 1915; A Voice in the Dark, 1920; The Actor's Wife, 1922; The Wasps Nest, 1928; Behold the Bridegroom, 1929; many others, from 1902 to 1930, including his own stock company. (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).
- GOSDEN, FREEMAN F.** Actor, comedian ("Amos" of *Amos 'n' Andy*). Born Richmond, Va., May 5, 1899; blonde hair, blue eyes. Became acquainted with Charles Correll (Andy) in 1920 through amateur theatricals. Before forming radio's first comedy team, they sang for months over a Chicago station and made records. In 1926 originated a blackface character act called Sam 'n' Henry. Two years later they switched to WGN and decided, on the way to their first broadcast, to call themselves Amos 'n' Andy. In the summer of 1929 they were signed by Pepsodent for their first network commercial. (R) Amos 'n' Andy, since 1929 (Pepsodent, NBC Red, Aug., 1929, to Dec., 1937; Campbell Soup, since Jan. 1, 1938, NBC Red to March, 1939, when it shifted to CBS). (F) RKO, Paramount (s). (L) Amateur theatricals. (PR).
- GOSS, JAMES.** Dramatic actor (heavy, dialects). Born Chicago, Ill., Nov. 11, 1897; h. 6 ft. 1½ in.; w. 225; dark hair, blue eyes; e. St. Mary, Leavenworth, Kans., Bush and Chicago conservatories of music, and private study in France and Italy; one daughter (by divorced wife), Sandra, 12. Entered radio after film and legit experience in 1931. (R) Jack Armstrong, 1934-40 (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 Herenden 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 (David T. Flickwir).** Actor, announcer, narrator. Born Beardstown, Ill., Jan. 14, 1911; h. 6 ft.; w. 168; light brown hair, blue eyes; e. high school in Los Angeles. Appeared for a time with the Hollywood Playcrafters and the Beverly Hills Community Playhouse. Became interested in radio and hitchhiked to Chicago where he got his first radio job, as announcer, in 1932. He later joined a marionette company, but returned to radio in 1934. (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.); Name Three, 1939-40 (Philip Morris & Co., Mutual); Light of the World, 1940 (General Mills, NBC Red and Blue); The O'Neills, currently (P & G, NBC Red).
- GOTTSCHALK, NORMAN.** Character and dialect actor. Born Chicago, Ill., Oct. 9, 1905; h. 5 ft. 10½ in.; w. 150; black hair, brown eyes; e. University of Illinois, De Paul University School of Drama; m.

PROFESSIONAL RECORDS—Continued

Florence Gottschalk; one daughter, Kathleen Anne, 1. A onetime stationary engineer, and later a salesman, he became a barker at Chicago's Century of Progress Exposition; at this time (1934) he auditioned for WLW, Cincinnati, and via this method made his first radio appearance. (R) *Backstage Wife*, 1935-40 (R. L. Watkins Co., NBC Red); *Houseboat Hannah*, 1936-40 (P & G, NBC Red); *Jack Armstrong*, 1936-37 (General Mills, NBC Red); *Molly of the Movies*, 1936-37 (Wander Co., Mutual); *Painted Dreams*, 1936-37 (Sterling Products for Cal-Aspirin, Mutual); *Life of Mary Sothern*, 1937-38 (Lehn & Fink, CBS); has also appeared on *Betty & Bob*; *Myrt & Marge*; *Little Orphan Annie*; *Kitty Keene*, Inc.; *Curtain Time*; others.

GOULD, MITZI. Dramatic actress. Born New York City, July 22, 1915; h. 5 ft. 3 in.; w. 110; brown hair, green eyes; e. P. S. 115, George Washington High School, New York University (A.B. degree), and Columbia University; m. Walter K. Pick. Once vocalist with an orchestra (1935-36), and puppeteer with Bill Baird's marionette show (1936-37); first radio appearance in March, 1936, as result of CBS audition (made at the insistence of theatrical friends). (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); *Headlines*, 1939 (local sponsors, Mutual); *True Story Time*, 1939 (Macfadden Publications, NBC Blue); *Believe It or Not*, 1939 (General Foods, NBC Red); *Myrt & Marge*, 1939 (Colgate-Palmolive-Peet for Super Suds, CBS); *Parker Family*, 1939 (Andrew Jergens Co. for Woodbury, CBS and NBC Blue); *Thunder Over Paradise*, 1939-40 (C. F. Mueller Co., NBC Blue); *Life Can Be Beautiful*, 1939-40 (P & G for Ivory, CBS); *Grand Central Station* (Lambert for Listerine, CBS). (L) *Fools Rush In*, 1934; *Preface to Love*, 1935; *French Theatre*, 1936.

GRAHAM, FRANK. Actor, announcer, commentator, CBS, Hollywood. Born Detroit, Mich., Nov. 22, 1911; son of Ethel Briggs, lyric soprano in light opera; h. 5 ft. 7 in.; w. 125; brown hair. blue eyes; m. Dorothy Graham. Together with his wife, he founded the Rockcliff School of Theatre and Radio in Spokane, Wash., in 1935. First radio appearance in 1931, when repertory company with which he

was acting was contracted for several regional network commercials; started as announcer with KHQ-KGA, Spokane, in 1935. (R) As announcer: *Fray & Braggiotti*, 1937-38 (Loxol, CBS); *People's Vote*, 1938-39 (Mennen Co., CBS); *Headlines on Parade*, 1938-39 (Euclid Candy, CBS); *Dealer in Dreams*, 1939 (White King Soap, CBS); actor in 2 one-man shows: *Return to Romance*, 1939-40 (Colonial Dames cosmetics, CBS) and *One Man Theatre*, 1940 (Ghirardelli & Co., CBS). (F) *Shorts*. (L).

GRAHAM, ROSS. Baritone. Born Hot Springs, Ark., Aug. 8, 1907, son of an evangelistic singer; h. 6 ft. 2 in.; w. 198; blonde hair, grey eyes; e. high school. First radio appearance as an amateur over KTHS, Hot Springs; later won a place in the Atwater Kent National Finals and was brought to New York by Roxy in 1933. Concert, oratorio and opera singer, symphony soloist. Honorary colonel, staff of the governor of Georgia; deputy sheriff, Queens Co., N. Y. (R) *Cities Service Concert*, since March, 1935 (Cities Service, NBC Red); formerly on the Maxwell House Show Boat (Maxwell House Coffee, NBC Red); soloist with NBC Symphony Orchestra. (GA) *Programs for Chevrolet*, *Palmolive Soap*, *Consolidated Edison* and others. (L) *Opera and concerts*; soloist, *Norfolk Symphony Orchestra*. (V) *Theatre appearances*.

GRANBY, JOSEPH. Dramatic actor. Born Boston, Mass., March 15, 1885; h. 5 ft. 10 in.; w. 160; black hair, brown eyes. First radio appearance in 1928 as result of 23 years of theatrical work. (R) *Renfrew of the Mounted* (Continental Baking, CBS); *Jane Arden* (Ward Baking Co., NBC Blue); *Lorenzo Jones* (Chas. H. Phillips Chemical Co., NBC Red); *Life and Love of Dr. Susan* (Lever Bros., CBS); *Strange as It Seems* (Colgate-Palmolive-Peet, CBS); *Believe It or Not* (Nehi Corp., CBS); *Adventures of Sherlock Holmes*, 1939-40 (Grove Laboratories, NBC Blue); *This Day Is Ours*, 1939-40 (P & G, NBC Blue, previously CBS). (V) *The Purple Poppy*, 1918-19. (L) *The Claw*, 1921; *Hurricane*, 1923; *Broadway*, 1927-28; *Hawk Island*, 1928; many others.

GRANT, ALLAN. Pianist, composer. Born Newcastle-On-Tyne, England, July 2, 1892; h. 5 ft. 5½ in.; graying hair, gray eyes; e. Balatka Music College, Chicago, and the Institute of Musical Art, New York. Son of Sarah Lewis, soprano of the Maurice Grau Opera Company. At the age of four his ability attracted the attention of Paderewski, at whose invi-

PROFESSIONAL RECORDS—Continued

tation he gave a piano concert in Cardiff, South Wales. Came to America with his parents the following year, and continued his musical studies. After many years on the concert stage and in symphony orchestras, he made his first radio appearance over KYW in 1923. (R) Story of Mary Marlin (P & G, NBC Red and Blue); others. (L) Concert appearances.

GRANT, JOHN. Script writer. Born Pittsburgh, Pa., Dec. 27, 1898; e. University of Pennsylvania; m. Dorothy Maye Grant; two daughters, Sarah Jane and Lillian, members of Billy Rose's Aquacade at the New York World's Fair. Entered radio four years ago with Abbott & Costello. (R) Material for Abbott & Costello: Kate Smith's Hour, 1937-40 (General Foods, CBS), and for their guest appearances on Quaker Party (Quaker Oats, NBC Red), Hobby Lobby (Fels & Co., NBC Blue), We, The People (General Foods, CBS) and Pursuit of Happiness (sustaining, CBS). (L) Going Up and Oh My Dear, 1920; Good News, 1927-29; New Moon, 1929-30; Take a Chance, 1932-33. (V) Circuit engagements, 1920-36.

***GRANT, KIRBY.** Singer (Signaleer Quartet). (R) Signal Carnival, currently (Signal Oil, NBC Pacific Red).

***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).

GRAUER, BEN. Announcer, M.C., news commentator, NBC, New York. Born Staten Island, N. Y., June 2, 1908; h. 5 ft. 7 in.; w. 150; brown hair and eyes; e. Townsend Harris Hall high school and College of the City of New York (B.S. degree, 1930). At college, he was dramatic critic of the school paper and editor-in-chief of the literary magazine; winner of the 1930 Sandham Prize for Extemporaneous Speaking. Appeared in a film at the age of eight, and was in show business until October, 1930, when he was signed as an NBC announcer following an audition. (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, 1938-40 (American Tobacco for Lucky Strike Cigarettes, NBC Red); For Men Only, 1938-39 (Bristol-Myers for Vitalis, NBC Red); True Story Time with Fulton Oursler, 1939 (Macfadden Publications, NBC Blue); Pot o' Gold, 1939 (Tums, NBC Red); What Would You Have Done? 1940 (Cummer Products, NBC Blue); Battle of the Sexes, 1940 (Cummer Products, NBC Red); News, 1940 (Manufacturers Trust Co., WEAf); Mr. District Attorney, 1940 (Bristol-Myers, NBC Red); Informal Talks by Mrs. Roosevelt, 1940 (Manhattan Soap, NBC Red). (F) D. W. Griffith, 1919; Fox, 1921-23 (f); Paramount short, April, 1940. (L) Penrod, 1918; Maytime, 1920; Florodora, 1923; The Bluebird, 1925; Processional (Theatre Guild production). (V) Theatre appearances; M.C. of NBC Radio Revue, 1937.

GREEN, JOHNNY (John Waldo Green). Composer, conductor, arranger, pianist, M.C. Born New York City, Oct. 10, 1908; h. 5 ft. 10¾ in.; w. 184; brown hair and eyes; e. Horace Mann School, New York Military Academy, Harvard University (A.B. degree, 1928); m. Betty Furness, actress; one daughter, Babette Sturtevant (Babs). Once a rehearsal piano player for Paramount Studios in New York, he made his first radio appearances via WEAf, New York, doing a single act, 1923. One time arranger for Guy Lombardo, Paul Whiteman, Vincent Lopez, and Hal Kemp. Composer of Body and Soul, I Cover the Waterfront,

PROFESSIONAL RECORDS—Continued

Coquette, and other melodies. Also one-time accompanist for Ethel Merman and James Melton. In 1933 he joined CBS, largely through the recommendations of Eddy Duchin and Lawrence Lowman (CBS vice-president), and has subsequently had an orchestra of his own. (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, 1939-40 (Philip Morris & Co., Ltd., NBC Red and CBS); Breezing Along, 1939-40 (Philip Morris, Mutual, later NBC Blue); Swingo, 1940 (Philip Morris, CBS). (F) Columbia (f); shorts; musical director for Paramount, Astoria, L. I., 1929-31. (L) Composed music for Three's a Crowd and Third Little Show. (V) Appearances with orchestra and with Ethel Merman, James Melton. (PR) Columbia, Brunswick.

GREENE, JOHN L. Writer. Born Buffalo, N. Y., Nov. 10, 1912; e. Duke University, Ohio State University and State University of Iowa (A.B. degree with certificate in journalism); m. Helen Odell. Former newspaper man and fiction writer. Began writing for radio in 1935. (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); dramatic spots for Chase & Sanborn Program, 1939 (Standard Brands, NBC Red); Grand Central Station, 1939 (Listerine products, CBS), Screen Actors Guild, 1940 (Gulf Oil, CBS), Dr. Christian, 1940 (Chesebrough Mfg., CBS). (LS) WOR, New York.

GREENE, MARIE. Coloratura swing singer (*Marie & Her Merry Men*), actress. Born Antrim, N. H., Sept. 6, 1916; h. 5 ft. 4 in.; w. 115; blonde hair, blue eyes; e. Santa Monica High School and Junior College; m. Paul A. Greene, radio engineer. First radio appearance in 1936. (R) Al Pearce & His Gang, 1939-40 (Hawaiian Pineapple Co., CBS); Al Pearce & His Gang, 1940 (R. J. Reynolds, CBS); Hobby Lobby, 1938 (Hudson Motor Car Co., CBS); Alec Templeton Time (Alka-Seltzer, NBC Red). (F) Universal (f). (PR) Columbia, Brunswick.

GREY, NAN. Actress. Born Houston, Tex., July 25, 1918; h. 5 ft. 5 in.; blonde hair, blue eyes; m. Jackie Westrope, jockey. Has appeared in films since 1935; first continuous radio work resulted after an audition for the role of Kathy in the serial *Those We Love*. (R) Lux Radio Theatre, 1937 (Lever Bros. for Lux Soap, CBS, *Those We Love*, 1938-40 (Lamont, Corliss for Pond's Creams, NBC Blue, 1938-39; Standard Brands, NBC Red, 1939-40). (F) Warner Bros., Universal (f). (V).

GRIFFIN, KEN. Dramatic actor. Born Enid, Okla., May 23, 1907; h. 6 ft.; brown hair; married. Studied radio engineering at Harvard. Became engineer at KDKA, Pittsburgh, but slipped into announcing in tests of ham programs there. Announcer for many stations before turning to acting in Chicago. (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). (L) Bits in Boston Repertory Theatre.

GRIFFIN, ROBERT E. Actor. Born Hutchinson, Kans., July 31, 1903; h. 5 ft. 11¾ in.; black hair; e. Hutchinson High School and University of Kansas (Beta Theta Pi); m. Margaret Fuller, radio actress. Entered radio as baritone in California in 1925, after several years of stage experience with the Pasadena Community Playhouse. (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.

GRIGGS, FERN. See *Three Little Words*.

***GRIGGS, JOHN.** Actor. (R) Smilin' Jack, 1939 (Sweets Co. of America, Mutual); Her Honor, Nancy James (Kleenex, CBS).

***GRIMES, JACK.** Actor. (R) Valiant Lady (General Mills, NBC Red and Blue); Billy & Betty (General Mills, CBS).

GROSS, WALTER. Pianist, conductor, composer, arranger; member of CBS New York staff. (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

PROFESSIONAL RECORDS—Continued

Satina, CBS); others, including Accent on Music, 1938; All-Gershwin Memorial Program, 1938; Saturday Night Swing Club, 1938-39 (sustaining, CBS); Tune Up Time, 1939-40 (Ethyl Gasoline, CBS); Your Hit Parade, 1939-40 (Lucky Strike, CBS); Take It or Leave It, 1940 (Eversharp, 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, RCA Victor. (Member CBS staff, past six years.)

GRUENBERG, AXEL. Production director, NBC, Chicago. Born Riga, Russia, Aug. 17, 1902; e. University of Illinois, Urbana; m. Esther Down Gruenberg; one son, Rudolph A., 3. Formerly high school dramatic director; joined staff of WWJ, Detroit, as production director in 1936. (R) The Story of Mary Marlin, 1939-40 (P & G for Ivory Soap and Snow, NBC Red and Blue); Girl Alone, 1939-40 (Quaker Oats, NBC Red); Cameos of New Orleans, 1939-40 (Illinois Central Railroad, transcriptions via WMAQ, Chicago); others.

GUEDEL, JOHN B. Writer, producer; radio director, Dan B. Miner Advertising Agency. Born Portland, Ind., Oct. 9, 1913; e. Beverly Hills High School and University of California at Los Angeles; m. Beth Pingree. Formerly film writer; first radio work in 1937, writing a variety show for the Dan B. Miner agency. (R) House Party, 1937 (Iris Foods, Mutual-Don Lee); 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, 1938-40 (Wilshire Oil, NBC Pacific Red and CBS Pacific). (LS) Forest Lawn Memorial Park, 1938, KHJ, Los Angeles, and 1939-40, KNX, Los Angeles. (F) Hal Roach 2 years, as writer. (L) As writer, 2 years.

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HAENSCHEN, GUS. Orchestra leader. Began musical studies at the age of 7 under Robert Goldbeck, an uncle, associated with the Chicago Faculty of Music. Obtained his B.S. from Washington University, but while at college went deeper into the study of music and organized his own dance band as well as writing music for three annual college shows.

One of the songs he wrote was The Moorish Tango, which later that same year, 1914, found its way East to the Ziegfeld Follies, where it became Under the Japanese Moon. After graduation, in addition to his orchestral booking service, became supervisor of the largest phonograph store in St. Louis. On his return from the War, in which he served as Ensign, was asked by Brunswick-Balke-Callender to organize their recording division. When Brunswick started on the air in the 1920's, he organized and directed the orchestra for the Brunswick Hour of Music and has been on the air ever since. Writer, many songs. (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). (PR).

HAFTER, ROBERT M. Producer-director; production manager of the Chicago office of CBS. Born London, England, Jan. 7, 1899; e. grammar and high school; m. Kitty O'Neil (The Laughing Lady). First radio appearance in 1930 via WDAF, Kansas City, as result of vaudeville work. (R) Double Everything, 1938 (Wm. Wrigley, Jr., Co., CBS); Laugh Liner, 1938-39 (Wm. Wrigley, Jr., Co., CBS); News and Rhythm, 1939-40 (Bowey's for Dari-Rich, CBS); numerous others. (L) Musical comedies. (V) Hafter and Paul.

HAGEN, DR. HARRY (Harry I. Straadhagen). M.C., quiz program. Born New Haven, Conn., May 29, 1902; h. 5 ft. 11 in.; w. 184; light hair, blue eyes; m. Grace Miriam Hagen; five children, Bonnie, 10; Patricia, 8; Harry I., Jr., 6; Jon. 4, and William, 2. Started radio work in 1928, and appeared on Big Brother Bob (3 years), Keeping Fit (5 years) and Uncle Bob and Scrappy (2 years), sponsored by BBD&O and J. Walter Thompson, advertising agencies. (R) True or False, 1938-40 (J. B. Williams Co., Mutual, 1938; NBC Blue, 1938-40).

***HAGEN, EARL.** Singer (the **Three Esquires**). (R) Tommy Dorseys Orchestra, 1936-39 (Brown & Williamson for Raleigh and Kool cigarettes, NBC Blue). (V) Theatre appearances. (PR) RCA Victor (with Tommy Dorsey's Orchestra).

HAHLE, JOHN P. Musician (electric and Spanish guitars). Born Millersburg, Ohio, Dec. 17, 1911; h. 5 ft. 11 in.; w. 175; light hair, grey eyes; e. Linsly Institute

PROFESSIONAL RECORDS—Continued

of Technology; m. Eleanor Hahle. First radio appearance in 1928, as member of a dance orchestra. Teacher of music, assistant musical director for the Wheeling Steel program. (R) Musical Steel-makers, 1939-40 (Wheeling Steel Corp., Mutual).

***HALE, ARTHUR.** Announcer, news commentator. (R) Calling America, 1939-40 (cooperative program, Mutual); Confidentially Yours, 1940 (Richfield Oil, Mutual); Confidentially Yours, 1940 (Sherwood Bros., Mutual); also newscasts for WOR, New York.

HALMAN, DORIS. Writer. Born Ellsworth, Me., Oct. 28, 1895; e. Radcliffe College (Phi Beta Kappa). Author of Set the Stage for Eight (one-act plays), 1923; Honk! (a novel), 1926. Began radio writing for Blackett-Sample-Hummert in 1938; had previously also written for the films. (R) Orphans of Divorce, March-June, 1939 (Dr. Lyon's Toothpowder, NBC Red); Alias Jimmy Valentine, Aug., 1938-Jan., 1939 (Dr. Lyon's Toothpowder, NBC Blue); Backstage Wife (Dr. Lyon's Toothpowder, NBC Red); John's Other Wife, Dec., 1937, to Feb., 1939, and Aug. to Nov., 1939 (Louis Philippe, Edna Wallace Hopper, NBC Red); Stella Dallas, June-Aug., 1939 (Chas. H. Phillips Chemical Co., NBC Red); various scripts for Aunt Jenny's Real Life Stories, 1940 (Lever Bros., CBS). (F).

HAMILTON, GENE. Announcer, singer. Born Toledo, Ohio, in 1910; married and has a son, William Bruce. Son of a concert baritone, he was a dancing and guitar-playing member of a vaudeville flash-act while still in his teens; at 20, had a comedy act with a former school chum. First radio appearance as guitar player via WAIU, Columbus. Subsequently became an announcer. (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., NBC Blue); RCA Campus Club (RCA, NBC Blue); Voice of Firestone (Firestone Tire & Rubber Co., NBC Red); Kaltenborn Edits the News, 1940 (Pure Oil, NBC Red). (F) Travelogues. (V) Carnival Capers, Clown Classics; various circuits.

***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 and May to June, 1939 (Sterling Products, WOR, New York City, 1937; Bayer Aspirin, NBC Red, 1939); Aunt Jenny's Real Life Stories, 1937-38 (Lever Bros. for Spry, CBS).

HANCOCK, DON (Donald T.) Announcer, commentator, producer. Born Anderson, Ind., Oct. 10, 1910; h. 5 ft. 7 in.; w. 150; blonde hair, blue eyes; e. Indiana College and Indiana University (medical school); m. Vivian Lennen; two children, Don, Jr., 8, and K. Ned, 6. Member of Zeta Lambda Sigma. Gives occasional lectures on radio. Started radio work in June, 1930, when he became part time announcer and time salesman for WHBU, Anderson. Was staff announcer with CBS, Chicago, for three years; free lance in Chicago since April, 1939. (R) Music Box Hour, 1934-36 (3 S Tonic, Mutual); Smoke Dreams, 1934-35 (La Fendrich, Inc., NBC); Mortimer Gooch, 1936 (Wrigley Gum, CBS) Armo 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); Step-mother, 1938-40 (Colgate-Palmolive-Peet, CBS); Just Entertainment, 1938 (Wm. Wrigley, Jr., Co., CBS); Bert Lytell in Golden Theatre Group, 1939 (Tums, NBC Blue); Anson Weeks Orchestra, 1939-40 (Chamberlain Lotion, CBS); Grand Central Station, 1940 (Listerine, CBS); others. (F) Commercials. (V) Theatre appearances.

***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 Cellulocotton Co. for Kleenex, NBC Red and Blue, CBS); Bachelor's Children, since 1936 (Cudahy Packing Co., 1936-40; Mutual, 1935-38 and '40); We Are Four, since 1936 (Libby, McNeill & Libby, Mutual).

HAPPY JIM PARSONS. See Irving Kaufman.

HARRIS, ARLENE. Monologist, comedienne ("The Human Chatterbox"). Born Toronto, Ont., Canada, July, 1898; h. 5 ft. 3 in.; w. 125; blonde hair, gray eyes; e. Toronto schools, and boarding school in England; m. Harry G. Harris, M.D.

PROFESSIONAL RECORDS—Continued

In 1916 she made her first stage appearance in Toronto in "The Girl from Vagabondia"; she then turned to vaudeville, doing an act consisting of impressions and impersonations (billed under her maiden name, Arlene Francis). In 1927 she was injured in an auto accident, and retired from the stage. Her first radio appearance was in 1934 via KFWB, Hollywood, following an audition. (R) Al Pearce and His Gang, 1935-36 (Pepsodent Co., NBC Red and Blue); Watch the Fun Go By, 1937-38 (Ford Motor Co., CBS); Al Pearce and His Gang, 1938-39 (General Foods for Grape Nuts, NBC Red); Al Pearce and His Gang, 1939-40 (Hawaiian Pineapple Co., CBS). (F) Republic Pictures (f). (L) Stock. (V) Arlene Francis: Impressions of Feminine Types.

HARRIS, PHIL. Orchestra leader. Born Linton, Ind., June 24, 1906; son of Harry Harris, musician with traveling shows and bands; h. 6 ft.; w. 180; dark blonde hair, blue eyes; e. Nashville, Tenn., public schools and Hume-Fogg Military Academy; m. Marcia Ralston; one son, Phil, Jr., 5. Was drummer with several dance bands before forming his own orchestra. First radio appearance in 1932, as result of an RKO short. (R) Melody Cruise, 1932-33 and 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, 1936-40 (General Foods for Jell-O, NBC Red). (F) RKO, Paramount (f); shorts. (V) Appearances with orchestra for 8 years. (PR) Varsity (U. S. Record Corp.).

HARRIS, STANLEY MICHAEL DAVID. Actor. Born Seattle, Wash., July 26, 1916; h. 5 ft. 10 in.; w. 157; black hair, blue eyes; son of Stanley David Harris, actor; e. University of Washington; not married. Also short story writer and fencing instructor. Member, Flying Death Head Club; licensed stunt and test pilot; winner, Golden Gloves lightweight bouts; winner, three art scholarships. First radio appearances in 1934 via KOMO-KJR, Seattle, as junior announcer. (R) Big Town, 1938 (Lever Bros., CBS); Passing Parade, 1938-39 (Gulf Oil, CBS); Dr. Christian, 1939 (Chesebrough Mfg., CBS); Hollywood Hotel, 1939 (Campbell Soup, CBS); Lux Radio Theatre, 1939 (Lever Bros., CBS); Betty and Bob, 1939 (General Mills, NBC Red and Blue); Jack Armstrong, 1939 (General Mills, NBC Red); Death Valley Days, 1939 (Pacific Coast Borax, NBC Red); The Trouble with Marriage, 1939 (P & G, NBC Blue); Arnold Grimm's Daughter,

1939-40 (General Mills, NBC Red and Blue). (F) Stunt work only; shorts. (L) Stock and repertory in San Francisco, Seattle, Hollywood, and San Antonio, 1938-39. (V) Picture house appearances as "Jack Armstrong—All American Boy."

HASTY, JOHN EUGENE. Writer, producer. Born Lafayette, Ind., May 28, 1903; h. 5 ft. 10 in.; w. 155; brown hair, blue eyes; parents, Charles Hasty and Lulu Rosa, were actors; e. San Diego (Calif.) High School; m. Anne Hasty; two children, Olive-Ann and John Eugene, Jr. Prior to entering radio he was a property man, publicity director, writer of vaudeville sketches, newspaper man, and member of an advertising agency (which he left in 1927 to get into radio). Currently also writes and produces commercial films. (R) Al Pearce and His Gang, 1935, 1937, 1939 (Pepsodent, Ford, and General Foods, NBC Red and CBS); Death Valley Days, 1935-36 (Pacific Coast Borax, 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, 1937-38 (Gruen Watch Co., NBC Red); On Broadway, 1937-38 (Diamond Crystal Salt, NBC Blue); Dr. Christian, 1937-40 (Chesebrough Mfg. Co., CBS); Ford Summer Show, 1939 (Ford Motors, CBS); Lanny Ross, 1939 (Campbell Soup, 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); Amanda of Honeymoon Hill (Haley's M-O, Cal-Aspirin, NBC Blue); 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.

HATCH, WILBUR J. Staff conductor, musical director for KNX, Hollywood. Born Moken, Ill., May 24, 1902; h. 5 ft. 8½ in.; w. 158; brown hair, blue eyes; e. University of Chicago (B.S. degree); m. Margaret M. Hatch; two children, Robert Alan, 10, and Nancy Margaret, 8. First radio appearance as a pianist in 1922 via KYW (then in Chicago); first commercial

PROFESSIONAL RECORDS—Continued

program in 1927. (R) Calling All Cars, 1935-40 (Rio Grande Oil, CBS); Dr. Christian, 1938 (Chesebrough Mfg., CBS); Gateway to Hollywood, 1939 (Wm. Wrigley, Jr., Co., CBS).

HAUPT, JAMES. Producer. Born St. Paul, Minn., Dec. 2, 1891; e. Chicago Seminary and University of Minnesota (A.B. degree and post graduate work in languages); m. Ruth M. Haupt; three children, Shirley Jean, 16, Norman, 14, James, Jr., 10. First radio appearance as an announcer on WEAf in June, 1924, following an audition arranged by Graham McNamee, with whom he sang in church. (R) Cities Service Concert, 1927 (Cities Service, NBC Red); Vic & Sade, 1934-40 (P & G, NBC Red); Easy Aces, 1935-40 (Anacin, NBC Blue); The Gospel Singer, 1936-40 (P & G, NBC Red and Blue); Metropolitan Opera Auditions of the Air, 1936-40 (Sherwin-Williams, NBC Blue); American Album of Familiar Music, 1939-40 (Bayer Aspirin, NBC Red); others, including programs for Scott's Emulsion, 1925-26, Shinola, Mobiloil, Johnson & Johnson, True Story. (LS) WEAf Salon & Concert Orchestra, 1926-27; Schaefer Revue (Schaefer Beer, WEAf, N. Y.); Horn & Hardart Children's Hour, 1940 (Horn & Hardart Baking Co., WEAf, N. Y.); others.

HAUSNER, JERRY. Actor (character juvenile, light comedy). Born Cleveland, Ohio, May 20, 1909; h. 5 ft. 6 in.; w. 140; black hair, brown eyes; e. Cleveland School of Art and Art Center School, Los Angeles. In 1929, when the stock company with which he was appearing closed, its director went into radio and invited him to work on the air. (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, 1937-40 (International Silver Co., CBS); Big Town, 1938-40 (Lever Bros., CBS); Woodbury's Hollywood Playhouse, 1939 (Jergens-Woodbury, NBC Blue); Screen Guild, 1939-40 (Gulf Oil, CBS); Union Oil Program, 1939-40 (Union Oil, CBS); Al Pearce & His Gang, 1940 (R. J. Reynolds, CBS); Blondie, 1940 (R. J. Reynolds, CBS); Hedda Hopper's Hollywood, 1940 (Calif. Fruit Growers Exchange, CBS); Texaco Star

Theatre, 1940 (Texas Co., CBS); others. (F) Warner Bros. short. (L) Queer People, with Hal Skelly and Gladys George, 1934; Family Upstairs (road); Sailor Beware (road); Of Mice and Men (Pacific Coast), 1939; 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 and Abner, 1936.

HAVRILLA, ALOIS. Announcer, narrator. Born Pressov, Austria-Hungary, in 1890; h. 5 ft. 10 in.; w. 175; blonde hair, blue eyes; e. private tutors and New York University; m. Marion Munson; one daughter, Constance H. Brought to America by his parents when he was four years old. After graduating from New York University, he obtained a music-teaching position in the public schools of New Jersey. Later became soloist for the stage production of Hassan. Several other productions followed before he joined a New York station in 1924. Awarded the 1935 diction medal of the American Academy of Arts and Letters. (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, 1938; WOR, N. Y., 1939); Strange As It Seems, 1939-40 (Colgate-Palmolive-Peet, CBS); Gang Busters, 1939-40 (Colgate-Palmolive-Peet, CBS); others. (F) Shorts (Universal, Paramount); Pathe News Reel; narrator for industrial movies. (L) Louis XIV (with Leon Erroll); Princess Flavia; Mme. Pompadour; Hassan.

HAWK, ROBERT M. (Bob). M. C., comedian. Born Creston, Ia., Dec. 15, 1907; h. 5 ft. 9 in.; black hair, brown eyes; e. Southwestern College, Weatherford, Okla., Horner Conservatory, Kansas City, and Bush Conservatory, Chicago. Originally a school teacher; first radio appearance in 1926 reading poetry in Chicago (a task at which he worked 11 months for nothing). (R) The People's Rally and Fun Quiz, 1938-39 (Mennen Co., Mutual); Name Three, 1939-40 (Philip

PROFESSIONAL RECORDS—Continued

- Morris for Dunhill Cigarettes, Mutual); Take It or Leave It, 1940 (Eversharp, CBS). (GA) Royal Desserts Program, 1939 (Standard Brands, NBC Red). (LS) With various Chicago stations 12 years. (V) Personal appearances in Chicago theatres, 1935-38.
- *HAWKINS, STUART.** Script writer. (R) Myrt and Marge (Colgate-Palmolive-Peet, CBS); One of the Finest (Gordon Baking, NBC Red and Blue); also wrote single script for On Broadway (Diamond Crystal Shaker Salt, NBC Blue); Columbia Workshop, CBS.
- *HAWLEY, MARK H.** Newscaster, narrator, announcer. (R) Newcasts for Mennen Cream (1935, WOR, New York City; 1938, WEA, 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); Vitalis Program Featuring George Jessel (Bristol-Myers, NBC Red); Mr. District Attorney, 1940 (Bristol-Myers, NBC Red); numerous others, since 1937. (F) Paramount Newsreel, shorts, commercials, as commentator and editor.
- HAY, BILL.** Announcer. Born Dumfries, Scotland; h. 5 ft. 11 in.; hazel eyes; married. Came to America in 1909; musical education began at the age of seven with the study of the violin. Ten years later began vocal training and was active in church singing. Was sales manager and treasurer of a piano company in Hastings, Nebr., when station KFKX came into being. The company gave the station a piano and Hay went to work announcing, arranging programs, singing, playing and directing choral groups. Later joined WGN, Chicago, and there he met Amos 'n' Andy (then known as Sam 'n' Henry) and announced their first program. Was station manager of WGN for 2 years before going to WMAQ, where Amos 'n' Andy were created. (R) Amos 'n' Andy (currently sponsored by Campbell Soup, CBS).
- HAYES, ALBERT (Albert S. Hecht).** Actor, narrator. Born Baltimore, Md., Feb. 12, 1903; h. 5 ft. 11½ in.; w. 165; blonde hair, blue-green eyes; e. Friends School, Baltimore, Tome School, Port Deposit, Md. and U. of Pennsylvania, Philadelphia. Started in legit work in 1923, switching to radio after the depression in theatrical activity; obtained first network commercial in 1935. (R) Lux Radio Theatre, 1935-36 (Lever Bros., 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, 1939-40 (Personal Finance, CBS); Woman of Courage, 1939-40 (Colgate-Palmolive-Peet, CBS); others. (L) Mary the Third, 1923; Man and the Masses, 1924; Engaged, 1925; Magda, 1926; Crime (London production), 1927-28; Mr. Moneypenny, 1928; Nice Women, 1929; That's the Woman, 1930; The Silent Witness, 1931; The Good Earth, 1932; Be So Kindly, 1937; others.
- HAYES, SAM (Samuel S.)** Commentator, newscaster. Born Cookesville, Ill., Nov. 4, 1904; h. 6 ft. 2 in.; w. 212; brown hair, blue eyes; e. Hollywood High and Stanford University; m. Shirley Hayes; one son, Ronald, 11. Started in radio as staff announcer at San Francisco, 1929. (R) Richfield Reporter, 1930-37 (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, 1938 (Associated Oil); People's Vote, 1938-39 (Mennen Co., CBS); Sperry Breakfast News, 1939-40 (Sperry Flour, NBC Red); Hollywood Highlights, 1939 (Sofenz Corp., CBS); Federal News, 1939 (Federal Outfitting Co., KFWB, Hollywood). (F) Commentator for various studios; approximately 90 films to date. (L) Appearances, 1938 (f). (V) Theatre appearances.
- HAYS, HARVEY.** Actor. Born Newcastle, Ind.; h. 6 ft.; dark hair. Most of his youth was spent in India. Studied medicine, but felt he was better fitted for the stage and returned to the U. S. to play stock in every state in the union and most of the Canadian provinces. Radio debut in Chicago in 1928, after 25 years on the legitimate stage. (R) Adventures of Tom Mix (Ralston Purina, NBC Blue); story of Mary Marlin (P & G, NBC Red and Blue). (L) 25 years.
- HAYTON, LENNIE.** Orchestra leader, producer. Born New York City, Feb. 13, 1908; h. 5 ft. 10 in.; w. 155; black hair, brown eyes; e. DeWitt Clinton High. Originally pianist with Cass Hagan's orchestra at a New York Hotel. Joined

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Paul Whiteman, and soon became one of the chief arrangers for the orchestra, as well as its conductor during broadcasts. Later formed his first orchestra to appear on a network series with Bing Crosby, whom he had met while with Whiteman. (R) Paul Whiteman Hour, 1929-30 (Old Golds, CBS); Ipana Troubadours, 1933-34 (Bristol-Myers, NBC Red); Terraplane Travelcade, 1934 (Hudson Motors, NBC Red); Your Hit Parade, 1935 (American Tobacco, NBC Red); Melody and Madness, 1939 (Old Golds, NBC Blue); others, not current. (F) Two full-length films and shorts. (V) Theatre appearances. (PR) U. S. Record Co., Vocalion.

HEATER, GABRIEL. Commentator. Started to be a reporter at the age of 13, and two years later worked for a Brooklyn daily at \$5 per week. Later wrote Children of the Crucible, describing living conditions under which the children of the East Side lived, and this article received a prize similar to the Pulitzer Prize awards of today. While correspondent in Albany for a New York daily, he crusaded for legislation regarding Children's Courts. While Paris correspondent for the Foreign Language Publishers Association, wrote many articles on conditions abroad. First radio appearance as the result of a published debate with Norman Thomas conducted in the columns of The Nation. The writing attracted the attention of the president of a New York station, who invited him to deliver a talk on the air. He was asked to remain, under contract, as a news commentator. (R) We, the People, 1937-40 (General Foods Corp. for Sanka Coffee, CBS); Gabriel Heatter, 1938-39 (R. B. Semler for Kremel, Mutual, 1938; WOR only, 1939); currently heard for various sponsors via WOR, New York; recordings for Johns-Mansville (NBC, Mutual, local). (F) Newsreels. (Writer of books, articles and short stories.)

HEEN, GLADYS. Dramatic actress, NBC, Chicago. Born Minneapolis, Minn.; h. 5 ft. 5 in.; w. 122; dark brown hair and eyes; e. high school and Northwest College of Speech Arts, Minneapolis. Entered radio through the director of a stock company with which she had appeared. (R) Gloria Dale, 1937-38 (Sperry Flour, NBC Pacific Red); Guiding Light, 1938-40 (P & G for White Naphtha Soap, NBC Red); Don Winslow of the Navy, 1938-39 (Kellogg Co., successively NBC Red and Blue); Avalon Time, 1938-40 (Brown & Williamson Tobacco, NBC Red); Arnold Grimm's Daughter, 1938-40 (General Mills, NBC Red and Blue);

Uncle Walter's Dog House, 1939-40 (Brown & Williamson, NBC Red); transcribed series for Stillicious, 1934-37; 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); others, as NBC contract player. (L) Stock, 1931-34 (f).

HEFLIN, VAN (Emmett Evan). Actor. Born Walters, Okla., Dec. 13, 1910; h. 6 ft. 1 in.; w. 145; blonde hair, blue eyes. First radio appearance on the True Story program, about 1935. (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; Betty & Bob (Bisquick, NBC Red and Blue); Billy & Betty (Corn Kix, CBS); Central City (Oxydol, NBC Red; formerly Blue); The Man I Married (Oxydol, NBC Red); others. (F) RKO, Paramount (f). (L) End of Summer, 1936; Casey Jones, 1938; Philadelphia Story, 1939-40 (f); others.

HEGELUND, FRED. Writer, producer. Born Alameda, Calif., January, 1911. Started radio work with J. Walter Thompson advertising agency in San Francisco. (R) Martha Meade (Sperry Flour Co., NBC Red).

HEIDT, HORACE. Orchestra leader, M.C. Born Alameda, Calif., May 21, 1903; e. Culver Military Academy and University of California; m. Adeline Heidt. At military school he won the Culver Plaque for athletic ability. While playing football (tackle) at U.C., he suffered a severe back injury, was forbidden to play football or basketball, and became interested in music. With a few friends organized Horace Heidt and His Californians and played for campus dances. Upon graduation, the aggregation made a tour of California cities and theatre appearances. After a tour of Europe, turned to radio. (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); Pot o' Gold, 1939-40 (Tums, NBC Red). (V) Numerous hotel, night club and theatre bookings, since

PROFESSIONAL RECORDS—Continued

1923; European tour, 1930-32. (PR) Brunswick.

HEMUS, PERCY. Character actor. Born Auckland, New Zealand; h. 5 ft. 8½ in.; graying hair, brown eyes; m. Gladys Craven, pianist and voice teacher. As a boy, he sang in a church choir in Kansas and at the age of 21 was bass soloist at St. Patrick's Cathedral in New York. Subsequently made many concert tours and gave annual recitals in New York's Aeolian and Carnegie Halls. Gave up singing about 18 years ago to become a radio actor. His activities in radio have included writing, acting and producing. (R) Adventures of Tom Mix (Ralston Purina, NBC Blue); Road of Life (P & G, NBC Red and CBS); others. (L) Concert tours; guest artist with Victor Herbert's orchestra; summer tour with Sousa's band.

HENSHAW, GAIL. Actress (leads, characters). Born New York City, Aug. 8, 1912; h. 5 ft. 5 in.; w. 125; light brown hair, brown eyes; e. Wellesley College and American Academy of Dramatic Art; m. Robert S. Hughes. Played in stock. Radio appearance in 1936, when a fellow stock player asked her to pinch-hit in a dramatic program on a local station. (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., 1938-40 (P & G for Dreft, NBC Red); transcriptions. (LS) WHN, WEA, New York. (F) Shorts (Pathe-scope). (L) Stock, 1933-36.

HERLIHY, EDWARD J. Announcer, NBC, New York. Born Boston, Mass., Aug. 14, 1910; h. 6 ft. 1 in.; w. 200; brown hair and eyes; e. Boston Latin School and Boston College (A.B. degree); m. Jeanne Graham. First radio appearance in 1932 via WNAC, Boston, as an actor. Joined NBC as staff announcer in 1935. (R) Melody Puzzles, 1938 (American Tobacco for Lucky Strike Cigarettes, NBC Blue); Larry Clinton's Campus Club, 1938 (RCA Victor, WJZ, N. Y.); 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); as substitute for Paul Douglas, Chesterfield Presents Fred Waring in Pleasure Time (Liggett & Myers Tobacco Co., NBC Red); Glen Miller & Orchestra (Liggett & Myers Tobacco Co., CBS);

Jack Berch & His Boys, 1939-40 (Manhattan Soap Co., NBC Blue); Mr. District Attorney, 1939-40 (Pepsodent Co., successively NBC Red and Blue); Welch Presents Irene Rich (Welch Grape Juice, NBC Blue); Magic Key of RCA (Radio Corporation of America, NBC Blue); others, including local shows and television presentations.

HERMAN, MILTON C. Actor (characters, leads, heavies, dialects). Born New York City, May 12, 1896; h. 5 ft. 8 in.; w. 135; brown hair and eyes; e. public school in New York; m. Eugenia A. Herman. First radio appearance via WHN, New York, in 1926. (R) Death Valley Days, 1930-40 (Pacific Coast Borax, currently NBC Blue); 20,000 Years in Sing Sing, 1933-37 (William R. Warner Co. for Sloan's Liniment, NBC Blue); Behind Prison Bars, 1937-39 (Sloan's Liniment, NBC Blue); Gang Busters, 1936-38 (Colgate-Palmolive-Peet, CBS); Pretty Kitty Kelly, 1937-38 (Continental Baking for Wonder Bread, CBS); The Goldbergs, one year (P & G, CBS); original cast of The Shadow (Blue Coal, Mutual); Tom Mix Straight Shooters Program, one year (Ralston Purina, NBC Blue); original cast, March of Time (Time Magazine, NBC Blue); Alias Jimmy Valentine, 1938 (Larus & Brother for Edgeworth Tobacco, NBC Blue); irregular appearances on Dog Heroes (Modern Food Process Co., NBC Blue); others. (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.

***HERNE, CAPTAIN E. DONALD C.** News commentator, raconteur, human interest stories. (R) March of Time, 1937 (Serval, 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.** Singer (Revelers Quartet). (R) R & R Entertainers, currently (Richardson & Robbins, NBC Red and Blue). (Replaced Elliott Shaw as a member of the Revelers Quartet).

HERRMANN, BERNARD. Conductor, com-

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poser. Born New York City, June 29, 1911; h. 5 ft. 10 in.; w. 158; brown hair, gray eyes; e. New York University, Juilliard Graduate School; m. Lucille Fletcher. First radio work in 1932 as orchestrator and conductor. (R) Pa & Ma, 1936-37 (Atlantic Refining Co., CBS); Campbell Playhouse, 1938-40 (Campbell Soup, CBS). (F) RKO. (L) Americana Revue (Shuberts).

HERSHOLT, JEAN. Actor. Born Copenhagen, Denmark, July 12, 1886; h. 5 ft. 11 in.; w. 190; brown hair, blue eyes; parents were actors; e. grammar and high schools in Denmark; m.; one son, Allan, 25. Began stage career in Denmark in 1904, and made his first picture in Copenhagen on March 26, 1906. First radio appearances were guest shots on network programs. (R) Dr. Christian, 1937-40 (Chesebrough Mfg. Co. for Vaseline, CBS). (GA) Lux Radio Theatre (Lever Bros., CBS); Kate Smith Variety Hour (General Foods, CBS); Royal Deserts Program (Standard Brands, NBC Red); Gateway to Hollywood (Wm. Wrigley, Jr., Co., CBS); others. (F) Beginning with 1906 in Copenhagen; in Hollywood since 1913; D. W. Griffith, Columbia, Paramount, Universal, First National, United Artists, Warner Bros., RKO, M-G-M, 20th Century-Fox, etc.; (s, f). (L) In Denmark, 1904-12. (V) Theatre appearances.

HEYNE, WILLIAM B. Choral conductor. Born Decatur, Ill., Sept. 26, 1897; h. 5 ft. 9 in.; w. 150; dark hair, brown eyes; e. American Conservatory of Music (bachelor of music), U. of Illinois, Northwestern University; m. Vera Westphalen Heyne; two children, Jacquelyn, 9, William Robert, 6. Voice instructor St. Louis Institute of Music, choral conductor of Grace Lutheran Choir, St. Louis A Capella Choir, and Concordia Seminary chorus; first radio appearance in 1925 via KFVO, Clayton, Mo. (owned by the Lutheran church). (R) Lutheran Hour, 1930-31 and 1935-40 (Lutheran Laymen's League, CBS, 1930-31; Mutual, 1935-40).

HICKS, GEORGE FRANCIS. Announcer. Born Tacoma, Wash., Aug. 26, 1905; h. 5 ft. 11 in.; w. 165; brown hair, hazel eyes; e. University of Washington, College of Puget Sound, George Washington University, and Corcoran Art School; m. Anne Hicks; one son, Robert Ivan, 7. First radio work in 1928 via WRC, Washington, after an audition; he became a first-string NBC announcer in New York in November, 1929. (R) Death Valley Days, 1932-40 (Pacific Coast Borax Co., currently NBC Blue); 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). (V) M. C., 1938. (Special events announcer, NBC.)

HIESTAND, JOHN. Announcer, actor. Born Madison, Wis., Jan. 16, 1907; h. 6 ft. 1½ in.; w. 175; light hair, blue eyes; e. Stanford University (A.B. degree); m. Jeane Wood Hiestand; two daughters, Joan Louise, 9, and Judith Ellen, 1. Originally an actor with the Pasadena Playhouse group, he made his first radio appearance in 1933 via KHJ, Los Angeles, as the result of his theatrical experience. (R) Portraits in Harmony, 1936 (General Shoe Corp., NBC Blue); Hollywood in Person, 1937 (General Mills for Bisquick, CBS); Werner Janssen Orchestra, summer of 1937 (Standard Brands for Fleischmann's Yeast, NBC Red); Royal Gelatin Hour, 1937-38 (Standard Brands for Royal Gelatin, NBC Red); Seen' Stars, 1937-38 (Fleischmann's Yeast, NBC Blue); Mickey Mouse Theatre of the Air, 1938 (Pepsodent Co., NBC Red); It Happened in Hollywood, 1939-40 (Geo. A. Hormel & Co., CBS); Al Pearce and His Gang, 1939 (General Foods, NBC Red); Those We Love, 1939 (Lamont, Corliss, NBC Blue); Music by Malneck, 1939 (American Cigarette & Cigar, CBS); Silver Theatre, 1939 (International Silver, CBS); others. (F) Warner Bros.; M-G-M. (L) Stock.

HIKEN, NAT. Writer. Born Chicago, Ill., June 23, 1914; e. University of Wisconsin. Started in radio via a morning program in 1936. (R) Grouch Club, 1938-40 (General Mills for Corn Kix; CBS, Oct. 1938, to June, 1939; NBC Red, June, 1939, to Feb., 1940). (F) Warner Bros.; Grouch Club and other comedy shorts.

HILL, ALICE. Dramatic actress. Born Chicago, Ill., Feb. 4; daughter of Leone Bergeron, concert singer; h. 5 ft. 3 in.; w. 115; brown hair, blue-green eyes; e. universities of Southern California and Wisconsin, Northwestern University and Goodman Theatre; m. Sumner W. D. Scott (college professor). Did experimental radio work while still in school; in 1932 Bernardine Flynn (Vic, of Vic & Sade) arranged an audition at CBS; first lead the following year impersonating film stars on Photoplay program via CBS. Also writes some radio dramas, delivers college lectures, and club readings. (R) We Are Four, 1938 (Libby, McNeil & Libby, Mutual); Wife vs. Sec-

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retary, 1938 (Dr. Lyon's Toothpowder, Mutual); Betty & Bob, 1939 (General Mills, NBC Red and Blue); Midstream, 1939 (P & G, NBC Red and Blue); Backstage Wife, 1940 (Dr. Lyon's Toothpowder, NBC Red); Wayne King and His Orchestra, 1940 (Colgate-Palmolive-Peet, CBS); Painted Dreams, 1940 (P & G, NBC Blue); others, including transcriptions.

HILL, EDWIN C. Commentator. Born Aurora, Ind., April 23, 1884; e. Indiana University and Butler College; m. Jane Gail. Reporter on the New York Sun, 1904-23; director of Fox Film News, 1923-24; scenario editor, Fox Film Corp., 1925-26; feature writer, New York Sun, 1927-32; author of syndicate column, "Human Side of the News," since 1932. Author of The Iron Horse, 1925; The American Scene, 1933; Human Side of the News, 1934. First radio appearance in 1931. (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, 1939-40 (American Oil Co., CBS). (F) Metrotone News commentator; Fox Film Corp., 1923-26.

***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.

HITZ, ELSIE. Dramatic actress. Born Cleveland, Ohio, July 21, 1902; h. 5 ft. 3½ in.; w. 110; brown hair, dark brown eyes; e. Cleveland public and high schools and Notre Dame Convent. Played stock with her sister while still in high school. At the age of 15, she appeared on Broadway. First radio appearance in 1927, with Lionel Atwell in a radio adaptation of Edna Ferber's Show Boat. (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); Ellen Randolph, 1939-40 (Colgate-Palmolive-Peet, NBC Red). (L) The Cat and the Canary, The Spider, Butter and Egg Man; stock.

***HIX, JOHN.** M. C., script writer. (R) Strange As It Seems, 1939-40 (Colgate-Palmolive-Peet, CBS). (Author of Strange As It Seems, syndicated newspaper feature).

HODAPP, BILL (William C.) Script writer. Born Louisville, Ky., Jan. 9, 1912; e. Centre College (A. B. degree) and Indiana University; member of Theta Alpha Phi, Omicron Delta Kappa, and Kappa Alpha. Author of feature articles for Louisville Herald-Post on Hollywood stars, summers of 1935-36. First radio assignment with NBC, Chicago, on strength of his Little Theatre experience. (R) Jane Arden, 1938-39 (Ward Baking, NBC Blue); ghosted Thunder over Paradise for Fayette Krum, January to May 1, 1940 (Mueller's Macaroni, NBC Blue); following sustaining programs for NBC Blue: Empires of the Moon, 1938; Lights Out, 1939; Story of the Month, 1939; Love Me Forever, 1939; 1001 Wives, 1939; Melody Rendezvous, 1939-40. (L) Heloise and Abelard, 1935-36; The Diamond as Big as the Ritz, 1937; director of Civic Theatre, Ft. Wayne, Ind., summer of 1937.

HOFF, CARL. Orchestra leader. Born Oxnard, Calif., Sept. 25, 1905; h. 6 ft. 1 in.; w. 190; brown hair, blue eyes. Originally joined a small orchestra and played throughout southern California, then became arranger for Paul Whiteman, Vincent Lopez and others. At the same time, he worked as arranger and saxophone-player for Paul Ash. It was at the insistence of the latter that he formed his own band in 1934, making his debut at a Chicago hotel. Entered radio in 1935. (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, 1938-40 (General Foods, NBC Red, 1938-39; Hawaiian Pineapple Co., CBS, 1939-40; Camel Cigarettes, CBS, 1940); Fitch Bandwagon, 1940 (F. W. Fitch, NBC Red); others, not current. (F) Warner Bros. Republic. (f); shorts. (L) Folies Bergere, 1934-36. (V) Appearances with Al Pearce.

HOFFA, PORTLAND. Comedienne.

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Born Portland, Ore. (for which town she was named), Jan 25, 1910; e. Jamaica High School, Long Island. While in her early teens she joined George White's Scandals, and subsequently appeared in the Little Show and Three's a Crowd. In the meantime she had married Fred Allen, and when the latter was signed for a radio series in 1932, she joined the program as his partner. (R) Linit Revue, 1932 (Corn Products Refining, CBS); Salad Bowl Revue, 1933 (Hellmann's Mayonnaise, NBC Red); Town Hall Tonight, 1934-40 (Bristol-Myers Co., NBC Red). (L) George White's Scandals; First Little Show; Three's a Crowd. (V) Fred Allen & Portland Hoffa; personal appearances.

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); Story of Mary Marlin (P & G, NBC Red and Blue); others. (F) Commercials. (L) The Farmer's Wife, Robin Hood, Bohemian Girl, Mikado. (V) Theatre engagements.

HOGAN, GEORGE. Actor. Born Kansas City, Mo., Nov. 27, 1909; h. 6 ft.; w. 182; dark brown hair, brown eyes; e. Missouri University. While in college, he became associated with a radio station owned by his older brother; subsequently was associated with stations in St. Louis, Fort Worth, Chicago, Detroit, Philadelphia and New York, and has participated in numerous programs either as writer, producer, actor, vocalist or announcer. (R) The Man I Married, 1939-40 (P & G, NBC Red).

***HOHENGARTEN, CARL.** Orchestra leader, arranger. (R) Double Everything, Poetic Melodies and Just Entertainment, 1936-38; The Laugh Liner, 1938, to Jan., 1939; Gateway to Hollywood Summer Theatre, 1939 (all sponsored by William Wrigley, Jr., Co., CBS); Knickerbocker Playhouse, 1939 (P & G, for Teel and Drene, CBS); News and Rhythm, 1939-40 (Bowey's, Inc., CBS).

***HOLBROOK, JOHN.** Announcer, actor. (R) Tommy Dorsey and His Orchestra (Brown & Williamson Tobacco Co., NBC Blue); People's Rally & Fun Quiz, 1938-39 (Mennen Co., Mutual); Life Can Be Beautiful (P & G, CBS).

HOLCOMBE, HARRY (Harry J., Jr.) Pro-

ducer, director, announcer, William Esty & Co., Inc., New York. Born Malta, Ohio, Nov. 11, 1906; e. Ohio Wesleyan University; m. Betty Nielsen; two children, Teddy and Johnny. Entered radio in 1930 as an actor; subsequently became producer and director. (R) WLW, Cincinnati, 5 years; Feen-A-Mint National Amateur Hour, 1934-36 (Health Products, CBS); Camel Caravan programs since 1934 (Casa Loma orchestra, 1934-36, CBS); Benny Goodman, 1936-38, CBS, and 1939, NBC Red; Bob Crosby, 1939, CBS, and 1940, NBC Red; R. J. Reynolds Tobacco for Camel Cigarettes).

HOLDEN, ANN (Frances W. Minton). Commentator on women's affairs. Born Minneapolis, Minn., Dec. 8, 1897; h. 5 ft. 3 in.; w. 125; gray hair, blue eyes; e. private schools, University of Minnesota and California, Northwestern and Stanford universities (post graduate work, adult education); m. Ernest H. Minton; two children, Frances Mary, 14, and Cecil Ann, 12 (latter is staff juvenile actress, NBC western division). First radio experience via experimental programs in 1922, as pianist; started as program director in 1928, and has since been engaged in production, writing, reading and handling a columnist program. Also lecturer to women's and girls' organizations. (R) Woman's Magazine of the Air (participating sponsors, NBC Pacific Coast Red); has also written and delivered commercials for Procter & Gamble, Pet Milk, White Star Tuna, Best Foods, Kraft-Phenix and many others; transcriptions. (V) Girls quartet, many seasons; pianist with legit orchestra in silent film days.

HOLDEN, JACK. Producer, writer, announcer. Born Alba, Mich., Oct. 21, 1907; h. 5 ft. 9 in.; w. 190; blond hair, blue eyes; e. Northwestern High School, Detroit, and Kalamazoo College; married and has two children, Donald, 11, and Jean Louise, 7. First radio appearance as a singer on WELL, Battle Creek, in 1928; WLS, Chicago, staff announcer for five years. (R) National Barn Dance, 1933-40 (Miles Laboratories for Alka-Seltzer, NBC Blue); Uncle Ezra, 1934-39 (Alka-Seltzer, NBC Red); title role in and author of 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). (V) Theatre appearances, 1931-40.

HOLE, JONATHAN. Actor (juvenile leads, leads). Born Eldora, Ia., Aug. 13; h. 5 ft. 7 in.; w. 135; dark brown hair,

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- grey eyes; e. 4 C's Business College, Drake University and American Academy of Dramatic Arts. First radio appearance in 1926 via WHO, Des Moines. (R) Ma Perkins (P & G, NBC Red); Bachelor's Children (Old Dutch Cleanser, CBS, Mutual); Lux Radio Theatre (Lever Bros., CBS); Believe It or Not (Nehi Corp., CBS); Capt. Diamond's Adventures (General Foods, NBC Blue); Carters of Elm Street, 1939-40 (Wander Co., NBC Red, 1939-40, Mutual, since Jan. 1940); others, not current. (F) Shorts. (L) Uncle Tom's Cabin (Otis Skinner revival); Lost Horizons, 1934; Three Men on a Horse (Australian company), 1936 (f); juvenile in various stock companies. (V) Wild Oats, 1924; End of the World, 1925.
- HOOSIER HOT SHOTS.** See Frank Kettering, Ken Trietsch, Paul Trietsch and Charles O. Ward.
- HOPE, BOB.** Comedian, M. C. Born Elthem, Kent, England, 1903; m. Dolores Reade. As a child he came to America, and made his first stage appearance in a tap-dancing act in vaudeville. When asked to announce the succeeding show at a theatre he was playing, he added a gag routine that eventually resulted in a monologue act. Later had a revue of his own playing the Midwest. In 1927 he obtained a small role in The Sidewalks of New York under the name of Lester Hope. His first starring role was in Roberta, 1933. First radio commercial in 1935. (R) Atlantic Family, 1935-36 (Atlantic Refining Co., CBS); Rippling Rhythm Revue (Jergens-Woodbury Sales Corp., NBC Blue); Music from Hollywood (Liggett & Myers Tobacco Co., CBS); Pepsodent Program Starring Bob Hope, 1939-40 (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, PAULINE.** Writer. Born Chicago, Ill., April 11, 1911; h. 5 ft.; w. 105; dark hair, green eyes; e. Senn high and Cosmopolitan School of Music and Dramatic Arts, Chicago; m. Owen Vinson, radio director of Carl Wester & Co. When the stock company in which she was appearing in Omaha closed in 1930, she was offered a place on the dramatic staff of KOIL. Has been engaged in script writing exclusively since 1933. (R) Midstream, 1939-40 (P & G for Teel, NBC Red and Blue); Woman in White, 1939-40 (Pillsbury, NBC Red); Welch Presents Irene Rich, 1940 (Welch Grape Juice, NBC Blue); others, not current, including numerous scripts for First Nighter (Campana Sales, NBC Red); author of Mad Hatterfields (Nestle's Lion Brand Milk, 1937-38; Horlick's Malted Milk, 1939, WLW, Cincinnati). (L) As actress: Smilin' Thru (Canadian road company) (s); dramatic stock, 3 years.
- HOPPER, HEDDA.** Commentator, actress. Born Hollidaysburg, Pa.; h. 5 ft. 7½ in.; w. 125; light brown hair, green eyes; e. public schools and Carter's Conservatory of Music, Pittsburgh; m. and div. DeWolfe Hopper, actor, deceased; one son, William DeWolfe Hopper, 25, film actor. Made first stage appearance in 1913, and first film in 1916 (Battle of Hearts with William Farnum). Newspaper columnist and lecturer at women's clubs. Radio appearances since 1937. (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, 1938-39 (sustaining, NBC Blue); Hedda Hopper's Hollywood, 1939-40 (California Fruit Growers Exchange, CBS). 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, others (s,f). (L) 1913-1937 for Selwyn, Harris, Shuberts, and Hopkins, including such productions as Six Cylinder Love, The Country Boy, The Quaker Girl, etc.
- *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).
- HOWARD, ELISABETH.** Casting director and program manager for Pedlar & Ryan, Inc., New York City. Born Haselmere, Surry, England, Sept. 9, 1906; e. Brimmer School, Boston, Edgewood School, Greenwich, Conn., and Knox School, Cooperstown, N. Y.; m. Edwin L. Howard; one daughter, Mary-Lou, 11. Started radio work in 1931, doing announcing for Procter & Gamble programs; spent four years on the production staff of Compton Advertising, Inc.; associated with Pedlar & Ryan for the past three years. (R) Mrs. Blake Radio Column, 1931 (P & G, NBC Red); The Road of Life (P & G for Chipso, CBS, NBC Red); Pepper Young's Family (P & G for Camay Soap, NBC Red and

PROFESSIONAL RECORDS—Continued

Blue); The O'Neills (P & G, NBC Red and Blue); Home Sweet Home (P & G, NBC Red); Personal Column of the Air (P & G, NBC Red); Gibson Family (P & G, NBC Red); Manhattan Mother (P & G, CBS).

HOWARD, EUNICE. Actress (ingenue, character ingenue, leads, some character parts). Born Moulton, Ia., Dec. 22; h. 5 ft. 2 in.; w. 110; light brown hair, blue eyes; e. Drake University, Des Moines, and Emerson College, Boston (degree of Bachelor of Literary Interpretation; member of Chi Omega and Kappa Gamma Chi). Started radio work in 1930, after summer theatre experience. (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, 1937-40 (Procter & Gamble for Camay Soap, NBC Red and Blue); roles, intermittently on Dog Heroes (Modern Food Process Co., NBC Blue); others, including appearances on The O'Neills (P & G, NBC Red); When a Girl Marries (Prudential Insurance, CBS); Young Dr. Malone (General Foods, NBC Blue); Town Hall Tonight (Bristol-Myers, NBC Red); Death Valley Days (Pacific Coast Borax, NBC Red); Pretty Kitty Kelly (Continental Baking, CBS). (F) Shorts. (L) Manhattan Theatre Colony; Christopher Morley's production of As You Like It; After Dark; The Black Crook; understudy with Theatre Guild. (V) New England tour with the Linnell Entertainers.

HOWARD, FRED (Fred Howard Wright). Actor, singer. Born San Diego, Calif., Sept. 30, 1896; h. 5 ft. 10 in.; w. 135; brown hair and eyes; e. University of California; m. Theo Howard; two daughters, Jo Anne, 19 (actress) and Patsy-Zo, 3. First commercial radio appearance in 1929 via KFRC, San Francisco. Previously actor in dramatic and musical stock, producer of musical comedies. Song-writer (When the Bloom Is on the Sage, My Pretty Quadroon, It's Time to Say Aloha, Rock Me to Sleep in My Rocky Mountain Home, and others); writer of column, Grandpa Reads the News in Des Moines Register and Tribune. Second Lt., First U. S. Cavalry. (R) All in past 3 years: Ma Perkins (P & G, NBC Red); Little Orphan Annie (Ovaltine, successively NBC Red and Mutual); Painted Dreams (Cal-Aspirin, Mutual); Jack Armstrong (General Mills, NBC Red); Gateway to Hollywood, Laugh Liner and Double Everything (all Wm. Wrigley, Jr., Co., CBS); Kitty

Keene (P & G, CBS); Betty Crocker (General Mills, CBS); Oxydol's Own Ma Perkins (P & G, CBS); Curtain Time (General Mills, Mutual); Manhattan Mother (P & G, CBS); We Are Four (Libby, McNeil & Libby, Mutual); National Barn Dance (Alka-Seltzer, NBC Blue); Lum and Abner (Postum, CBS); others, including Columbia School of the Air (sustaining); one of the Happy Chappies, song-writers and singing team, since 1929 (Pacific Coast and Middle West). (F) Shorts. (L) Dramatic and musical stock, 1921-24; producer of musical comedies, 1924-29. (V) The Happy Chappies; The Singing Artist. (PR) Columbia.

HOWARD, TOM (Thomas J. Black). Comedian, writer. Born Philadelphia, Pa., June 16, 1885; h. 5 ft. 9 in.; w. 120; light brown hair, grey eyes; e. grade schools; m. Harriet Black; 2 children, Tom, Jr., and Ruth (radio actress). Entered radio about 1930; all programs since 1933 have been as a team with George Shelton, q. v. Had previously been in legit and vaudeville. (R) Fleischmann Hour, with Rudy Vallee, 1931-33 (Standard Brands, NBC Red); Music That Satisfies, 1933 (Chesterfields, CBS); Sunday Night Party (Sealtest, Inc., NBC Red); Model Minstrels, Since Feb., 1939 (U. S. Tobacco Co., CBS); numerous others. (F) Shorts (Columbia, Paramount, Educational), 1932-36. (L) Greenwich Village Follies, 8 years (s); Rain or Shine, 1931; Ziegfeld's Smiles, 1932; Gang's All Here, 1933. (V) Tom Howard & Co., Howard & Lyons, Howard & Denny, Howard & Shelton, 1937.

HOWELL, CLIF (Clifton). Announcer, producer, writer, KNX, Hollywood. Born Hattiesburg, Miss., Sept. 1, 1907; h. 5 ft. 10 in.; w. 168; brown hair, blue eyes; e. Anaheim High, Fullerton Junior College and University of California at Los Angeles; m. Miriam Howell. Auditioned as singer and announcer in 1928 and joined staff of KFI, Hollywood. (R) Twin Stars (National Biscuit, NBC Blue); co-announcer on Gateway to Hollywood and Gateway to Hollywood Summer Theatre, 1939 (Wm. Wrigley, Jr., Co., CBS); CBS contact producer on Silver Theatre (International Silver, CBS); Pacific Coast contact announcer for Young Man with a Band (Columbia Recording Co., CBS); commercial announcements on Euclid Candy Co. program. (F) Monogram; narrator in many regular and commercial shorts.

HUBBARD, IRENE. Character actress. Born San Antonio, Tex.; e. St. Agnes School in Albany and Vassar College.

PROFESSIONAL RECORDS—Continued

Played with the Ben Greet troupe for six weeks at a cost of \$18 per week for the experience. Several months later, she answered an ad and obtained a beginner's job with the Woodward Stock Players, where she spent several years learning acting. (R) Maxwell House Show Boat (General Foods Corp., NBC Red); Log Cabin Dude Ranch (General Foods Corp., NBC Blue); Home, Sweet Home (Proctor & 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, successively NBC Red and CBS); Death Valley Days (Pacific Coast Borax, NBC Red. (L) Madame X, Meet the Wife; stock.

HUDSON, HOWARD. See Six Hits and a Miss.

***HUFSMITH, FRED (Armchair Quartet).** Tenor. (R) Highlights from the Sport News of the Day, 1939-40 (Colgate-Palmolive-Peet, NBC Blue); 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, ARTHUR. Actor. Born Chicago, Ill. Began acting at the age of seven, when a friend of the family, a stage manager, began taking him to the theatre whenever there were child parts to fill. After his return from the war, where he served three years with the infantry, he gave up his plan to be a lawyer and turned to the stage. First radio appearance in 1929 as substitute member of the Collier Hour on NBC. (R) Just Plain Bill (Anacin, Kolynos, NBC Red); Stella Dallas, 1938-40 (Chas. H. Phillips Chemical Co., NBC Red). (L) An American Tragedy, Mourning Becomes Electra, Subway Express, The Queen's Husband, Elizabeth the Queen (all Broadway productions).

HUGHES, JOHN B. News (commentator, writer), KFRC, San Francisco. Born Cozad, Nebr., July 17, 1904; h. 5 ft. 11 in.; w. 190; dark brown hair, blue eyes; e. Long Beach Polytechnic High School and University of Southern California; m. Ariel Fike; three children, Glenna J., 15, Saandra, 5, Harry J., 2. Started radio career writing, producing and announcing at KVI, Tacoma. Later was announcer at KMTR, Hollywood. Started as news commentator in 1935 at KFRC,

San Francisco. Has also done considerable lecturing. (R) News and Views by John B. Hughes, 1937-40 (General Motors Acceptance Corp., 1937-38, Mutual & Don Lee; Philip Morris, 1938, Mutual & Don Lee; Brown & Williamson, April to Oct., 1939, CBS; Brown & Williamson, since Oct. 1, 1939, Mutual & Don Lee); Last Minute News, 1937-40 (KFRC, San Francisco). (L) Dramatic stock, repository, 1922-30.

HUGHES, RUSH. Commentator, M.C. Born Jamaica, N. Y., May 14, 1902; h. 6 ft. 1 in.; w. 190; black hair, brown eyes; son of Rupert Hughes, novelist, and Adelaide Hughes, former actress; e. Saint John's Manlius Military Academy, Mercersburg Academy; not married. After finishing school in the East, he joined his family in Los Angeles and worked in pictures; in 1927 he became a clerk in the Mark Hopkins Hotel, San Francisco, and there made his first radio appearance pinch-hitting for the regular announcer on the Anson Weeks' orchestra broadcasts. Has also been manager of programs and production, WABC, New York, radio manager of United Advertising, executive with the Don Lee Broadcasting System, and operations manager for the United Broadcasting System on the Pacific Coast. (R) Signal Carnival, 1936-39 (Signal Oil Co., NBC Red); Hughes-reel, 1938 (Borden Co., NBC Red); Rush Hughes, 1939 (Langendorf United Bakeries, NBC Red); Johnny Presents, 1940 (Philip Morris & Co., Ltd., NBC Red); General Electric Hour of Charm, since June, 1940 (General Electric, NBC Red); others locally and regionally. (F) 1922-38; also commercial films. (L) Getting Together, 1918.

HULICK, BUDD. M.C., comedians. Born in Asbury Park, N. J., and played in many amateur productions while attending high school. At Georgetown University he enrolled for a music course and devoted much attention to the glee and instrumental clubs, singing and playing the saxophone. Later organized a band, which he took to Europe. Back in the U. S., he landed a job as soda clerk in a Buffalo drug store. His capers there attracted the attention of a local broadcasting official who gave him an audition; three months later he was a member of the staff as actor, announcer and continuity writer. For many years he teamed on the air with Col. Lemuel Q. Stoopnagle (F. Chase Taylor), and all programs listed with the exception of What's My Name, Show of the Week and the Philip Morris programs were as

PROFESSIONAL RECORDS—Continued

Stoopnagle & Budd. (R) Tastyeast Gloomchasers, 1931 (Tastyeast, CBS); Ivory Soap Program, 1932 (Procter & Gamble, CBS); Pontiac Program, 1932-34 (General Motors Corp., CBS); Camel Caravan, 1934 (R. J. Reynolds Tobacco Co., CBS); The Gulf Program, 1934 (Gulf Refining Co., CBS and NBC Red); Ford Program, 1935 (Ford Motor Co., CBS); Town Hall Tonight, 1936 (Bristol-Myers Co., NBC Red); The Minute Men, 1936-37 (Minute Tapioca, NBC Blue); Johnny Presents What's My Name? 1938-39 (Philip Morris & Co., Ltd., Mutual); Johnny Presents Guess Where?, March to May, 1939 (Philip Morris & Co., Ltd., Mutual); What's My Name?, 1939-40 (Bristol-Myers, 1939, NBC Red; P & G, 1939-40, NBC Red); Show of the Week (cooperative group, Mutual). (GA) Rudy Vallee program, RCA Magic Key, Maxwell House Show Boat, others. (V) Stoopnagle & Budd.

HULL, WARREN. Actor, announcer, M.C. Born Gasport, N. Y., Jan. 17, 1906; h. 5 ft. 11 in.; w. 170; brown hair, blue eyes; e. New York University, University of Rochester; m. Dorothy D. Hull; three sons, John, George, and Paul. Has been an actor since 1924. His first radio appearance was in 1931 when Tom Harrington of Young & Rubicam (advertising agency) gave him a role. (R) Your Hit Parade, 1935 (American Tobacco for Lucky Strike Cigarettes, CBS); Borden Presents Beatrice Lillie, 1934-35 (Borden Sales Co., NBC Blue); 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); Good News, 1938-40 (General Foods, NBC Red); Melody & Madness, 1939 (P. Lorillard Co., NBC Blue). (F) Warner Bros. and Columbia; shorts for Educational in 1934. (L) Student Prince, 1926; My Maryland, 1927; Rain or Shine, 1928; Follow Thru, 1929.

HUMMERT, ANNE. Writer, producer; vice-president of Blackett-Sample-Hummert, New York City. Born Baltimore, Md., Jan. 19, 1905; e. Goucher College (A.B. degree; Phi Beta Kappa); m. Frank Hummert, q. v. Named in the Biographical Dictionary of American Women as one of the 10 most distinguished women of the country, she started her radio career in 1930 with Blackett-Sample-Hummert. (R) Creator, producer, writer (with her husband); author of original radio sequels to books

or plays: American Album of Familiar Music (Bayer Aspirin, NBC Red); Broadway Merry-Go-Round (Dr. Lyon's Toothpowder, NBC Blue); Manhattan Merry-Go-Round (Dr. Lyon's Toothpowder, NBC Red); Lavendar and Old Lace (Bayer Aspirin, 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); Sweetest Love Songs Ever Sung (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); 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, Bi-SoDol, NBC Red); John's Other Wife (Louis Philippe, Edna Wallace Hopper, NBC Red); Amanda of Honeymoon Hill (Charles H. Phillips Chemical Co., NBC Blue); Orphans of Divorce (Dr. Lyon's Toothpowder, NBC Blue); Doc Barclay's Daughters (Personal Finance, CBS); Alias Jimmy Valentine (Dr. Lyon's Toothpowder; NBC Red); others.

HUMMERT, FRANK (Edward Francis Hummert). Writer, producer; vice-president of Blackett-Sample-Hummert, Inc., New York City. Born St. Louis, Mo.; e. American and English universities; m. Anne S. Hummert, q. v. Started radio career about 1923 producing the Brunswick Memory Program. (R) Creator, producer, writer, author of original radio sequels to books or plays: Orphans of Divorce (Dr. Lyon's Toothpowder, NBC Blue); Rich Man's Darling (Affiliated Products, CBS); Doc Barclay's Daughters (Personal Finance, CBS); Alias Jimmy Valentine (Dr. Lyon's Toothpowder, NBC Blue); David Harum (B. T. Babbitt, NBC Red); 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); Manhattan Merry-

PROFESSIONAL RECORDS—Continued

Go-Round (Dr. Lyon's Toothpowder, NBC Red); Lavender and Old Lace (Bayer Aspirin, 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, Sweetest Love Songs Ever Sung, Waltz Time, Young Widder Brown and Stella Dallas (all Charles H. Phillips Chemical Co., NBC Red); Amanda of Honeymoon Hill (Charles H. Phillips Chemical Co., NBC Blue); 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); others. (F) Republic.

HUMPHREY, HARRY (The Old Ranger).

Actor. Born San Francisco, Calif.; e. University of Southern California, where he was a star football player and all-round athlete. Started stage career in the old San Francisco Grand Opera House. Came to New York in the early 90's and played stock. Thomas A. Edison, in the early days of the talking machine, selected him to do most of the Edison records; later, when Edison started his experiments with talking pictures, Humphrey worked for him several months in the South Orange laboratories. Active in radio more than a decade. (R) Ma & Pa (Atlantic Refining, CBS); Death Valley Days (Pacific Coast Borax, successively NBC Blue and Red); others. (L) Various legitimate productions; stock; author of *The Skull*, produced in 1928 and played all over the U. S. and abroad.

HUNTER, HENRY (Frederick Arthur Jacobson, Jr.).

Actor. Born Rahway, N. J., Oct. 9, 1907; h. 5 ft. 11 in.; w. 175; brown hair and eyes; e. Theatre Guild School; m. Dorothy Black Jacobson; one son, Frederick Arthur III. Originally an actor in revivals and stock, he made his first radio appearance in 1929 via NBC, following an audition. (R) *Story of Mary Marlin*, 1931 and 1940 (International Cellucotton, NBC Red, 1931; P & G, NBC Red and Blue, 1940); *First Nighter*, 1937 (Campana Sales, NBC Red); *Hollywood Hotel*, 1937 (Campbell Soup, CBS); *Welch Presents Irene Rich*,

1937-38 (Welch Grape Juice, NBC Blue); *Attorney-at-Law*, 1938 (S. C. Johnson & Son, NBC Red and Blue); *Girl Alone*, 1940 (Quaker Oats, NBC Red); *Grand Hotel*, 1940 (Campana Sales, CBS); *Uncle Walter's Dog House*, 1940 (Brown & Williamson, NBC Red). (F) M-G-M, Universal, Columbia (f); shorts. (L) *Eva LeGallienne* repertory, 1925-26; *Theatre Guild*, 1926; *Ivory Door*, 1927; *Montreal stock*, 1928-29; *Atlanta stock*, 1930-31; *Portland (Ore.) stock*, 1931 (f).

HUNTER, MARY. Actress. Born Bakersfield, Calif., Dec. 4, 1910; h. 5 ft. 5 in.; dark brown hair, grey eyes; e. Wellesley and University of Chicago; m. John F. Sullivan. Worked as script girl at Lasky's, then did theatrical promotion work at Marshall Field's department store in Chicago. Became associated with WGN as studio hostess in charge of broadcasting women's features, and since 1932 has played the role of Marge in *Easy Aces*. (R) *Easy Aces*, sponsored by Anacin since 1935 (NBC Blue); *Against the Storm* (P & G, NBC Red); others.

HUNTER, TODD (R. Ordell Caulkins).

News analyst. Born Bellingham, Wash., June 1, 1903; e. Bellingham (Wash.) State Normal School, and Pomona College, Claremont, Calif. (A.B. degree); m. Marie Williams, actress. Free lance writer; onetime advertising salesman and actor. First radio appearance in 1932 after announcer's audition. (R) *News and Rhythm*, 1939-40 (Bowey's, Inc., for Dari-Rich, CBS). (L) *Stock in Los Angeles and Stockton, Calif.*, 1927-30.

***HUNTLY, CHET.** Announcer, KFI-KECA, Los Angeles. (R) *Pull Over, Neighbor 1939* (Wilshire Oil, NBC Pacific Coast Red); *One Man Theatre*, 1940 (D. Ghiradelli & Co., CBS Pacific). (L) *Stock and Theatre Group*, 4 years.

HURDLE, JACK (Lawrence M.).

Producer for Blackett-Sample-Hummert, Chicago. Born Washington, D. C., June 13, 1908; e. Duke University; m. Nancy Douglass, actress. Started radio work in 1935. (R) *Modern Cinderella* (General Mills, CBS); supervised *Gold Medal Hour* (General Mills, NBC Red); *Betty & Bob* (General Mills, NBC Red and Blue); *Those Happy Gilmans* (General Mills, NBC Red and Blue); *Carters of Elm Street* (Wander Co. for Ovaltine, successively NBC Red and Mutual); *Ellen Randolph* (Colgate-Palmolive-Peet, NBC Red); also transcriptions. (F) *Shorts*. (L) *Gang's All Here*; *Ah, Wilderness*; *They Shall Not Die*; *If This Be Treason*; *The Puritan*;

PROFESSIONAL RECORDS—Continued

others. (V) Appearances with Tommy Monahan and Ted Healy.

***HURT, MARLIN.** Member of **Tom, Dick & Harry** trio. (R) Tom, Dick & Harry, 1937 (Fels & Co., Mutual); Plantation Party, 1938-40 (Brown & Williamson Tobacco, NBC Blue); Show Boat, 1940 (as soloist) (Brown & Williamson, NBC Blue).

HUSTON, WALTER. Actor, M.C. Born Toronto, Ont., April 6, 1884; h. 6 ft., w. 180; sandy grey hair, blue eyes; e. public school; m. 1st Bayonne Whipple, 2nd Nan Sunderland, actress; one son, John, 34, writer for Warner Bros. First stage appearance in Toronto in 1902. Three years later he made New York debut. First radio appearance as guest star. (R) Good News, 1939 (General Foods, NBC Red). (GA) Cavalcade of America (E. I. du Pont de Nemours, NBC Red and Blue); Campbell Playhouse (Campbell Soup, CBS); Pursuit of Happiness, with Orson Welles (sustaining, CBS); others. (F) M-G-M, Paramount, Universal, United Artists, Samuel Goldwyn and others since 1928 (f); shorts. (L) In Convict's Stripes, 1905; The Sign of the Cross (tour); Mr. Pitt, 1924; The Easy Mark, 1924; Desire Under the Elms, 1924; The Barker, 1927; Elmer the Great, 1928; The Commodore Marries, 1929; Dodsworth, 1934-35 (tour, 1935-36); The Miles of Heaven, 1937; Knickerbocker Holiday, 1938; A Passenger to Bali, 1940; Love's Old Sweet Song, 1940; others (s, f). (V) Starred in acts written by himself, 1912-22.

HYMES, JOHN D. Director. Born New York City, Aug. 30, 1907; e. Haverford College, Haverford, Pa.; nephew of John Golden, producer; m. Elizabeth Hymes. (R) Cities Service Concert, 1936-39 (Cities Service, NBC Red); Sophie Tucker, 1939 (Roi Tan Cigars, CBS). (Associated with Lord & Thomas as director and time buyer.)

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IDELSON, BILLY (William J.). Actor. Born Forest Park, Ill., Aug. 21, 1920; h. 5 ft. 9 in.; w. 150; brown hair and eyes; e. Northwestern University. First radio appearance in 1931. (R) Vic and Sade, 1934-40 (P & G, NBC Red and Blue). (V) Theatre appearances.

IRWIN, CAROL. Producer, director, supervisor; head of daytime radio department,

Young & Rubicam, New York. Born Philadelphia, Pa., Sept. 6, 1908; h. 5 ft. 8 in.; w. 126; blonde hair, grey eyes; e. Stephens School, Walnut Lane School for Girls, School of Industrial Arts and Charles Morris Price School of Advertising and Journalism; m. Lyn Murray, conductor and vocal arranger. Entered radio eight years ago as assistant program manager at WCAU, Philadelphia. (R) Pepper Young's Family, 1935-36 (P & G, NBC Red); The Gumps, 1936 (Pebeco, CBS); Paul Whiteman's Musical Varieties, 1936 (Jergens-Woodbury, NBC Blue); Dr. Allan Roy Dafoe, 1936 (Lehn & Fink, CBS); Mary Margaret McBride, 1937-39 (General Foods, CBS); My Son and I, 1939-40 (General Foods, CBS); Joyce Jordan, Girl Interne, 1939-40 (General Foods, CBS); Kate Smith's Noonday Chats, 1939-40 (General Foods, CBS).

J

JACKSON, HELEN. Singer (**Three Harmonics**). The trio, Jude and Beverly Freeland and Helen Jackson, began singing three-part harmony at school functions and in amateur theatricals in Bristow, Okla. Following their radio debut over an Oklahoma station, where they sang without pay, they went to New York and landed a job with a local station as a result of an audition. (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, 1938-40, Johnny Presents (Philip Morris & Co., CBS); as member of Kay Thompson Rhythm Singers, Tune-Up Time, 1939 (Ethyl Gasoline, CBS). (LS) WMCA, WEA, New York City. (F) Shorts. (L) Earl Carroll's Sketch Book, 1935.

JAMES, HUGH. NBC staff announcer, New York City. Born Westchester, N. Y., Oct. 13, 1915; h. 5 ft. 9½ in.; w. 180; brown hair, blue eyes; e. Roosevelt Prep School, New York University, University of Pennsylvania and George Washington University. Started as a page boy in 1933, then tourist guide, taking the first group of sightseers through the new NBC studios in Radio City. In 1935 he became an announcer at WFIL, Philadelphia; a year later was transferred to the regular NBC staff in Washington; became NBC staff announcer in New York in 1937. (R) Lowell Thomas, 1937-40

PROFESSIONAL RECORDS—Continued

(Sunoco, NBC Blue); Terry and The Pirates, 1938 (Bowey's, Inc., for Dari Rich, NBC Red); Cheer Up, America, 1938 (Mennen Co., NBC Red); Youth vs. Age, 1939-40 (Sloan's Liniment, NBC Red); Woodbury's Hollywood Playhouse, April 24-May 1, 1940 (Andrew Jergens Co., NBC Blue); Parker Family, since May 19, 1940 (Andrew Jergens Co., NBC Blue); transcriptions. (LS) WEA, WJZ, New York, 1938. (F) Shorts. (L) The Late Christopher Bean, with Pauline Lord (while still in high school).

JAMES, LEWIS. Singer (Revelers Quartet). Born Dexter, Mich., July 29, 1892; h. 5 ft. 10 in.; w. 165; brown hair and eyes; m. Jeanette James; one daughter, Janet, 19. First radio appearance on an experimental broadcast at the Westinghouse Electric & Mfg. Co., Newark, N. J., in October, 1921; has been in commercial radio since 1923. (R) Cities Service Concert, 1933-38 (Cities Service, NBC Red); R & R Entertainers, currently (Richardson & Robbins, NBC Red and Blue); others, not current, for General Motors, General Electric, Atwater Kent, Buick, Chevrolet, Palmolive, Coca-Cola, Good-year Tire & Rubber, Ford Motors. (F) Shorts. (L) Concert appearances. (V) Six tours in Europe and four in the U. S. with the Revelers.

JAMESON, HOUSE. Actor. As a young man transferred from the University of Texas to Columbia University to be closer to New York as the theatrical center of the nation. Upon graduation in 1924, obtained a part as spear carrier in St. Joan; better roles followed, and he appeared in stock in the U. S. and Canada, then went to Australia where he played leads. He returned to the U. S. in 1930, played in several productions and entered radio in 1935. (R) Title role in Renfrew of the Mounted, 1936-37 and 1939-40 (Continental Baking, 1936-37, CBS; sustaining, 1939-40, NBC Blue); Young Widder Brown, 1938-40 (Charles H. Phillips, NBC Red); This Day is Ours (P & G, successively CBS and NBC Blue); The Aldrich Family (General Foods, successively NBC Red and Blue); Hilda Hope, M.D., 1939-40 (Wheatena, NBC Red); others. (L) Grand Street Follies, The Taming of the Shrew, An American Tragedy, Private Lives, We the People and others.

JANES, ART. Singer (Maple City Four). Born Nov. 20, 1895; m. Linda Parker, of the National Barn Dance troupe. Served in the French air service during the the World War. With Fritz Meissner and Pat Petterson, started singing at

political rallies and church functions in La Porte, Ind. In 1925 the trio tried out at WLS, Chicago, and was given a spot on the old WLS Showboat program. Two years later Al Rice joined the group and they took the name Maple City Four. (R) National Barn Dance, 1933-40 (Alka-Seltzer, NBC Blue); Sinclair Minstrels, 1933-37 (Sinclair Refining, NBC Blue); others including transcriptions. (F) Three films for Republic (f). (V) 10 years. (PR) American Record.

JANETZKE, REINOLD W. Announcer. Born Bristol, Conn., May 29, 1907; h. 6 ft. 2 in.; w. 165; light hair, blue eyes; e. Concordia College, Concordia Seminary and Washington University (B.D. and M.A. degrees); m. Erna H. Schoknecht; one son, David B. Teacher in St. Louis Public High School. First radio appearance in 1931, as speaker on the Lutheran Laymen's Hour. (R) The Lutheran Hour, seasonally since 1934 (Lutheran Laymen's League, Mutual); The Laymen's Hour, 1935-38 (Lutheran Laymen's League of Greater St. Louis, KFUO, St. Louis).

JANNEY, LEON E. Actor. Born Ogden, Utah, April 1, 1917; h. 5 ft. 9½ in.; w. 140; blonde hair, blue eyes; e. professional children's school, Hollywood; m. Wilma Francis, actress. Played his first film role in 1926; had appeared as a child actor in vaudeville on the Pacific Coast; has had legitimate stage roles since 1934. First radio appearance in 1939. (R) Parker Family, 1939-40 (Andrew Jergens Co., NBC Blue, previously CBS). (F) Warner Bros., Monogram (s); shorts. (L) Every Thursday, 1934; Mulatto, 1935-36; Simpleton of the Unexpected Isles, 1935; Parade, 1935; The Bough Breaks, 1937. (V) Pantages and Fox West Coast time as a child; personal appearances, 1932-33.

JELLISON, BOB (Robert D.) Character juvenile actor. Born Des Moines, Ia., Aug. 21, 1908; son of John Jellison, concert tenor; h. 5 ft. 3 in.; w. 135; blonde hair, blue eyes; e. University of Iowa; m. Eleanor D. Jellison. While still a student in a Minneapolis high school he spent summers as a dancer and actor in tent vaudeville. At college he specialized in dramatics and was also active as a trap drummer, cheer leader and singer. First radio work as sound effects man at WCCO in 1928; obtained his first dramatic role on a network program in 1937. (R) The First Nighter, 1937-40 (Campana Sales for Italian Balm, successively NBC Red, CBS); Grand Hotel, 1938

PROFESSIONAL RECORDS—Continued

(Campana Sales for Dreskin, NBC Blue); A Tale of Today, 1937-39 (Princess Pat, Ltd., NBC Red); Stepmother, 1938 (Colgate-Palmolive-Peet, CBS); Lucky Girl, 1938 (Minit Rub, Mutual); Girl Alone, 1938-40 (Quaker Oats, NBC Red); Adventures of Tom Mix, 1938-40 (Ralston Purina, NBC Blue); Inside Story, 1939 (Ralston Purina, NBC Blue); Midstream, 1939-40 (P & G, NBC Red); Story of Mary Marlin, 1938-40 (P & G, NBC Red and Blue); others. (F) Shorts. (L) Stock.

JENKINS, GORDON. Composer, arranger; musical director for NBC, Hollywood. Born St. Louis, Mo., May 12, 1910; m. Nancy Ann Harkey; three children, Gordon, Jr., 4, Susan Ann, 2, and Page, one. At the age of 15 he won the first prize in an amateur ukulele contest conducted by Cliff Edwards as part of his act. Subsequently played the banjo in his brother's orchestra at summer resorts near St. Louis, and appeared in radio programs in St. Louis. In 1927 he joined KMOX as staff pianist and later became conductor. He then went to Hollywood where his scoring for Paramount films led to a 17-week radio engagement with his own orchestra. Two years ago he joined NBC as their West Coast musical director. Author of many musical compositions. (R) Men With Wings, 1938 (Mutual); Signal Oil Carnival, 1939-40 (Signal Oil, NBC Pacific Red); NBC sustaining shows, including Little Old Hollywood, Cavalcade of Hits, From Hollywood Today, Time and Tempo. (F) Paramount, 9 months. (L) The Show Is On, as musical director and arranger, 1937.

JEROME, EDWIN. Character actor. Born New York City, Dec. 30, 1892; h. 6 ft. 1 in.; w. 181; gray hair, blue eyes; e. New York City public schools; not married. Prior to his radio appearances he had many years of experience in films, vaudeville, and on the legitimate stage; his first radio work was in 1934 via the March of Time program after an audition. (R) March of Time, 1934-39 (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, Koly-nos, 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); Society Girl, 1939-40 (Corn Products Refining, CBS); Orphans of Divorce, 1939-40 (R. L. Watkins Co., NBC Blue);

Sky Blazers, 1939-40 (Continental Baking, CBS); By Kathleen Norris, 1939-40 (General Mills, CBS); has also appeared, recently and in times past, on the following: We, The People; Texaco Star Theatre; Aunt Jenny's Real Life Stories; Big Sister; Second Husband; Gang Busters; Just Plain Bill. (F) Columbia and others, 27 films; 14 shorts. (L) Productions by Belasco, Jed Harris, Max Gordon (s, f). (V) 1922-30; Thank You Doctor; Lots and Lots; played lead opposite Irene Rich under Max Gordon aegis.

JESSEL, GEORGE. Actor, producer, writer. Born New York City, April 3, 1898; e. public schools; m. (1) Florence Courtney, (2) Norma Talmadge, (3) Lois Andrew. First professional appearance in 1907, at the age of nine, singing illustrated songs with Walter Winchell; on the same bill was Eddie Cantor, doing imitations. Member of Gus Edwards' revue, 1910-14; then secured a partner and went to England to appear in a vaudeville act, returning to the U. S. in 1917. Wrote George Jessel's Troubles of 1922 and played in it, also wrote most of the scenes for the Winter Garden shows that year. Dramatic debut in the Jazz Singer at the Fulton Theatre in 1925; film debut in 1926. Author of many songs including Oo La La Oui Oui, Oh How I Laugh When I Think How I Cried About You, Roses in December. (R) Thirty Minutes in Hollywood, 1937-38 (regional sponsorship, Mutual); For Men Only, 1939 and The Vitalis Program, 1940 (Bristol-Myers for Vitalis, NBC Red). (LS) George 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.

***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, 1937-40 (E. I. du Pont de Nemours, CBS, 1937-39; NBC Blue and Pacific Red, 1940); The Mighty Show, 1938-39 (Penick & Ford for My-T-Fine Dessert, CBS); Believe It or Not, 1939-40 (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).

JOHNNY. See Johnny Roventini.

JOHNSON, ARLENE. See the Smoothies.

PROFESSIONAL RECORDS—Continued

***JOHNSON, BESS.** Actress, announcer. (R) Lady Esther of the Lady Esther Serenade, 1931-37 (Lady Esther, Ltd., NBC Red, CBS); Today's Children, 1932-37 (Pillsbury Flour Mills, NBC Red); Hilltop House, since Nov. 1, 1937 (Colgate-Palmolive-Peet, CBS). (Also producer, writer).

JOHNSON, DORA. Actress. Born Kenosha, Wis., Feb. 24; h. 5 ft. 4 in.; w. 103; dark brown hair, blue-green eyes; e. Kenosha High School, and five years of opera study. Sister of Raymond Johnson, radio actor, and George Johnson, playwright. Has made many concert appearances as a singer, specializing in Swedish folk music. When illness interrupted her plans for a career in opera, she turned to dramatics and joined a Little Theatre group. First radio appearance as a result of an audition at the NBC Chicago studio, February 14, 1938. (R) Betty & Bob, 1938 (General Mills for Bisquick, NBC Red); The Story of Mary Marlin, 1938 (Procter & Gamble for Ivory Soap, NBC Blue); Bachelor's Children, 1938 (Cudahy Packing Co. for Old Dutch Cleanser, Mutual); Ma Perkins, 1938-40 (Procter & Gamble for Oxydol, NBC Red); Grandma Travels, 1937-38 (Sears, Roebuck & Co., transcriptions); Guiding Light, 1939 (Procter & Gamble, NBC Red); Right to Happiness, 1940 (Procter & Gamble, CBS). (LS) Letters Brought to Life, 1937 (Gold Medal Flour, WGN, Chicago). (L) Little Theatre and stock.

***JOHNSON, EDWARD.** M.C. (R) Metropolitan Opera Auditions of the Air (Sherwin-Williams, NBC Blue). (Manager, Metropolitan Opera Co.).

JOHNSON, PARKS. Interviewer. Born Sheffield, Ala., March 22, 1891; h. 5 ft. 9½ in.; w. 165; greying brown hair, dark brown eyes; e. University of Georgia and Emory University; m. Louise Johnson; two children, Betty Louise, 18, and Parks, Jr. (Bill), 17. Served as captain in the U. S. Army during the World War. After several jobs as salesman and cotton broker, he set himself up in an advertising agency in Houston, Texas. He became interested in radio and in 1932 originated the idea of a Vox Pop type of program, which that same year went on the air via KTRH, Houston. (R) Vox Pop, 1932-35 (KTRH, Houston, October, 1932, to July, 1935; Southwest Network, 1934-35); 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, 1938-40 (Penn To-

bacco Co., NBC Red, 1938-39; CBS since Oct., 1939). (Frequently teamed with Wallace Butterworth). (LS) KTRH, Houston, 1932-35. (F) Paramount, 1938 (voice work). (V) Theatre appearance.

JOHNSON, RAYMOND EDWARD. Actor. Born Kenosha, Wis., July 24; h. 6 ft. 1¼ in.; w. 175; brown hair, blue eyes; e. Kenosha public schools and the Goodman Theatre, Chicago; m. Betty Caine, actress. Brother of George Johnson, playwright, and Dora Johnson, radio actress. With the help of Bess Johnson, he got into radio in 1931 while still a dramatic student. Taught drama, voice and diction at the Goodman Theatre, 1932-33, at the University of Indiana, 1934, and at Rosary College in 1935. (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, 1938-40 (Sealtest, Inc., CBS); Valiant Lady, 1938-39 (General Mills, NBC Red and Blue); transcriptions. (L) Stock and road shows, 1932-35.

***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 (Serval, 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, JACK. Director, writer. Born Vineland, N. J., May 7, 1906; e. Rutgers University and Arnold College; m. Bundy Johnstone; one daughter, Toni, 3. Started radio work with N. W. Ayer & Son in 1930, and since that time has done work for a number of advertising agencies. Has also given several lectures on radio at Columbia University and New York University. (R) Philip Morris programs (dramatic spots and quiz shows), 1938-40 (Philip Morris & Co., CBS and NBC Red); Smilin' Jack, 1939 (Sweets Co. of America for Tootsie Rolls, Mutual); Buck Rogers in the 25th Century, 1932-40 (this is a transcribed series sponsored by Kellogg, Cocomalt, Cream of Wheat and Popsicles at various

PROFESSIONAL RECORDS—Continued

- periods; from 1932-33, it was sponsored by Kellogg via CBS); Who Knows, 1940 (Griffin Mfg., Mutual).
- JOLLY JOE.** See Joe William Kelly, Sr.
- JORDAN, JACK.** Juvenile actor (dramatic, comedy). Born New York City, Oct. 15, 1924; son of Jack Jordan and Kathryn Mack, vaudeville team; h. 6 ft.; w. 154; light brown hair, brown eyes; e. Professional Children's School. Obtained first radio part on Nila Mack's Let's Pretend, a CBS children's program. (R) Your Family and Mine, 1938-40 (Sealtest, NBC Red, 1938-39, CBS, 1939-40); The O'Neills, 1939-40 (P & G for Ivory Flakes, NBC Red); Ellen Randolph, 1939-40 (Super Suds, NBC Red); American School of the Air, 1936-39 (sustaining, CBS); transcriptions. (F) Shorts. (L) Tomorrow and Tomorrow, 1933; Peter Pan, 1934; Remember the Day, 1936; Jubilee, 1936-37; Sunup to Sundown, 1938; others. (PR) RCA Victor, Decca.
- JORDAN, JAMES E.** (Known in radio as Fibber McGee). Born Peoria, Ill., Nov. 16, 1896; h. 5 ft. 6 in.; w. 175; brown hair, gray eyes; e. St. Manns grade school and Spaulding Institute, Peoria; m. Marian I. Jordan, his partner in the Fibber McGee & Molly comedy team; two children, Kathryn, 19, and James, Jr., 16. Both James Jordan and Marian, his wife, were originally voice students, and once formed a concert company. Later they changed over to vaudeville. In 1924, when friends dared them to get radio jobs, they managed to obtain a series on WIBO, Chicago, at a salary of \$10 per week. (R) Fibber McGee & Molly, since April, 1935 (Molly off from Nov., 1937, to April 18, 1939) (S. C. Johnson & Son, NBC Red). Previously also programs for O'Henry Candy and Quaker Oats, plus local programs in Chicago. (F) Paramount, 1937 (s). (V) Marian & Jim Jordan, harmony singing and piano, 5 years.
- JORDAN, MARIAN I.** (Known in radio as Molly). Born Peoria, Ill., in April, 1898; h. 5 ft. 4 in.; w. 128; brown hair, blue eyes; e. St. John's grade school and St. Mary's Academy, Peoria; m. James E. Jordan, her partner in the Fibber McGee & Molly comedy team; two children, Kathryn, 19, and James, Jr., 16 (For radio and vaudeville career, see under James E. Jordan, above).
- *JOSTYN, JAY.** Actor (leads, characters). (R) Famous Actors' Guild Presents Second Husband, 1937-40 (Bayer Aspirin, CBS); Hilltop House, 1937 (Colgate-Palmolive-Peet for Palmolive Soap, CBS); Our Gal Sunday, 1937-39 (Anacin and Kolynos, CBS); The Life of Mary Sothern, 1937-38 (Lehn & Fink for Hinds Honey & Almond Cream, CBS); Mrs. Wiggs of the Cabbage Patch, 1938 (Old English Wax, BiSoDol, NBC Red); Pop-eye the Sailor, May to July, 1938 (Joe Lowe Corp. for Popsicles, CBS); This Day is Ours, 1938-40 (P & G for Crisco, successively CBS and NBC Blue); Mr. District Attorney, 1939-40 (Pepsodent, NBC Blue); The Parker Family, 1939-40 (Woodbury Soap, successively CBS and NBC Blue). (L) Stock and productions, 8 years.
- JOURNET, MARCEL.** Actor (leads, dialect). Born Lyon, France, Aug. 5, 1898; h. 5 ft. 10½ in.; w. 175; grayish-brown hair, green eyes; son of Marcel Journet, opera singer; e. Jansan de Lailly College, Paris; not married. First radio appearance via NBC in 1931. (R) My Son and I (General Foods, CBS); Death Valley Days (Pacific Coast Borax, NBC Red); Young Widder Brown (Chas. H. Phillips Chemical, NBC Red); Lorenzo Jones (Chas. H. Phillips Chemical, NBC Red); Mrs. Wiggs of the Cabbage Patch (Old English Floor Wax and BiSoDol, NBC Red); others. (L) French Theatre of New York, 1936-38; played in Montreal, 1936 and 1940.
- JOY, DICK (Richard W.)** Announcer (specializing in news), CBS, Hollywood, Born Putnam, Conn., Dec. 28, 1915; h. 6 ft. 1 in.; w. 180; black hair, blue eyes; e. Putnam high and University of Southern California; m. Jean Joy, formerly Lyn Carroll, radio singer; one daughter, Patricia Jean, 1 year. Covered radio for student paper at Southern California; became interested in it, and decided on broadcasting instead of journalism. (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, 1937-38 (Durkee Famous Foods, CBS); Hollywood in Person, 1938 (General Mills, CBS); Road of Life, 1939 (P & G, CBS); I Want a Divorce, 1938-39 (S & W Fine Foods, CBS); College of Musical Knowledge, when it originated in Hollywood in 1939 (Lucky Strikes, CBS); Burns & Allen, 1939 (Lehn & Fink, CBS); Silver Theatre, 1939-40 (International Silver, CBS); The Beauty Explorer, 1940 (Colonial Dames, CBS); also local shows, news and special events in present capacity as staff member of KNX, Los Angeles.

PROFESSIONAL RECORDS—Continued

JURGENS, DICK. Orchestra leader. (R) Network sustaining broadcasts for the past five years. (PR) Vocalion.

JUVELIER, JEANNE. Dramatic actress. Born New York City, May 31; daughter of Kalman Juvelier of the Bina Abraowitz Yiddish Art Theatre; h. 5 ft. 4 in.; w. 132; dark brown hair and eyes; e. Wadleigh and Morris High Schools, New York University; m. Milton Kahn; one son, born July 5, 1940. Entered radio in Chicago in 1932, when legit company in which she was playing closed. Also does club readings. (R) Mulligan & Mulligan, 1933 (Phillips 66, CBS); Myrt & Marge, 1933 (William Wrigley, Jr., CBS); Betty & Bob, 1933-36 (General Mills, NBC Blue); The Story of Mary Marlin, 1935-39 (International Cellucotton for Kleenex, 1935-36, NBC Red; P & G, 1937-39, NBC Red and Blue); 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, 1937-40 (General Mills, CBS); It Can Be Done, 1939 (Household Finance, CBS); Woman in White, 1940 (Pillsbury Flour, NBC Red); Houseboat Hannah, currently (P & G, NBS Red). (L) Provincetown Players, 1922-24; stock, 1924-34 (s,f).

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KALTENBORN, HANS VON. News commentator and analyst. Born Milwaukee, Wis., July 9, 1878; h. 5 ft. 11½ in.; w. 190; pepper-and-salt hair, blue eyes; e. Milwaukee public schools, Harvard University (A.B. degree), University of Wisconsin (doctor laws), Hamilton College (doctor humane letters); m. Baroness Olga von Nordenflycht; two children, Olga Anais (Mrs. Attmore Robinson, Jr.), 28, and Rolf, 24 (assistant director music department, CBS). Began newspaper work as reporter for Merrill (Wis.) papers in 1893; served in the Spanish-American war, at the same time officiating as war correspondent for the Milwaukee Journal; 1900-02 city editor and European correspondent for the Merrill (Wis.) Advocate; 1902-1930 member of the Brooklyn (N. Y.) Daily Eagle staff, with an interlude at Harvard, and a period of tutoring Vincent Astor, 1909-10. Lecturer; author We Look at the World, Kaltenborn Edits the News, I Broadcast the Crisis, numerous maga-

zine articles, and contributions on radio to the Encyclopaedia Britannica; winner of the Coolidge debating prize, and first Bowdoin prize for elocution; Phi Beta Kappa; winner numerous honors and citations from schools of journalism. First regular radio appearance in 1923, as member of the Brooklyn Eagle staff, via WEA, New York. (R) Kaltenborn Comments, 1939 (General Mills, CBS); Kaltenborn Edits the News, 1939-40 (Pure Oil, CBS); also many sustaining news broadcasts and comments on the European scene. (F) Columbia (played himself in Mr. Smith Goes to Washington); shorts.

KANE, JOHNNY. Actor (juveniles, leads). Born Davenport, Ia., Aug. 29, 1910; h. 5 ft. 10 in.; w. 160; dark red hair, brown eyes; e. St. Mary's School and St. Ambrose College, Davenport. Son of Pat and Lida Kane, of vaudeville. Featured with his sister as Master Jack and Little Viola Kane, then toured as juvenile lead with the Hartman Stock Company; Broadway debut with Julia Sanderson and Frank Crumit in Tangerine; left musical comedy to join the Greenwich Village Players. Has also appeared in a number of films. Radio debut in 1932 with Phillips H. Lord in The Country Doctor. (R) The Country Doctor, 1932 (Lambert Pharmacal Co. for Listerine, NBC Blue); Red Davis, 1933-34 (Beech-Nut Packing Co., NBC Blue); Five Star Jones, 1935-36 (Mohawk Rugs, 1935-36, CBS; P & G, 1936, NBC Blue); Pepper Young's Family, 1936-40 (Procter & Gamble, NBC Red and Blue); John's Other Wife, 1938 (Louis Philippe and Edna Wallace Hopper, NBC Red). (F) M-G-M, Paramount, First National, D. W. Griffith (f); shorts; March of Time. (L) Appeared with parents in Poor Relations, 1913-14, and Human Hearts, 1914-16; Tangerine, 1924; Music Box Revue, 1925; Little Jesse James, 1926; Happy Go Lucky, 1927; Sweet Lady, 1928; Veneer, 1929; The Long Road, 1930; Princess Charming, 1931; The Milky Way, 1933; The Sky's the Limit, 1934; One Thing After Another, 1937 (s,f). (V) Shields & Kane, 1922-24.

***KANE, MURRAY.** Singer (Two Bees and a Honey). (R) Fred Waring & His Pennsylvanians, 1938-39 (Bromo-Quinine, NBC Red, 1938-39; Chesterfield Cigarettes, NBC Red, 1939); Chesterfield Presents Fred Waring in Pleasure Time, 1939-40 (Chesterfield Cigarettes, NBC Red). (V) Theatre appearances with Fred Waring.

***KANNER, HAL (Two Bees and a Honey).** Singer, musician, arranger. (R) Fred

PROFESSIONAL RECORDS—Continued

- Waring & His Pennsylvanians, 1938-39 (Grove Laboratories for Bromo-Quinine, NBC Red, 1938-39; Liggett & Myers Tobacco for Chesterfield Cigarettes, NBC Red, 1939); Chesterfield Presents Fred Waring in *Pleasure Time*, 1939-40 (Chesterfield Cigarettes, NBC Red); 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.
- KAUFMAN, IRVING (Happy Jim Parsons).** Singer, M.C., announcer, character actor. Born Syracuse, N. Y., Feb. 8, 1900; h. 5 ft. 8 in.; w. 165; black hair, brown eyes; e. Syracuse public schools, m. Belle Brooks, pianist and script-writer; three children, Eleanor, 20. Lawrence, 18, and Caryl Lee, 10. At the age of seven he toured in a vaudeville act as a "Russian Midget"; at the age of 11 he was a member of the Forepaugh-Sells circus band; later he sang in theatres, then became a song plugger for Leo Feist; the Feist association resulted in a contract with various phonograph companies to make vocal recordings (which he did for 22 firms under 10 aliases); his first radio appearance was in 1922 via WJZ, New York, as vocalist with Gus Haenschen's orchestra. (R) *Lazy Dan*, *The Minstrel Man*, 1933-36 (Old English Floor Wax, CBS); *Hammerstein Music Hall* (Anacin, CBS); *Society Girl*, 1939-40 (Corn Products Refining, CBS); many others locally under such names as "Salty Sam, The Sailor," "Happy Rambler," "Johnny Prentiss & Savoy," etc. (F) Shorts. (L) *The Passing Show*. (V) Member of Original Avon Comedy 4; Irving & Jack Kaufman; personal appearances. (PR) For 22 companies including Victor, Columbia, Brunswick, Vocalion, Edison, Pathe, Harmony, Regal, Banner, Crown, Gennett, and Emerson.
- KAY, JOAN.** Actress (character ingenue). Born Flint, Mich.; h. 5 ft. 4 in.; blue eyes; e. Chicago Art Theatre. Played juvenile parts with the old Chicago Grand Opera Company at the age of 9. First radio appearance at the age of 12. Toured with a theatrical troupe, and re-entered radio in 1930. (R) *Air Adventures of Jimmie Allen*, 1934-37 (Skelly Oil, transcriptions); *Judy & Jane*, 1935-36 (Folger Coffee, transcriptions); *Kitty Keene, Inc.*, 1936-38 (Procter & Gamble, CBS); *Those Happy Gilmans*, 1937-39 (General Mills, transcriptions, 1937-38; NBC Red and Blue, 1938-39); *Road of Life*, 1938-39 (P & G for Chipso, CBS); *Court of Missing Heirs*, 1938 (Skelly Oil, CBS); *Caroline's Golden Store*, 1939-40 (General Mills, successively NBC Red and CBS); also incidental parts on numerous network shows. (L) *Dramatic stock*, 1931-32; *Noah*, with Burgess Meredith, 1935. (V) Directed dance orchestra, *Joan Kay and Her Boys*.
- KAYE, EVELYN (Evelyn and Her Magic Violin).** Violin soloist (currently with Phil Spitalny Orchestra). Born New York City, Oct. 19, 1917; h. 5 ft. 4 in.; w. 118; ash blonde hair, green eyes; e. Damrosch Institute of Musical Art (scholarship graduate), Juilliard School of Music (fellowship graduate); not married. Her first radio appearance was at the age of 10 as a soloist over WJZ, New York. Winner, New York State National Federation of Music Clubs' contest; gold medal winner, New York Music Week Assn.; winner, MacDowell Club citation. (R) *General Electric Hour of Charm*, 1936-40 (General Electric Co., NBC red). (GA) *Hobby Lobby* (Fels & Co., CBS); others. (F) Shorts with Spitalny Orchestra. (V) Personal appearances with Spitalny Orchestra.
- KAYE, SAMMY.** Dance band conductor. Born Cleveland, Ohio, March 13, 1910; h. 5 ft. 10 in.; w. 140; blonde hair, blue eyes; e. Ohio public schools and Ohio University; not married. Formed his own dance band after graduation from college, and made his first radio appearance in 1933 when WGAR, Cleveland, broadcast from Danceland where he was playing. Composer of *Moondust*, *In the Hush of Evening*, *Swing and Sway*, and the orchestra's unnamed theme song. (R) *Sensations & Swing*, 1940 (P. Lorillard for Sensation Cigarettes, NBC Red and Blue); guest appearances on various programs. (F) Shorts. (V) Picture house appearances. (PR) RCA Victor.
- KEEGAN, HOWARD.** Production manager, script writer, Carl Wester & Co., Chicago. (R) Producer: *The Guiding Light* (P & G, NBC Red); *Woman in White* (Pillsbury Flour, NBC Red); *Road of Life* (P & G, NBC Red and Blue); *Right to Happiness* (P & G, successively NBC Blue and CBS); author: *Springtime and Harvest*.
- KELK, JACK.** Juvenile actor. Born Brooklyn, N. Y., Aug. 6, 1922; brown hair, green eyes; e. Professional Children's School. First radio appearance with *Fanny Brice* in 1933. (R) *News of Youth*, 1935-36 (Ward Baking Co., CBS); *Hello, Peggy*, 1935-38 (Drackett Co. for Drano and Windex, NBC Red, Mutual); *The Gumps*, 1936-37 (Lehn & Fink for Pebeco Toothpaste, CBS); *Big Sister*, 1936-37 (Lever Brothers for Rinso, CBS); *Death Valley Days*, 1936-37 and '40 (Pacific Coast Borax Co., currently

PROFESSIONAL RECORDS—Continued

NBC Blue); Billy and Betty, 1935-37 (Sheffield Farms, WEAF, N. Y.); Terry and the Pirates, 1937-39 (Boweys Inc., NBC Blue); Hilltop House, 1938-40 (Colgate-Palmolive-Peet, CBS); Aldrich Family, 1940 (General Foods, NBC Blue); Amanda of Honeymoon Hill, 1940 (Charles H. Phillips, NBC Blue). (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.

KELLEY, WELBOURN. Writer, NBC, New York. Born Dothan, Ala., Aug. 13, 1910; m. Miss Peter Wright, trade magazine writer. Joined NBC press department in 1932; subsequently changed to scripts because of previous writing experience. Has done editorial work for the Associated Press, N.Y. American, Atlanta Georgian, Montgomery Journal, Bridgeport Post; literary criticism for N.Y. Herald-Tribune, Saturday Review of Literature, Atlanta Georgian. Author of two novels: *Inchin' Along and So Fair a House*. (R) *Magic Key of RCA*, 1937-39 (RCA, NBC Blue); *Battle of the Sexes*, 1938-40 (Cummer Products for Molle, NBC Red); commercial or dramatic spots for *Voice of Firestone* (Firestone Tire & Rubber, NBC Red) and *Adam Hats Sports Parade* (Adam Hats, NBC Blue); dramatizations of many books and novels, including *Young Man with a Horn*, *We Are Not Alone* and *Andrew Jackson*, *Portrait of a President*; dramatizations of plays and films, including *Abe Lincoln in Illinois*, *Two on an Island*, *The Beachcomber*, *White Horse Inn* and *The Hot Mikado*.

KELLY, JOE WILLIAM, SR. (Jolly Joe). Announcer, M.C. Born Crawfordsville, Ind., May 31, 1901; h. 5 ft. 7½ in.; w. 175; brown hair and eyes; e. public schools; m. Mary James Kelly; one son, Joe, Jr., 16. He formed a dance orchestra in Indianapolis known as *Kelly's Klowns*, then tried his hand at radio in 1918, but quit broadcasting in 1919 to play in stock, repertory, and minstrel shows; in 1933 he resumed the art which he did not consider a part of show business in 1919. (R) *National Barn Dance*, 1934-40 (Miles Laboratories for Alka-Seltzer, NBC Blue). (LS) *WLS* and *WGN*, Chicago, since 1933. (L) Stock, repertory, minstrel shows. (V) *Kelly's Klowns*, intermittently for 10 years.

KEMP, HAL. Orchestra leader. Born Marion, Ala., in March, 1904; h. 6 ft. 1½ in.; w. 180; blonde hair, blue eyes; e.

University of North Carolina; m. (1) *Betsy Slaughter*; one daughter and a son; m. (2) *Martha Stephenson*; one daughter, born July 21, 1940. Learned to play the piano at the age of six, the cornet at the age of 10 and the clarinet before he was 12; organized first band while attending high school. The next Kemp orchestra was created in 1922, when he entered the university; it won first prize in a B. F. Keith contest and received a trip to Europe and an engagement at the *Piccadilly Hotel* in London. Fred Waring secured the band its first professional engagement at *Shea's Hippodrome* in Buffalo; night club and hotel engagements, and a European tour followed. First radio appearances about 10 years ago, playing sustaining broadcasts from hotel. (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*.

KENT, ALAN. Announcer, writer, producer; president of *Kent-Johnson, Inc.*, production firm. Born Chicago, Ill., Aug. 4, 1912; h. 5 ft. 10½ in.; w. 185; light hair, green eyes; e. public schools, private tutors and *Hulvey Military Academy*. Got his start in radio in the summer of 1931 working weekends as an announcer on *WOV*, New York, while he clerked in a men's shop during the week. Within a few months he became a full-time staff member and in November of the same year joined *NBC* as a result of an audition. In 1939 he formed the firm of *Kent-Johnson, Inc.*, and produced the first musical one-minute announcements for radio. (R) *Rippling Rhythm Revue* (*Jergens-Woodbury Sales Corp.*, NBC Blue); *Universal Rhythm* (*Ford Motor Co.*, NBC Blue); *The Goldbergs* (*Procter & Gamble for Oxydol*, NBC Red); *Battle of the Sexes*, 1938-40 (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); *Don't You Believe It*, 1938-39 (*P. Lorillard Co.*, Mutual); *Jane Arden*, 1938-39 (*Ward Baking*, NBC Blue); *Sensations and Swing*, 1939-40 (*P. Lorillard Co.*, NBC Red and Blue); others. (LS) *WJZ* and *WNEW*, New York. (F) *Shorts*. (V) *NBC Radio Revue*.

PROFESSIONAL RECORDS—Continued

- KENT, ELAINE.** Ingenue. Born New York City, June 1, 1920; h. 5 ft. 6½ in.; w. 105; brown hair and eyes; e. Wadleigh High and Hunter College, New York. Played in legit production, as a juvenile, in 1934; first radio appearance in June, 1938. (R) John's Other Wife, 1938-39 (Louis Philippe, Edna Wallace Hopper, Old English Wax, BiSoDol, NBC Red); Betty and Bob, July to Nov., 1939 (General Mills, NBC Red); Grand Central Station, Oct., 1939 (Listerine, CBS); Our Gal Sunday, 1939-40 (Kolynos Toothpaste and Anacin, CBS); This Day is Ours, 1940 (P & G for Crisco, NBC Blue); County Seat (sustaining, CBS). (L) A Midsummer Night's Dream (Max Reinhardt), 1934; No Heaven on Earth, 1940; stock.
- ***KENT, RIKEL.** Producer. (R) Ma Perkins (Procter & Gamble), Life of Mary Sothern (Lehn & Fink); True Story (Macfadden Publications); Valiant Lady, 1939-40 (General Mills, NBC Red and Blue); others. (L) 10 seasons (formerly casting director, WLW, Cincinnati).
- KESSLER, ROBERT.** Tenor (*Continental Quartet*). Born Oskaloosa, Ia. Became a member of the Continental Quartet in 1939, having replaced William Miller, former first tenor. (R) Contented Hour (Carnation Milk, NBC Red).
- KETTERING, FRANK.** Musician (bass viol), arranger (*Hoosier Hot Shots*). Born Monmouth, Ill., Jan. 1, 1909; h. 6 ft.; w. 155; brown hair and eyes; e. Monmouth College; m. Suzanne D. Kosko; two children, Carol Suzanne, 5, and Barbara Delaney, 1. At 13 he played with a dance orchestra, and at 18 had his own band. After graduation from college he joined with three other musicians to form the present organization, and toured in vaudeville for many years. First radio appearance in 1932 via WOWO, Fort Wayne; several years later they transferred to WLS, Chicago, and in 1934 became regular members of the National Barn Dance. (R) National Barn Dance, 1934-40 (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.
- KIERAN, JOHN F.** Quiz program. Born New York City, Aug. 2, 1892; h. 5 ft. 7 in.; w. 150; white hair, grey eyes; e. Col-
lege of the City of New York and Fordham University (B. S. degree, cum laude, 1912); m. Alma Boldtmann; three children, James M., John F., Jr., and Beatrice. During college days was on the varsity baseball team and fancy diver on the varsity swimming team; later won newspaper golf championship. Served with the 11th Engineers in France during the World War. Joined the sports department staff of the New York Times in 1915; served short terms with the Herald-Tribune and Hearst, then returned to the Times to start the first signed daily column published in that paper—a column he still writes. Began participating in the Information Please program in June, 1939. (R) Information Please, 1939-40 (Canada Dry Ginger Ale, NBC Blue). (F) Shorts.
- KILPACK, BENNETT (William B. Kilpack).** Born in England, Feb. 6, 1888; h. 5 ft. 7½ in.; w. 135; gray hair, dark brown eyes; e. St. John's College (Leatherhead, England), and Finsbury Technical College; not married. First radio appearance in 1927 via one of NBC's earliest serial dramas, Wayside Inn, following some 15 years of theatrical experience. (R) Mr. Keen in Mr. Keen, Tracer of Lost Persons, 1937-40 (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, 1938-40 (Charles H. Phillips Chemical Co., NBC Red); Seth Parker, 1938-39 (Vick Chemical Co., NBC Red and Blue); Doc Barclay's Daughters, 1939-40 (Personal Finance Co., CBS). (F) RKO (f). (L) Kismet, 1912, with Otis Skinner; Shespeare Repertory with Sothern and Marlowe; director of stock productions. (V) Theatre appearances as Cefus, a role created for the Seth Parker program.
- KING'S MEN.** See Ken Darby, Jon Dodson, Bud Linn and Rad Robinson.
- KING, DEL (Delmer Randolph King).** Assistant radio director and agency announcer for the Russel M. Seeds Advertising Agency. Born Kansas City, Mo., May 18, 1908; h. 5 ft. 8 in.; w. 155; dark brown hair, hazel eyes; e. Westport High School, Kansas City; m. Georgia Erwin (formerly CBS singer). First radio appearance via KMBC, Kansas City, Mo.,

PROFESSIONAL RECORDS—Continued

- in 1927 as staff singer and announcer. (R) Tommy Dorsey's Orchestra, 1938 (Brown & Williamson for Raleigh and Kool, NBC Red); Plantation Party, 1938-39 (Brown & Williamson for Bugler, Mutual); Avalon Time, 1938-40 (Brown & Williamson for Avalon, NBC Red); Barbers of Beeville, 1939-40 (Brown & Williamson for Wings, Mutual); Show Boat, 1940 (Brown & Williamson for Avalon, NBC Blue).
- KING, JEAN PAUL.** Announcer, narrator. M.C. Born North Bend, Neb., Dec. 1, 1904; h. 5 ft. 8 in.; w. 155; brown hair and eyes; e. Miami University, Oxford, O., and University of Washington; m. Mary Cogswell King; one son, Paul Cogswell King, 7. Writer of magazine articles; lecturer; summer stock producer; owner mortician establishment. Member Sigma Delta Chi and Scabbard and Blade. First radio appearance in 1924 as an amateur; became professional radio actor in 1926, and was for a time production director for NBC in San Francisco. (R) Singing Cinderella, 1937 (Barbasol Co., Mutual); Myrt & Marge, 1937-40 (Colgate-Palmolive-Peet Co., CBS); On Broadway, 1937-38 (General Foods, NBC Blue); Hecker's Information Service, 1937-38 (Hecker Products Corp., Mutual); Death Valley Days, 1938-40 (Pacific Coast Borax Co., currently NBC Blue); Lanny Ross Program, 1939-40 (Campbell Soup Co., CBS); Lorenzo Jones, 1939-40 (Chas. H. Phillips Chemical, NBC Red); Amanda of Honeymoon Hill, 1940 (Chas. H. Phillips Chemical, NBC Blue); others locally. (F) Newsreels, shorts. (L) Juvenile with Henry Duffy Players, 1924-28; San Francisco Players Guild. (V) Personal appearances.
- KING, JOHN REED.** Announcer, commentator. Born Wilmington, Del., Oct. 25, 1914; h. 6 ft.; w. 190; brown hair, grey eyes; e. Princeton University (A. B. degree); m. Jean Abbott; one daughter, Joanne E., 2. First radio appearance in 1933 via WPG, Atlantic City, N. J. (R) Bobby Benson, 1936 (Hecker Products, CBS); Treasure Adventures of Jack Masters, 1936 (Malted Cereals, CBS); Chrysler Air Show, 1936 (Chrysler Corp., CBS); Heinz Magazine of the Air, 1937-38 (H. J. Heinz, CBS); Chrysler Football Parade, 1938 (Chrysler Corp., CBS); Carol Kennedy's Romance, 1938 (H. J. Heinz, CBS); Our Gal Sunday, 1938 (Kolynos, Anacin, CBS); Sophie Tucker and Her Show, 1939 (American Tobacco for Roi-Tan Cigars, CBS); Today in Europe, 1939 (R. J. Reynolds, CBS); Quaker Party, 1939-40 (Quaker Oats, NBC Red); Grand Central Station, 1940 (Lambert Pharmacal, CBS); The World Today, 1940 (Sinclair Refining, CBS); Society Girl, 1940 (Corn Products Refining, CBS); Jack Berch, 1939-40 (Gulf-spray, transcriptions); others, not current. (L) (S) Fordham Football Games, 1938 (Wheaties, WINS, New York); Odd Side of the News, 1939-40 (Olson Rug Co., WABC, New York). (F) Shorts.
- KING, WAYNE.** Orchestra leader. Born Savannah, Ill., Feb. 18, 1901; h. 5 ft. 9½ in.; w. 170; light brown hair, blue eyes; e. Valparaiso University, Valparaiso, Ind.; m. Dorothy Jones King (the former film actress Dorothy Janis); two children, Penny, 6 and Wayne II, 4. Originally a clarinet player, thus helping pay his way through college, he later switched to saxophone, and obtained his first post-college musical work with the Al Short orchestra in Chicago. At the request of the owners of the Aragon ballroom in Chicago he formed his own orchestra. Pick-ups from the Aragon created his first radio appearances via KYW, Chicago, in 1924. Honorary alumnus, Northwestern University. (R) Wayne King and His Sonatrons, 1929-30 (Sonatron Tube Co., CBS); Armour Menuettes, 1930 (Armour Packing, NBC Blue); Pure Oil Orchestra with Wayne King, 1930 (Pure Oil Co. NBC Blue); Lady Esther Serenade, 1931-38 (Lady Esther Co., CBS, NBC Red); Wayne King's Orchestra, 1939-40 (Colgate-Palmolive-Peet for Cashmere Bouquet, Halo, CBS). (V) Since 1936. (PR) Victor.
- KINGSTON, LENORE.** Dramatic actress. Born Los Angeles, Calif., Oct. 4, 1916; h. 5 ft. 2 in.; w. 110; auburn hair, hazel eyes; e. Los Angeles City College. First radio appearance in Hollywood, in 1930 as substitute for a friend on vacation. (R) Dan Harding's Wife, 1937-38 (National Biscuit Co., NBC Red); Don Winslow of the Navy, 1937-38 (Iodent Toothpaste, 1937, NBC Blue; Kellogg Co., 1938, NBC Blue); Your Health, 1937-39 (sustaining, NBC Blue); Fibber McGee & Co., 1938 (S. C. Johnson & Son, NBC Red); Betty Crocker, 1938-39 (General Mills, NBC Red and Blue); Bachelor's Children, 1939-40 (Cudahy Packing for Old Dutch Cleanser CBS); Midstream, 1939-40 (P & G for Teel, NBC Red and Blue); Ma Perkins, 1940 (P & G for Oxydol, NBC Red); others. (F) Universal, 1933-34 (f); shorts. (Amateur radio operator, W9CHD).
- KIRBY, DURWARD.** Staff announcer, NBC, Chicago. Born Covington, Ky., Aug. 24, 1912; h. 6 ft. 3½ in.; w. 190; blonde hair, blue eyes; e. Purdue University. Entered radio while attending Purdue, on staff of WBAA, owned by

PROFESSIONAL RECORDS—Continued

- the university. (R) Lilac Time, 1935-36 (Pinaud, Inc., Mutual); Armco Iron Master, 1936-37 (American Rolling Mills, NBC Blue); Toy Band, 1936-37 (General Mills, Mutual); Right to Happiness, 1939 (P & G, NBC Blue); Painted Dreams, 1940 (P & G, NBC Blue); Lone Journey, 1940 (P & G, NBC Red); others. (V) Theatre appearances.
- KIRBY, GRANT.** Singer (Signaleer Quartet). (R) See record under Richard Davis.
- KLEIN, ADELAIDE.** Dramatic character actress. Born New York City; h. 5 ft. 7 in.; brown hair and eyes; e. Hunter College; m. Louis S. Wettels. First radio appearance as a singer. (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, NBC Blue); 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 (Vadisco Sales Corp., Mutual); Valiant Lady, 1938-39 (General Mills, NBC Red and Blue); Life Can Be Beautiful, 1938-40 (P & G for Ivory Soap, CBS); Big Sister (Lever Bros., CBS); Aunt Jenny's Real Life Stories (Lever Bros., CBS); Aldrich Family (General Foods, NBC Blue); Just Plain Bill (Anacin, NBC Blue); Easy Aces (Anacin, NBC Blue); Mr. Keen, Tracer of Lost Persons (Kolynos, NBC Blue); Sky Blazers (Continental Baking, CBS); My Son and I (General Foods, CBS); Society Girl (Corn Products Refining, CBS); others. (L) Double Dummy, 1936.
- KNIGHT, RUTH ADAMS.** Writer. Born Defiance, O., Oct. 5, 1901; e. private schools in Ohio, and University of Toledo; div. Raymond Knight, radio writer and comedian; two children, John, associated with NBC, Hollywood, and Elizabeth, student at Finch School of Dramatic Arts. Formerly engaged in newspaper work; dramatic and literary editor, Toledo Times, eight years; author of A Friend in the Dark, Opera Cavalcade and Stand By for the Ladies. Started in radio as managing editor of the Beacon Syndicate, assisting on daily serials. First independent network program for Cavalcade of America in 1937. (R) Maxwell House Show Boat, 1938 (Maxwell House Coffee, NBC Red); Cavalcade of America, 1937-39 (E. I. du Pont, CBS); Aunt Jenny's Real Life Stories, 1938 (Lever Bros., CBS); Dr. Christian, 1938-40 (Chesebrough Mfg. for Vaseline products, CBS); Death Valley Days, 1938-40 (Pacific Coast Borax, NBC Red); Echoes of New York Town, 1940 (Consolidated Edison, WEA, N. Y.); also sustaining programs, CBS.
- KNIGHT, VICK.** Producer, director. Born Moundsville, W. Va., Aug. 5, 1908; son of Stella Knight, show boat performer; h. 5 ft. 6 in.; w. 145; brown hair, blue eyes; e. Cleveland Preparatory College; m. Janice Knight; two children, Vick, Jr., and Virginia. First radio appearance in 1925 as singer in Cleveland. (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); Rudy Vallee Sealtest Program, 1940 (Sealtest, NBC Red). (F) M-G-M, as writer, summer of 1939. (Producer of March of Dimes for Infantile Paralysis Foundation; writer of comedy scripts for Stoopnagle & Budd and Willie Howard; writer of original radio drama. Adapted and condensed radio versions of 27 Broadway plays. Composer of popular songs and owner of Green Bros. & Knight, music publishers).
- KOHL, ARTHUR.** Dramatic actor. Born Chicago, Ill., Oct. 29, 1898; h. 5 ft., 7 in.; w. 140; brown hair, grey eyes; e. University of Chicago; m. Elwirt Ellis; one daughter, Patricia Lee, 7. While serving in the army during the World War, he produced shows for the entertainment of soldiers. One of them, Howard Lindsay, theatrical director, got him a role in stock on their return to the U.S. Entered radio in 1924 as result of an audition. (R) Story of Mary Marlin, 1936-40 (P & G for Ivory Soap and Snow, NBC Red and Blue); Girl Alone, 1937-40 (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); First Nighter, 1937-40 (Campana Sales, successively NBC Red and CBS); Bachelor's Children, 1940 (Cudahy Packing, Mutual and CBS); Right to Happiness, 1940 (P & G, CBS). (L)

PROFESSIONAL RECORDS—Continued

The Ferguson Family, Three Men on a Horse (f); stock. (V).

KOLLMAR, DICK. Actor (leads, heavies, dialects). Born Ridgewood, N. J., Dec. 31, 1910; h. 5 ft., 11 in.; red-brown hair, brown eyes; e. St. Bernard's Prep School and Tusculum College, in Tennessee, and Yale. First professional work while a student at Tusculum, acting as M.C. for a local department store's fashion show. Later played summer stock, and studied voice with La Forge. Raymond Knight gave him a part in the Billy Batchelor series then heard over NBC, and a singing spot on the Cuckoo Hour. Has been in radio ever since, principally as an actor, but also doubling for the voices of famous singers. (R) Palmolive Beauty Box Theatre, 1935 to Jan., 1938 (Colgate-Palmolive-Peet, CBS); Life of Mary Sothern, 1937 (Lehn & Fink for Hinds Honey & Almond, CBS); Pretty Kitty Kelly, 1937-38 (Continental Baking for Wonder Bread, CBS); John's Other Wife, 1937-38 (Edna Wallace Hopper, others, NBC Red); Life Can Be Beautiful, 1938-40 (P & G for Ivory Soap, CBS). (L) Repertory Co., summer of 1934 (s,f).

KOSTELANETZ, ANDRE. Orchestra conductor. Born St. Petersburg, Russia, Dec. 22, 1901; h. 5 ft., 6 in.; w. 160; brown hair, blue eyes; e. private tutors, college and conservatory in St. Petersburg; degree of Doctor of Music, Albion College, Albion, Mich.; m. Lily Pons, opera singer. At the age of five he gave a private piano recital in his native city; at eight he appeared as a professional pianist; at 20, became assistant conductor at the Imperial Grand Opera House. Was accompanist for several Metropolitan and Chicago Opera stars, and toured with Helen Stanley, Maria Kurenko and Julia Claussen. First radio appearance in 1924. (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 1939-40 (Ethyl Gasoline, CBS); shortwave broadcast from South America, 1938. (F) RKO, Paramount, Columbia (f); shorts. (L) Tour of the U. S. as accompanist; conductor

of the Hollywood Bowl Symphony and Chicago Grand Opera orchestra, 1936; conductor of the Solon Opera in Brazil for appearances of Miss Pons; concert tours with Miss Pons, 1939 and '40. (PR) RCA Victor, Brunswick, Columbia. Wrote Music for Tomorrow for the Perisphere at the New York World's Fair.

KROENKE, CARL. Character and dialect actor. Born San Francisco, Calif., Feb. 3, 1895; h. 5 ft., 10 in.; w. 200; chestnut hair, blue eyes; e. Mission and San Francisco public schools; m. Luella Kroenke. Prior to his radio appearances he had played some 200 character parts on the legitimate stage; first radio work in 1935 via NBC, San Francisco. (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's 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); Adventures of Tom Mix, 1939-40 (Ralston Purina Co., NBC Blue); Right to Happiness, 1939-40 (P & G, CBS, previously NBC Blue). (L) 1924-31.

KRUG, EDWARD, JR. Producer, writer. Born Rochester, N. Y., April 30, 1908; e. Staunton Military Academy and University of Rochester; m. Lang Cummer; one daughter, Lou, 3. First radio work with the Buffalo Broadcasting Corp. (WGR and WKBW) in 1932. (R) Bobby Benson, 1933-34 (Hecker Products, CBS); Boake Carter, 1935-37 (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). (F) Commercial films, as producer.

KRUM, FAYETTE. Script writer. Born Pontiac, Ill., Jan. 13, 1903; h. 5 ft. 7 in.; w. 118; brown hair, hazel eyes; one daughter, Fayette Mulroy, 13. Former sports writer for the Chicago Daily News, woman's sports editor for the Chicago Herald-Examiner, and publicity writer for a number of race tracks. Started radio in 1931 when application for a position was accepted by continuity department of CBS, Chicago. (R) Girl Alone, 1935-40 (Kellogg Co., NBC Red, to 1938; Quaker Oats, NBC Red, 1938-40); Thunder Over Paradise, 1939-40 (C. F. Mueller Co., NBC Blue). (Currently writing newspaper serial to be syndicated by Dougherty, Inc.)

PROFESSIONAL RECORDS—Continued

***KRUMENACHER, JAMES (Bob).** Singer (Four Notes). (R) Fibber McGee & Molly, 1938-40 (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, and 1938-40; night club engagements. (Formerly member of CBS, Chicago, staff).

KYSER, KAY. Orchestra leader, M.C. Born Rocky Mount, N. C., June 18, 1906; h. 5 ft. 11 in.; w. 175; blond hair, blue eyes; e. Rocky Mount high and University of North Carolina. In the fall of 1926, while studying law at the university, he organized his own dance band to play at college affairs; this organization later became permanent. First radio appearances via dance programs broadcast from various spots. (R) Elgin Football Revue, 1935-36 (Elgin Watch Co., CBS); Kay Kyser's Surprise Party, 1937 (Willys Motor Car Co., Mutual); Kay Kyser's College of Musical Knowledge, 1938-40 (American Tobacco Co., successively Mutual and NBC Red). (F) RKO (s). (V) Ten Years. (PR) Columbia.

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LA BELLE, RUPERT. Actor (dramatic leads, heavies, characters), narrator. Born Concord, N. H., Oct. 1, 1899; h. 5 ft. 10 in.; w. 160; brown hair, hazel eyes; e. Brookline (Mass.) High School; m. Rena Parker, actress. For a year and a half was assistant manager of one of the Ringling Brothers freak shows; at 20 was assistant director of a stock company; after three years went on tour as leading man in The Unwanted Child, and for the next decade was director-actor in companies which toured the U. S., Canada, South America and the West Indies. First radio appearance in 1937 as result of an audition. (R) Story of Mary Marlin, 1937-40 (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); Arnold Grimm's Daughter (General Mills, NBC Red and Blue); Judy & Jane (transcriptions, Folger Coffee); Stepmother (Colgate-

Palmolive-Peet, CBS); Uncle Walter's Doghouse (Brown & Williamson Tobacco, NBC Red); Backstage Wife (Dr. Lyon's Toothpowder, NBC Red); Road of Life (P & G, NBC Red and CBS). (F) Director of educational and commercial films for Burton Holmes Films, Inc.; Warner Bros. shorts. (L) Leading man in dramatic stock for 12 years; Nightstick, 1928; Appearances, 1929; Peacock, 1932 (f). (V) The Lash, 1930; appearances with George Fawcett, 1931-32.

LA CENTRA, PEG. Actress, singer. Born Boston, Mass.; h. 5 ft. 2 in.; w. 96; light brown hair, blue eyes; e. Notre Dame Academy and Katharine Gibbs School; m. Paul Stewart, actor, director. During her last year at school, she auditioned at a Boston station and got a position as announcer; subsequently did dramatic work on various local stations before coming to New York. (R) True Story Court of Human Relations, 1934-39 (Macfadden Publications, 1934-38, NBC Red; Vadsco Sales, 1938-39, Mutual); Forty-Five Minutes in Hollywood, 1934 (Borden's Cheese Products, CBS); The Goldbergs, 1934 (Pepsodent Co., NBC Red); Musical Cruise with Spearmint Crew, 1934-35 (Wrigley Pharmaceutical Co. for Spearmint Toothpaste, NBC Red); Circus Night in Silvertown, 1935 (B. F. Goodrich, successively NBC Blue and Red); Lucky Smith, 1935 (Gillette Safety Razors, NBC Red); Fleischmann Hour, Rudy Vallee, 1936 (Standard Brands, NBC Red); Palmolive Beauty Box Theatre, 1936 (Colgate-Palmolive-Peet, CBS); Benny Goodman's Orchestra, 1937 (R. J. Reynolds for Camel Cigarettes, CBS); For Men Only, 1937-39 (Bristol-Myers for Vitalis, NBC Red); Gulden Serenaders, 1938-40 (Charles Gulden for Mustard, NBC Blue); Short, Short Story, 1940 (Campbell Soup Co., CBS); others, including transcriptions. (V) Theatre appearances, alone, 1936; with Benny Goodman's Orchestra, 1937. (PR) RCA Victor, Bluebird, Vocalion, Brunswick.

LAKE, JOHN. Actor, announcer, writer, director. Born Leesburg, Va., July 3, 1903; h. 5 ft. 10 in.; w. 155; light brown hair, brown eyes; e. Drexel Institute; m. Marcia Townsend, actress. First radio appearance in 1933. (R) As actor: Big Town (Lever Bros., CBS); Silver Theatre (International Silver, CBS); First Nighter (Campana Sales, successively NBC Red, CBS); Your Hit Parade (American Tobacco, CBS); Town Hall Tonight (Bristol-Myers, NBC Red); Strange as It Seems (Colgate-Palmolive-Peet, CBS); Lux Radio Theatre (Lever

PROFESSIONAL RECORDS—Continued

- Bros., CBS); Chase & Sanborn Program (Standard Brands, NBC Red); Good News (General Foods, NBC Red); I Love a Mystery (Standard Brands, NBC Red); Melody Ranch (Wm Wrigley, Jr., Co., CBS); Welch Presents Irene Rich, 1940 (Welch Grape Juice, NBC Blue); appearances with Al Pearce & His Gang, Rudy Vallee, Al Jolson, Eddie Cantor and others; wrote, directed and narrated Golden Afternoon, 1939 (sustaining, CBS).
- LAMBERT, HAROLD** ("Scrappy"). Tenor (soloist and with the **Men About Town**). Born New Brunswick, N. J., May 12, 1901; e. Rutgers and the New Jersey Law School. Started out to be a lawyer, but abandoned his studies for concert and musical comedy work. His pairing with Billy Hillpot for vocal choruses on recordings by Ben Bernie's orchestra resulted in the team's becoming radio's Smith Brothers. Has appeared on many shows as a soloist as well as with various quartets. (R) Believe It or Not (General Foods Corp., NBC Red); Manhattan Merry-Go-Round, currently (R. L. Watkins Co., NBC Red); Believe It or Not, 1939-40 (Nehi, Inc., CBS). (PR).
- LAMOUR, DOROTHY**. Actress, singer. Born New Orleans, La., Dec. 10, 1914; h. 5 ft. 5 in.; w. 117; dark hair, blue-grey eyes; e. public, high and Spence's Business School; div. from Herbie Kaye, band leader. First singing appearance at the age of three for Liberty Loan drive; two years later she sang in an amateur show at a local theatre. Later she became a stenographer, but continued to study singing. Subsequently was chosen Miss New Orleans, in 1931, following which was booked for a week singing at a local night club. Joined the Herbie Kaye orchestra as singer and had a thrice-weekly series on NBC in 1935. (R) Chase & Sanborn Program, 1937-39 (Standard Brands, NBC Red); NBC sustaining. (F) Paramount, United Artists-Goldwyn (f). (V) Theatre and night club appearances.
- LANE, RICHARD**. Actor. Born Price, Wis., May 28, 1900; h. 5 ft. 11 in.; w. 174; brown hair, blue eyes; e. University of Wisconsin; m. Esther Lloyd, actress. First radio appearance in 1935. (R) Park Avenue Penners, 1937-38 (R. B. Davis, CBS); Al Pearce & His Gang, 1940 (Hawaiian Pineapple Co., CBS); Al Pearce & His Gang, 1940 (Camel Cigarettes, CBS); others. (F) Paramount, M-G-M, Universal (f); shorts. (L) Connecticut Yankee, Big Boy, 50 Million Frenchmen, Present Arms, George White's Scandals and others (s, f). (V) Appearances alone and with Harry Hayden, Texas Guinan and Martha Raye. (PR) RCA Victor, Brunswick.
- LANGFORD, FRANCES**. Singer. Born Lakeland, Fla., April 4, 1914; h. 5 ft. 3 in.; w. 110; auburn hair, brown eyes; e. Lakeland High School and Southern College, Lakeland; m. Jon Hall, actor. First radio appearance in 1932 as guest on the Rudy Vallee program. Has also appeared in vaudeville and films. Collaborator on lyrics for films. (R) Colgate House Party, 1932-33 (Colgate-Palmolive-Peet for Colgate Tooth Paste, NBC Red); Sparton Radio Hour, 1933 (Sparton Radios, NBC Red); Intimate Revue, 1933-34 (Emerson Drug Co. for Bromo-Seltzer, NBC Blue); Lombardo Land, 1933 (Plough, Inc. for St. Joseph Aspirin, NBC Red); Hollywood Hotel, 1935-40 (Campbell Soup Co., CBS); Texaco Star Theatre, 1938-39 (Texas Co., CBS). (F) Paramount, M-G-M, Republic, Warner Bros., RKO, Walter Wanger (s, f); also collaborated on musical scores for several films. (L) Here Goes the Bride, 1931 (f). (V) Theatre appearances, 1931-34. (PR) Decca.
- LARIMORE, EARLE**. Dramatic actor. Born Portland, Ore., Aug. 2, 1899; h. 6 ft.; w. 145; brown hair and eyes; e. Oregon State College; m. Selena Royle, actress. First stage appearance in Portland in 1906; New York debut in 1925 in Made in America. Numerous productions followed, his most recent appearance being in The Hill Between in 1937. Member of the Lambs and the Players, New York; Tavern, Chicago; a councillor of the Actors' Equity Association. First radio appearances about 10 years ago, as guest on various commercials. (R) Life Can Be Beautiful, since July, 1939 (P & G, NBC Red and Blue); Alias Jimmy Valentine (Dr. Lyon's Toothpowder, NBC Blue); others. (GA) Lux Radio Theatre (Lever Bros. CBS); Royal Deserts Program (Standard Brands, NBC Red); Kate Smith Program (General Foods, CBS); others. Also appearances on network sustaining programs including Pulitzer Prize Plays, Great Plays and the Columbia Workshop. (F) Director of Castle Films, Inc.; commercial educational films; also about a dozen feature films for various studios (s, f); shorts. (L) The Stranger in the House, 1926; The Silver Cord, 1927; Strange Interlude, 1928; The Good Earth, 1932; Biography, 1933; Dark Victory, 1934; Abide with Me, 1935; others (s, f).
- LARSON, BEN (G. Bennett)**. Producer, director. Young & Rubicam, Inc., New York City. Born Salt Lake City, Utah,

PROFESSIONAL RECORDS—Continued

March 15, 1910; e. Universities of Utah, Southern California and New York; m. Doris Larson. First radio work via KDYL, Salt Lake City. (R) Eddy Duchin and His Orchestra, 1938-39 (Pall Mall Cigarettes, NBC Red); What's My Name? 1939 (Bristol-Myers, NBC Red); Town Hall Tonight, 1939-40 (Bristol-Myers, NBC Red); One of the Finest, 1939-40 (Gordon Baking, NBC Red and Blue); others.

LARSON, HERMAN. Baritone (**Continental Quartet**). Born Knoxville, Ill., June 3, 1892; h. 6 ft. 1½ in.; w. 215; black hair, blue eyes; e. Knox College, Galesburg, Ill; m. Lillian Larson; two children, Marcia, 21, and Jananne, 19. He has been a concert singer since college days, trains a choir of 110 voices, gives vocal lessons and also serves as representative of the Davey Tree Company. First radio appearance in 1929. First network appearance in 1931 when he and Reinhold Schmidt (also of the Continental Quartet) were members of a Detroit quartet known as the Hudson Singers. Later the name was changed to the Commodores and, in 1937, after two of the original singers had departed, the name was changed to the Continental Quartet. (R) Armour Hour, one year (Armour & Co., NBC Blue); Gene Arnold and the Commodores, 1933-34 (Crazy Water Crystals, NBC Red); Contented Hour, 1932-40 (Carnation Milk, NBC Red); others, not current.

LATHAM, JOE (Joseph W.). Actor (character, comedy). Born Bolivar, N. Y., July 12, 1892; h. 5 ft. 8 in.; w. 175; grey-blond hair, hazel eyes; e. Bolivar High, Cornell University and Ithaca Conservatory of Music; m. Margaret Latham; four children, Joseph, Jr., 23, Alanzo (Bud), 22, Thomas, 18, and Charlotte, 16. First radio appearance as result of an audition for the old Collier's Radio Hour in 1928. (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); David Harum (B. T. Babbitt, Inc., NBC Red); Mr. Keen, Tracer of Lost Persons (BiSoDol Co., NBC Blue); Valiant Lady (General Mills, successively CBS and NBC Red and Blue); others, including transcriptions. (L) Vagabond King (with Dennis King); War Song (with George Jessel); stock.

LATHAM, RED (Dwight B.). Singer, actor (the **Three Jesters**). Born New Brit-

ain, Conn., May 24, 1903; h. 5 ft. 9 in.; w. 150; red hair, green eyes; e. high school; m. Alice B. Latham. He and Wamp Carlson and Guy Bonham formed the Three Jesters trio which made its first appearance via WBZ, Springfield, on Jan. 1, 1930; the group became radio's Original Tastyest 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, 1938-40 (Charles Gulden, NBC Blue). (LS) Childs Restaurant, WOR, New York; Schaefer Beer, WEA, New York; others. (F) Commercial shorts (also wrote musical scores for shorts for du Pont Zerone, Alexander Smith Carpets and New England Dressed Fresh Pork. (V) The Jesters, 8 years. (PR) RCA Victor. (The trio writes all its own dialogue and most of its own songs.)

***LATHROP, JACK.** Singer (**the Tune Twisters**). (R) Gulf Musical Playhouse, July to September, 1939 (Gulf Oil, CBS); Calling America, since October, 1939 (co-operative program, Mutual); others, including local shows and transcriptions.

LAUB, JUDY DIANE. Juvenile actress. Born Woodhaven, Long Island, N. Y., Nov. 15, 1931; h. 54 in.; w. 69; dark brown hair, blue-grey eyes; e. currently attending Professional Children's School. First radio appearance at the age of four on an amateur program; subsequently won a role on *The Goldbergs* as a result of an audition. (R) *The Goldbergs*, 1938-39 (P & G, CBS); Hilltop House, 1939 (Colgate-Palmolive-Peet, CBS); others. (L) *The Show Case of Youth*, 1940 (permanent stock company for young people).

LAUCK, CHESTER H. Lum of "**Lum and Abner**," rural character. Born Allene, Ark., Feb. 9, 1902; h. 6 ft.; w. 165; black hair, blue eyes; e. Academy of Fine Arts, Chicago, and University of Arkansas; m. Harriet Wood Lauck; three children, Shirley May, 12, Nancy Jane, 7, and Chester H., Jr. Entire radio career has been with Norris Goff in "**Lum and Abner**" characterizations. The association began in Mena, Ark., where both were in business, when they teamed up in local entertainments, playing blackface and portraying rural Ozark characters. In 1931 they played in a campaign to raise funds for destitute and homeless people stranded by a recent flood. As a result they made their first appear-

PROFESSIONAL RECORDS—Continued

ance as amateurs via KTHS, Hot Springs, April 26, 1931; signed for a commercial series by Quaker Oats same year. (R) 1931 (Quaker Oats, NBC Red); 1932-33 (Ford Motor Co., NBC Red); 1934-38 (Horlick's Malted Milk, NBC Blue); March, 1938, to March, 1940 (General Foods for Postum, CBS). (V) Personal appearances.

LAZY DAN. See Irving Kaufman.

LEAF, ANN. Organist. Born Omaha, Neb., June 28, 1906; h. 4 ft., 11½ in.; w. 105; brown hair and eyes; e. Institute of Musical Art (Juilliard); m. Elias H. Kleinert, musical director. Also writes music. Started radio work in October, 1929, on recommendation to CBS from Boris Morros. (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, 1938-40 (Continental Baking CBS); Mr. Keen, Tracer of Lost Persons, 1939-40 (BiSoDol, NBC Blue); Lorenzo Jones (Chas. H. Phillips Chemical Co., NBC Red); Doc Barclay's Daughters, 1939-40 (Personal Finance Co., CBS); Women of Courage, 1939-40 (Colgate-Palmolive-Peet, CBS); Amanda of Honeymoon Hill, 1939-40 (Chas. H. Phillips, NBC Blue); Ellen Randolph, 1939-40 (Colgate-Palmolive-Peet, NBC Red). (GA) Come On, Let's Sing, 1936 (Colgate-Palmolive-Peet, CBS). (F) Shorts. (V) Personal appearances at theatres and Great Lakes Exposition, 1937.

LE AHN SISTERS. See Jean, Maree, Miriam and Virginia Ahn.

LEARY, FORD (Frank Ford Leary). Musician (trombone) and vocalist with the Larry Clinton Orchestra. Born Lockport, N.Y., Sept. 5, 1908; h. 5 ft., 11½ in.; w. 235; light brown hair, blue-grey eyes; e. Lockport public schools; m. (2) Bernice (Bobby) Harlow; three sons, Scott 11, Robert, 9, and David, 7 (by deceased wife); one stepdaughter, Sue, 6; one daughter, Patricia, 1; First radio appearance on a Lockport station playing trombone with a local minstrel group; later associated with Buffalo stations as singer and musician with various dance orchestras. (R) Quaker Party (Quaker Oats, NBC Red); Sensations and Swing,

1939 (Old Golds, NBC Red and Blue); appearances on Magic Key of RCA (Radio Corp. of America, NBC Blue) and Fitch Bandwagon (Fitch Shampoo, NBC Red); also local shows. (F) Warner Bros. and Paramount, with Larry Clinton (f); shorts. (R) Theatre appearances with Larry Clinton. (R) RCA Victor, Bluebird, Brunswick, Variety and others.

LEE, BARBARA. Dramatic actress. Born Denver, Colo., May 26, 1912; h. 5 ft. 6 in.; w. 125; auburn hair, green eyes; e. George School and Yale Drama Workshop; m. Laurence Stearns Harding, radio producer. First stage appearance in New Haven, Conn., at the age of 18; subsequently appeared in several Broadway shows, played in stock and toured with road companies. First radio appearance in 1935 on the March of Time program. Author of a magazine article, For the Love of Mike. (R) March of Time, 1935 (Time, Inc., CBS); Hollywood Hotel, 1935 (Campbell Soup, CBS); Your Unseen Friend, 1936-37 (Personal Finance Co., CBS); New York on Parade, 1937 (Consolidated Edison Co., WEAFF); Court of Human Relations, 1937-38 (Macfadden Publications, NBC Red); Our Gal Sunday, 1938 (Anacin, Kolyos Toothpaste, CBS); Gang Busters, 1938-40 (Colgate-Palmolive-Peet, CBS); Rise of the Goldbergs, 1938 (P & G, NBC Red and CBS); Boake Carter, 1938 (General Foods, CBS); College of Musical Knowledge, 1938 (Lucky Strikes, NBC Red); Hilltop House, 1938 (Colgate-Palmolive-Peet, CBS); Valiant Lady, 1938-39 (General Mills, NBC Red and Blue); Your Hit Parade, 1938-39 (Lucky Strikes, CBS); Pretty Kitty Kelly, 1938-40 (Continental Baking, CBS); Hour of Charm, 1939 (P & G, NBC Red and CBS); Big Sister, 1939 (Rinso, CBS); We the People, 1939 (General Foods, CBS); Believe It or Not, 1939 (Royal Crown Cola, CBS); Strange as It Seems, 1939 (Colgate-Palmolive-Peet, CBS); The Man I Married, 1939-40 (P & G, NBC Red); Grand Central Station, 1940 (Lambert Pharmacal, CBS); others, including guest appearance, local programs and transcriptions. (L) Whatever Possessed Her?, 1933; Three Sisters, 1933; Taming of the Shrew and Within the Gates, 1934-35.

LEE, EARL (Earl Lee Huntington). Actor (comedy, character comedy). Born Topeka, Kans., May 4, 1887; son of Alberta Lee, actress; h. 5 ft. 10½ in.; w. 145; blonde hair, blue eyes; e. Hudson River Institute and public schools in New York City, Sandusky and Cleveland, Ohio; m. Edna Lee; three children,

PROFESSIONAL RECORDS—Continued

- Daniel, 27; Robert, 24, and Mary, 19. First radio appearance about 1932, when he came from the stage to play principal characters in Eno Crime Clues serial via KFRC, San Francisco. (R) Eno Crime Clues, 1933 (Eno Effervescent Salts, NBC Blue); Little Orphan Annie, 1933 (Wander Co., NBC Red); Winning the West, 1935-36 (Occidental Life Insurance, NBC Pacific); Sperry Special, 1934-36 (Sperry Flour, NBC Pacific Red); Death Valley Days, 1934-38 (Pacific Coast Borax, NBC Blue); Hawthorne House, 1936-40 (Wesson Oil and Snowdrift, NBC Pacific Coast Red); Dr. Kate, 1936-40 (Sperry Flour, NBC Pacific Coast Red); I Want a Divorce, 1937-38 (S & W Fine Foods, NBC Red); Professor Puzzlewit, 1937-39 (Gallenkamp's Stores, NBC Red); Dangerous Road, 1938-39 (Sperry Flour, NBC Pacific Coast Red); I Love a Mystery, 1939 (Standard Brands, NBC Red); My Children, 1940 (General Mills, CBS); numerous others, not current, including appearances with Rudy Vallee and Olson & 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, LINDA (Hattie Richardson).** Singer. Born New Orleans, La., March 11; age 27 (age not supplied by Miss Lee); h. 5 ft. 2½ in.; w. 105; brown hair and eyes; e. New Orleans public schools; m. Kermit Bloomgarden, theatrical manager and producer. Previously singer with the Clyde Lucas, Russ Morgan, Paul Whiteman and other orchestras; first radio appearance in St. Louis where she had been appearing on vaudeville programs. (R) Believe It or Not, 1937-40 (General Foods Corp., 1937-38, NBC Red; Nehi for Royal Crown Cola, 1939-40, CBS); sustaining programs via NBC with Russ Morgan, 1936. (F) Shorts. (L) Yes My Darling Daughter; stock. (V) 1933-36 and 1937; personal appearances. (PR) Brunswick, with Russ Morgan.
- LEE, MADALINE.** Actress. Born Dallas, Tex., Oct. 28; h. 5 ft. 2 in.; w. 115; brown hair, blue eyes; e. Texas, Columbia and Southern Methodist universities. First radio appearances in 1930 in New York and Dallas. (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).
- LEHR, LEW (Lewis C.)** Comedian. Born Philadelphia, Pa., May 14, 1895; h. 5 ft. 9½ in.; w. 205; brown hair, blue eyes; e. Harts Grammar School and Northeast High, Philadelphia, and Brooks College; m. Anna M. Lehr; one daughter, Glorianne. Formerly architect, real estate broker; stage and vaudeville from 1913-1931; songwriter with Dave Stamper and Harry Miller, 1931-32; first radio appearance with Ben Bernie in 1937 as result of Movietone "Newsettes" (via which he was the originator of comedy in newsreels). Sergeant, U. S. Army (World War); Hon. fire chief, Wildwood Crest, N. J.; Hon. detective, N. Y. Police; Commodore; Sea Scout. (R) Ben Bernie and All the Lads, 1938 (U. S. Rubber Products, CBS); Ben Bernie and All the Lads, 1938-40 (American Tobacco, CBS). (F) Movietone News "Newsettes" since 1932; editor Movietone short subjects, Movietone News and 20th Century-Fox; commentator; voicing commercial films. (L) Musical comedies. (V) Began as Simple Simon with "Mother Goose" in York, Pa., 1913; after 1918, Lehr, Edmonds & Marr; also Lew Lehr & Nancy Belle; First Love. (PR) Decca.
- LE KREUNE, PIERRE (Oliver Smith).** Tenor. Born Flucum, Mo., April 9; h. 5 ft. 8 in.; w. 135; grayish brown hair, gray eyes; e. Washington University, St. Louis; m. Juanita Watt, former actress; twin daughters, Mari Watt and Sari Watt, 5. Awarded decoration by King of Montenegro for war service, 1918. First radio appearance in 1923 in Chicago as result of recitals and concerts. (R) Paris Night Life, 1931-32 (Louis Philippe Cosmetics, NBC Blue); Manhattan Merry-Go-Round, 1936-40 (R. L. Watkins Co. for Dr. Lyon's Toothpowder, NBC Red). (L) Concert tours in France; American Opera Co., Chicago, 1924-25. (PR) Brunswick.
- LENNOX, ELIZABETH.** Contralto. Born Ionia, Mich., March 16; h. 5 ft. 7½ in.; w. 145; brown hair and eyes; e. Toronto University, Kalamazoo College and Chicago University; m. George P. Hughes; one son, David G. Entered radio via concert and recording field. (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 1938-40 (Bayer's Aspirin, NBC Red); Everett Marshall's Varieties, 1934-35, and Broadway Varieties, 1935-37 (BiSoDol, CBS). (GA) General Motors, Coca-Cola, Radio Corp. of America, General Electric, Chevrolet and other pro-

PROFESSIONAL RECORDS—Continued

grams. (F) One short. (L) Concerts and recitals; appearances with New York Philharmonic Orchestra, New York Orchestra. (PR) Brunswick, RCA Victor, Edison, Columbia.

LEONARD, JACK (John J., Jr.). Singer (**The Three Esquires**). Born in New York City, Feb. 10, 1913; h. 6 ft.; w. 168; brown hair, blue eyes; e. New York primary and high school. Originally singer with the Bert Block Orchestra. Joined Tommy Dorsey's Orchestra a year later. (R) Tommy Dorsey's Orchestra, 1936-39 (Brown & Williamson for Raleigh and Kool cigarettes, NBC Blue). (V) Theatre appearances. (PR) RCA Victor (with Tommy Dorsey's Orchestra).

LEONARD, RICHARD. Director, National Broadcasting Co., New York. Born San Francisco, Calif., Dec. 8, 1899; e. University of California (A.B. degree, 1922); m. Elizabeth Leonard; one son, Anthony C. Writer of books and articles on music; contributor to *Fortune* magazine, 1935; author of articles on modern composers for *Music Lovers' Encyclopaedia*, 1939. Began radio work in 1936. (R) Director of Stella Dallas, 1937-40 (Phillips' Milk of Magnesia, NBC Red) and *Orphans of Divorce*, since April, 1940 (Dr. Lyon's Toothpowder, NBC Blue); production director of NBC Symphony Orchestra (including all Arturo Toscanini broadcasts) since its formation in 1937.

LESCOULIE, JACK, JR. M.C., producer. Born Sacramento, Calif., Nov. 17, 1912; h. 6 ft. 1½ in.; w. 170; blonde hair, blue eyes; e. John C. Fremont High School (Los Angeles), Los Angeles City College, Pasadena Community Playhouse; not married. First radio appearances in 1932 in Los Angeles following vaudeville and stock experience; originator, with Jack Hiken (Los Angeles newspaper columnist), of the "Grouch Club" program. (R) Grouch Club, 1938 to Jan., 1940 (General Mills, successively CBS and NBC Red); Hedda Hopper's Hollywood (California Fruit Growers Exchange, CBS); Texaco Town (Texas Co., CBS); Park Avenue Penners (R. B. Davis Co., CBS); numerous local shows. (L) *Achilles Had a Heel*, Tapestry in Gray, 1935. (V) Kiddie act, 1924; Runyon & Lescoulie, 1929; theatre appearances.

LESSER, JERRY. Actor (characters, heavies). Born Cleveland, O., Dec. 9, 1904; h. 5 ft. 7½ in.; w. 132; black hair, brown eyes; e. Ohio State University; m. Amie Deutsch. Entered radio in 1932 after several years in the theatre; also writes

a column, Radio Talent, for *Billboard*. (R) *Believe It or Not*, 1936-8 (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); *When a Girl Marries* (Prudential Insurance, CBS); *Ellen Randolph*, 1939-40 (Colgate-Palmolive-Peet, NBC Red); *Show Boat*, 1940 (Brown & Williamson, NBC Blue); others. (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*.

LEVANT, OSCAR. Quiz program. Born Pittsburgh, Pa., Dec. 27, 1906; h. 5 ft. 11 in.; w. 170; brown hair, hazel eyes; e. public and high schools in Pittsburgh; m. Barbara Smith, Jan. 5, 1932; m. 2d, June Gale, actress, Dec. 1, 1939. Studied music under Sigismund Stojowski and the composer Schoenberg. Was for a time pianist with Ben Bernie. Composer of symphonic works as well as popular music for theatre and films. Intimate friend of the late George Gershwin, whose *Concerto in F* Levant played at the last Gershwin concert in New York before the composer's death. Author of a book, *A Smattering of Ignorance*, 1940; contributor to *Good Housekeeping*, *Harpers*, *Town & Country* and *Vogue*. (R) Frequent guest appearances on *Information Please*, 1938-40 (Canada Dry, NBC Blue). (L) Orchestra director, *The American Way*, 1938-39, and others; concert and symphonic appearances. (F) Composer and assistant to producer, David Selznick.

LEVY, PARKE. Comedy writer. Born Phila., Pa., April 19, 1908; h. 5 ft. 6 in.; w. 125; brown hair and eyes; e. Temple University, Phila.; m. Beatrice Levy; one daughter, Linda, 1. Author of short stories, sketches; collaborator on musical adaptations. First radio work in 1932, writing Baron Munchausen material for Jack Pearl. (R) Baron Munchausen, 1932 (*Lucky Strikes*, NBC Red); Baker's Broadcast, 1933-35 (Standard Brands, NBC Blue); *The Chase & Sanborn Coffee Hour*, 1933 (Standard Brands, NBC Red); *Chevrolet Program* with Al Jolson, 1933 (Chevrolet Motors, NBC Red); in collaboration with Alan Lippscott: *Ben Bernie and All the Lads*, 1938-40 (U. S. Tire Dealers Mutual Corp., 1938, CBS); *American Tobacco for Half and Half*, 1938-40, CBS); also material for Ray

PROFESSIONAL RECORDS—Continued

Dooley, Robert Ripley, Joe Cook, Lew Lehr and others. (F) Paramount; 15 educational shorts. (L) In collaboration with Alan Lipscomb: Hooray for What, 1938; Streets of Paris, 1939; Keep Off the Grass, 1940; with Alan Lipscomb and Guy Bolton: Three After Three, 1939.

LEWIS, ELLIOTT. Actor. Born New York City, Nov. 28, 1917; h. 6 ft.; w. 180; black hair, brown eyes; e. A. B. Davis High School, Mt. Vernon, N. Y., and Los Angeles City College. First radio appearance in 1936 following an audition. (R) Silver Theatre, 1937-40 (International Silver Co., CBS); Burns & Allen, 1937-40 (Grape Nuts, NBC Red, 1937-38; Chesterfields, CBS, 1938-39; Hinds Honey & Almond Cream, CBS, 1939-40); Jack Benny, 1938-40 (General Foods for Jell-O, NBC Red); Al Jolson, 1938-39 (Lever Bros., CBS); Knickerbocker Playhouse, 1939 (P & G for Teel and Drene, CBS); Midstream, 1939-40 (P & G for Teel, NBC Red and Blue); Big Town, 1940 (Rinso, CBS); Arch Oboler Plays, 1939-40 (sustaining, NBC).

LEWIS, FULTON, JR. News commentator. Born Washington, D. C., April 30, 1903; h. 5 ft. 11¾ in.; w. 198; brown hair, blue eyes; e. University of Virginia; m. Alice Huston Lewis; two children, Alice Elizabeth, 8, Fulton Lewis III, 4. Was author of column, Washington Sideshow, 1933-37; Washington correspondent, 1924-37; lecturer on national affairs; author magazine articles; founded the Radio Correspondents' Assn., official accrediting agency for admission to the new radio galleries of Congress; first radio appearance via WOL, Washington, D. C., in October, 1937, as result of newspaper work. (R) Fulton Lewis, Jr., 1938-39 (local sponsors, Mutual); chairman, American Forum of the Air, Jan. and Feb., 1939 (Mutual); Fulton Lewis, Jr., 1939-40 (Detrola Corp., Mutual).

LEWIS, MORT (Mortimer R.) Writer (comedy). Born New York City, June 14, 1908; h. 5 ft. 9 in.; w. 168; brown hair, blue eyes; e. Stuyvesant high and College of the City of New York. Magazine writer; lecturer at Columbia University and College of the City of New York. Started radio work in June, 1932, when he wrote and sold a script to Burns & Allen. (R) Pick and Pat, 1935-38 (U. S. Tobacco Co., CBS); also wrote material for Burns & Allen, 1932; Willie & Eugene Howard, 1932; Olsen & Johnson, 1932; Ben Bernie, 1932-33; Charles Winninger, 1933; Ken Murray, 1933; Ed Wynn, 1934; Kate Smith, 1934; Marx Bros., 1935; Molasses & January, 1935; Ernest Truex, 1935; guest appearances,

on Rudy Vallee program, of Lionel Stander, Stuart Irwin, Ben Lyon & Bebe Daniels. (F) Shorts. (L) New Faces, 1936; Who's Who, 1938; Between the Devil (doctored), 1938; Keep off the Grass (co-author), 1940; Haw Haw (contributed to English revue) (V) Skits for Ben Blue, 1934; Ben Lyon & Bebe Daniels (U. S. and England appearances), 1937-40; Mae West, 1938.

LINDSLEY, FREDERICK. Announcer, narrator, writer. Born Higginsport, Ohio, June 8, 1894; h. 6 ft. 1½ in.; w. 184; brown hair and eyes; e. Ohio State University, University of Southern California; m. J. Margaret Lindsley; two sons, Frederick, Jr., 21, and Richard, 18. Also professor of speech and dramatics, Occidental College, Los Angeles. Phi Beta Kappa; vice-president Western Assn. Teachers of Speech; member American Psychological Assn. First radio appearance as result of an audition. (R) Calling All Cars, 1935-40 (Rio Grande Oil, CBS). (LS) Numerous local programs on KNX, KHJ, KFVB, KFAC, KEHE, all Los Angeles. (F) Warner Bros. educational shorts, as narrator; also trailers for Warner Bros., Twentieth Century-Fox, Republic, United Artists, Columbia, RKO.

LINN, BUD (Grafton Linn). Top tenor (the King's Men). Born Indianapolis, Ind., April 30, 1909; h. 5 ft. 6¾ in.; w. 160; brown hair and eyes; e. Los Angeles High School and Chapman College; m. Dorothy Woodbury; one daughter, Penelope Sue. In 1929, with three other students, he organized the King's Men to entertain at club and college affairs. The quartet later joined Paul Whiteman's organization in New York in 1934, appeared on several of his broadcast series, and went with him on tour. Other network engagements, as well as films, followed. (R) Paul Whiteman's Orchestra, 1934 (Kraft-Phenix Cheese, NBC Red); Flying Red Horse Tavern, 1935-36 (Socony-Vacuum, CBS); Paul Whiteman's Musical Varieties, 1936 (Jergens-Woodbury, NBC Blue); Gulliver the Traveler, 1936 (Plymouth Motors, NBC Red); Magic Key of RCA, 1936 (Plymouth Motors, NBC Red); Magic Key of RCA, 1936 (Radio Corp. of America, NBC Blue); Town Hall Tonight, 1937 (Bristol-Myers, NBC Red); Royal Desserts Program, 1937-39 (Standard Brands, NBC Red); Fibber McGee & Molly, 1940 (S. C. Johnson, NBC Red); Rudy Vallee Sealtest Program, 1940 (Sealtest, NBC Red). (F) Paramount (Harry Sherman Productions), 1938-40 (f); shorts. (V) Appearances with Paul Whiteman, 1934-37, and

PROFESSIONAL RECORDS—Continued

Rudy Vallee, 1939. (PR) RCA Victor, Vocalion and Decca.

LIPPER, MARGARET R. Character actress (children and dialect). Born Oliver, Pa., May 15, 1921; h. 5 ft. 3 in.; w. 110; light brown hair and dark brown eyes; e. West High School, Rochester, N. Y., and Duff Dramatic School, New York City. After six years' radio experience on stations in Rochester, she received a scholarship to go to New York to study dramatics; shortly after began appearing on network programs originating in New York. (R) Brenda Curtis, 1939-40 (Campbell Soup Co., CBS); La Rosa Concerts, 1939-40 (La Rosa Macaroni Products, Mutual); Short, Short Story, 1940 (Campbell Soup Co., CBS); One of the Finest, 1940 (Gordon Baking, NBC Blue); others, including transcriptions. (V) Theatre appearances, as mimic, 1936.

LIPSCOTT, ALAN (Abe Lipschutz). Comedy writer. Born Phila., Pa., July 16, 1898; e. University of Pennsylvania. Formerly, for two years, associate editor of a weekly house magazine; author of numerous vaudeville acts. Started writing for radio in 1933. (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); material for Eddie Cantor Block & Sully, George Givot; in collaboration with Parke Levy: Ben Bernie and All the Lads, 1938 (U. S. Tire Dealers Mutual Corp., CBS); Ben Bernie and All the Lads, 1938-40 (American Tobacco, CBS). (L) With Parke Levy, doctored books of Hooray for What, 1938, and Streets of Paris, 1939; sketches for Keep Off the Grass, 1940 with Levy and Guy Bolton; Three After Three, 1939.

LIVINGSTON, BILLY (William L.) Actor. Born Bronxville, N.Y., July 27, 1916; h. 5 ft., 10 in.; w. 155; brown hair, blue eyes; e. Berkshire School and Amherst College. (R) Society Girl, 1940 (Corn Products Refining Co., CBS). (L) It's a Girl, 1940 (f).

LIVINGSTONE, CHARLES D. Dramatic director and producer, WXYZ, Detroit. Born Chicago, Ill., March 13, 1903; e. University of Michigan (A.B. degree); m. Harriet Livingstone; one son, Russell, 2. Entered radio from the stage in 1929. (R) The Lone Ranger, as actor since 1933, as producer since 1938 (Bond Bread,

Silvercup Bread and others, Mutual and Michigan Radio Network); The Green Hornet, as producer since 1938 (Detroit Creamery, Michigan Radio Network); Ann Worth, Housewife (Mills Bakery, Michigan Radio Network); Manhunters (Michigan Radio Network). (F) Shorts. (L) If I Were You, Bloody Laughter, Wolves, Child of Manhattan. (V) Theatre appearances.

LIVINGSTONE, MARY. Comedienne. Educated at schools in Vancouver, B. C., and Los Angeles; m. Jack Benny. Was formerly a buyer in a Los Angeles store. After her marriage to Jack Benny, she accompanied him on tour and occasionally appeared as partner in his vaudeville act. Has been his radio partner almost from the beginning of his radio series (the earliest Benny radio appearances were solo). (R) Jack Benny Program (Chevrolet Motor Car Co., NBC Red); Jell-O Program Starring Jack Benny (General Foods Corp., NBC Red). (F) Paramount. (V).

LOCKE, RALPH. Actor (comedy, drama, character). Height 5 ft., 11 in.; w. 190; dark hair, brown eyes; m. Nan D. Locke. First radio appearance in 1935 following stage experience. (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); Young Dr. Malone, 1939-40 (General Foods, successively NBC Blue and CBS); numerous others. Transcriptions for Gruen Watch and Federal Home Loan, 1938; Tums and Post Bran Flakes, 1939. (F) Shorts. (L) Productions for Charles Frohman, Charles Dillingham, George M. Cohan, the Schuberts, Brock Pemberton, Dwight Wiman, Sam Harris and others. (V) The Cure, Ankles, Five A. M.

LOGAN, JANET. Actress. Born Eldon, Mo.; Feb. 3; h. 5 ft.; w. 94; dark brown hair and eyes; e. Barnard Grammar School and Morgan Park High School in Chicago. First radio appearance in 1937

PROFESSIONAL RECORDS—Continued

- as result of an audition. (R) Backstage Wife, 1937 (Dr. Lyon's Toothpowder, 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); Manhattan Mother, 1937-39 (P & G, CBS); Woman in White, 1938 (Pillsbury Flour Mills, NBC Red); Double Everything, 1938 (William Wrigley, Jr., Co., CBS); Zenith Program, 1938 (Zenith Radio Corp., CBS); Girl Alone, 1938 (Quaker Oats, NBC Red); Laugh Liner, 1938 (Wm. Wrigley, CBS); Story of Mary Marlin, 1938 (P & G, NBC Red and Blue); Ma Perkins, 1938 (P & G, CBS); Betty Crocker, 1938-39 (General Mills, CBS, NBC Red and Blue); Curtain Time, 1938-39 (General Mills, Mutual); Kitty Keene, Inc., 1938-39 (P & G for Dreft, NBC Red); Guiding Light, 1939 (P & G, NBC Red); Knickerbocker Playhouse, 1939 (P & G, CBS); Scattergood Baines, 1939 (Wm. Wrigley, CBS); Right to Happiness, 1939 (P & G, NBC Blue); Trouble with Marriage, 1939 (P & G, NBC Blue); Caroline's Golden Store, 1939 (General Mills, CBS); others. (LS) WBBM, WGN, Chicago. (L) Stock; Dixiana Co., 1935; Glen Wells Players, 1936.
- LOMAX, STAN (Henry Stanley Lomax).** Sports (comment and play-by-play description). Born Pittsburgh, Pa., May 20, 1899; h. 5 ft. 8 in.; w. 175; dark hair, blue eyes; e. St. Paul's, Erasmus Hall, Bethlehem High, Bethlehem Prep, Moravian Parochial, Marquand, Cascadilla, Cornell and Hobart; m. Betty Lomax; one son, Charles Stanley. Former sports writer; started in radio as understudy to Ford Frick on Evening Journal Sports program. (R) Sports resumes for Tidewater Oil, 1936-39; Rupert 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.
- LOMBARDO, GUY.** Orchestra leader. Born London, Ont.; h. 5 ft. 7 in.; w. 145; dark hair and eyes. Became interested in music as a very young boy, when he was given a violin by his father. In 1918 he organized his first band, with Carmen (his brother) playing the flute, Liebert (second brother) at the drum, Victor (third brother) playing the saxophone, and Freddy Kreitzer (a neighbor) at the piano. Shortly afterwards, with a few changes and additions, the band was getting \$15 for playing at private parties. Their first real success was at Lake Erie resort, where they drew record crowds. When they subsequently started a vaudeville tour, Lombardos & Co. became the Royal Canadians. First radio appearance on an NBC sustaining program from a Chicago night club. (R) Guy Lombardo and His Royal Canadians, 1929-32 (General Cigar Co., CBS); Guy Lombardo Orchestra with Burns & Allen, 1932-34 (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, 1938-40 (Lady Esther, Ltd., CBS); Lady Esther Serenade, 1938-40 (Lady Esther, Ltd., NBC Red). (F) Paramount. (V) Theatre appearances, hotel and club engagements. (PR) RCA Victor.
- LONG, LUCILLE.** Singer. Born Copley, Ohio, May 5, 1902; h. 5 ft. 5½ in.; w. 130; brown hair, blue-green eyes; e. University of Akron (Delta Gamma); m. O. E. Zehr; one son, Bill. Quit college in her second year to go into lyceum work. Started in radio as staff singer on KYW (then in Chicago) in 1924; sang for the British Broadcasting Corp. in London in 1930, and has also been heard on programs originating in Madrid. (R) National Barn Dance, 1933-40 (Miles Laboratories for Alka-Seltzer, NBC Blue); Uncle Ezra, 1934-39 (Alka-Seltzer, NBC Red); also local shows.
- LONGFELLOW, MAURY.** Arranger, producer. Born Lynn, Ind., Dec. 24, 1904; e. Earlham and Franklin Colleges, Ind.; m. Clarice Weiscopef Longfellow (ballet dancer with Dillingham and Winifred Gillrain); two children, Donald, 13, and Joan, 11. Singing and arranging instructor; vaudeville and dance band work, 1925 to 1937; started in radio as an arranger, gradually working into production. (R) Musical Steelmakers (also known as It's Wheeling Steel), since Aug., 1937 (Wheeling Steel, WWVA, Wheeling, and WPAY, Portsmouth, 1937; Mutual, 1938-40). (V) June to Dec., 1925. (PR) With Chicago Blue Devils, 1925; Blue Steel, 1927-28. (Dance band work, as player and arranger, with Gray Gordon, Blue Steel, Isham Jones, Chic Scoggin and others, 1925 to 1937.

PROFESSIONAL RECORDS—Continued

LORD, PHILIP. Actor. Born San Francisco, Calif., Feb. 22, 1883. Son of a Naval captain, went to sea at the age of 15. Served as Lieutenant-Commander in the Navy during the World War. Later joined a stock company in San Francisco; toured Australia with Andrew Mack and Irish repertory. Subsequently appeared in various Broadway productions. Entered radio in 1931. (R) Woman in White (Pillsbury Flour, NBC Red); Story of Mary Marlin (P & G, NBC Red and Blue); Kitty Keene (P & G, NBC Red); others. (L) DeClasse, Camille, Cappy Ricks, Trial of Mary Dugan (London), The Patsy (London).

LORD, PHILLIPS H. Producer, writer. Born Hartford, Vt., July 13, 1902; brown hair, blue eyes; e. Bowdoin College; m. Sophia (Sam) A. Mecorney. While in college he was captain of the tennis team, a member of the glee club and had his own orchestra. After graduation he was principal of a school in Plainville, Conn. After an unsuccessful adventure in fiction writing, he built a program around a Sunday Evening Singing School and by 1928, 32 local stations were producing the program with local talent. In 1929 NBC gave the program network presentation and called it Sunday Evening at Seth Parker's. (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, 1936-40 (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); Sky Blazers, 1939-40 (Continental Baking, CBS). (F) RKO, 1929. (V) Known for many years as "Seth Parker." (President, Phillips H. Lord, Inc., program producers).

LORRAINE, KAY. Singer. Born St. Louis, Mo., May 29, 1918; h. 5 ft. 5½ in.; w. 115; blonde hair, green eyes; e. Rosati Kain School for Girls; m. Raymond G. Sweeney, writer. First radio appearance via KSD, St. Louis, in 1935 after an audition. (R) Your Hit Parade, 1939 (American Tobacco for Lucky Strike Cigar-

ettes, CBS); 99 Men and a Girl, 1939 (U. S. Rubber, CBS); Ford Summer Hour, 1939 (Ford Motor Co., CBS); Pursuit of Happiness, 1940 (sustaining, CBS). (V) Picture house appearances.

LOVE, ANDY. Singer (Tune Twisters). (R) See record under Jack Lathrop.

LOVEJOY, FRANK. Actor (leads, character juveniles, heavies). Born the Bronx, N. Y., March 28, 1912; h. 5 ft. 11¼ in.; w. 172; brown hair and eyes; e. Ruth-erford (N. J.) High and New York University Wall Street Extension. First radio appearance was a guest spot on the Actors Guild over WLW, Cincinnati, in 1935. (R) All since 1938: Aunt Jenny's Real Life Stories (Lever Bros., CBS); Big Sister (Lever Bros., CBS); Your Family and Mine (Sealtest, CBS); Gang Busters (Palmolive Shave Cream, CBS); Dick Tracy (Quaker Oats, NBC Red); Mr. District Attorney (Pepsodent Co., NBC Blue); Just Plain Bill (Anacin, Kolynos, NBC Red); Stella Dallas (Chas. H. Phillips Chemical Co., NBC Red); The Shadow (Blue Coal, Mutual); Johnny Presents (Philip Morris & Co., Ltd., CBS and NBC Red); appearances on Columbia Workshop, Arch Oboler's Plays (NBC) and featured on Columbia Gay Nineties Revue (all sustaining); transcriptions. (L) Chalked Out, 1937; Censored, 1938; Greatest Show on Earth, 1938.

LOWELL, DOROTHY. Actress. Born New York City, Sept. 10, 1917; h. 5 ft. 4 in.; w. 112; reddish blonde hair, green eyes; e. Adelphi Academy, Duncan School (Salzburg, Austria), and American Academy of Dramatic Arts; m. William Mundo Spire, radio executive, McCann-Erickson advertising agency. First radio appearance in December, 1934, on the Forty-five Minutes in Hollywood program (impersonating Ginger Rogers). (R) Forty-five Minutes in Hollywood, 1934 (Borden Co., CBS); Heinz Magazine of the Air, 1936-37 (H. J. Heinz, CBS); Follow the Moon, 1937 (Jergens-Woodbury Sales, NBC Red); Fun in Swingtime, 1937 (Admiracion Shampoo, Mutual); Tim and Irene, 1937-38 (Admiracion Shampoo, Mutual); Your Unseen Friend, 1937 (Personal Finance, CBS); Aunt Jenny's Real Life Stories, 1937-39 (Lever Bros., CBS); Our Gal Sunday, 1937-40 (Anacin and Kolynos, CBS); Gang Busters, 1938-40 (Colgate - Palmolive - Peet, CBS); We, the People 1938-40 (General Foods, CBS); Hilltop House, 1938-40 (Colgate-Palmolive-Peet, CBS); Mr. Keen, Tracer of Lost Persons, 1938-40 (BiSoDol and Kolynos, NBC Blue); Second Husband, 1938-40 (Bayer Co., CBS); This

PROFESSIONAL RECORDS—Continued

Day Is Ours, 1940 (P & G, CBS). (F) Shorts. (L) False Dreams Farewell, 1934; Royalty Preferred, 1935.

LOWELL, MAURICE. Director. Born New York City, Jan. 8, 1911; h. 6 ft. 1 in.; w. 175; black hair, blue eyes; e. University of Wisconsin (A.B., M.A., LL.B. degrees); m. Jane Lowell, model. First radio work with NBC's Chicago branch in 1934 after touring as an actor with Eva Le Gallienne's company. Author of Listen In, published 1937. (R) Ma Perkins, 1934 (P & G, NBC Red); Clara, Lu and Em, 1934-35 (Super Suds, successively NBC Blue and Red); Uncle Ezra, 1935-38 (Miles Laboratories for Alka-Seltzer, NBC Red); Vic & Sade, 1936 (P & G, NBC Red and Blue); Kaltenmeyer's Kindergarten, 1938 (Quaker Oats, NBC Red); Story of Mary Marlin, 1938-39 (P & G, NBC Red and Blue); Strange As It Seems, 1939 (Colgate-Palmolive-Peet, CBS); Don Winslow of the Navy, 1939 (Kellogg Co., NBC Blue); Ellen Randolph, 1939-40 (Colgate-Palmolive-Peet, NBC Red); Woman of Courage, 1939-40 (Colgate-Palmolive-Peet, CBS); When a Girl Marries, 1940 (Prudential Life Insurance Co., CBS); Lincoln Highway, 1940 (Hecker Products, NBC Red); Gang Busters, 1940 (Colgate-Palmolive-Peet, CBS); others. (L) Eva Le Gallienne's Civic Repertory Theatre, 1933-34.

LOWTHER, GEORGE. Writer, producer, actor, announcer. Born New York City, April 9, 1913; h. 5 ft. 9 in.; w. 150; brown hair and eyes; e. Fordham University; m. Florence Kathryn Lowther. Joined NBC in 1927 as a page boy; became a writer, and later an announcer; has also written a play, a novel (both unpublished to date), and produced syndicated recordings for NBC. (R) As writer: Dick Tracy (Quaker Oats, NBC Red); Terry and the Pirates (Bowey's, Inc., successively NBC and Blue); Smilin' Jack (Sweets Co. of America for Tootsie Rolls, Mutual); Thatcher Colt Mysteries (Packer's Tar Soap, Inc., NBC Red); The Shadow (D. L. & W. Coal, Mutual); as announcer: Who Knows? 1940 (Griffin Mfg., Mutual).

LUDLAM, GEORGE. Script writer, producer, commentator. Born New York City, April 16, 1903; h. 5 ft. 11 in.; w. 190; brown hair and eyes; e. Phillips Academy, Andover, Mass. and Harvard University (A. B. degree, 1925); not married. Also writer of short stories for magazines. First radio work in 1930 when NBC accepted a sustaining script which he had submitted. (R) Parade of the States, 1932 (General Motors, NBC Red);

True Railroad Adventures, 1933 (Lionel Corp., NBC Blue); Conoco Dialogues, 1933 (Continental Oil Co., NBC Red); Old Counselor, 1935 (State of Vermont, NBC Blue); Happy Times, 1937 (Roi Tan Cigars, WLW Line); For Men Only, 1938 (Bristol-Myers Co. for Vitalis, NBC Red); also various NBC sustaining shows since 1930. (LS) WJZ, New York; WLW, Cincinnati.

LULU BELLE. See Mrs. Scott Wiseman.

LUM AND ABNER. See Chester H. Lauck and Norris Goff.

LUTHER, FRANK. Singer, announcer. Born in Kansas, Aug. 4, 1907. Spent a summer in Chautauqua as singer and pianist at the age of 13; three years in evangelistic campaigns throughout the U. S.; at 21, he was minister of a Bakersfield, Calif., church. Later went on a concert tour as top tenor and accompanist with the deReszke Singers, and with Will Rogers. Was top tenor for one season with the Revelers with whom he made his first radio appearance. (R) As announcer: Life and Love of Dr. Susan, 1939 (Lever Bros., CBS); as singer: Lutheran-Layman Singers, 1940 (sustaining, NBC Blue); Luncheon at the Waldorf, 1940 (R. J. Reynolds, NBC Blue); many others. Also composes music for Lever Bros. singing commercials. (F) Student Prince; concerts. (PR) (Author, with Carson Robison, of Barnacle Bill the Sailor, and other songs).

LUTHER, PAUL. Announcer, actor. Born Aylesburg, Sask., Canada, Dec. 19, 1908; h. 5 ft. 7 in.; w. 168; light hair, blue eyes; e. schools and college in Canada; m. Bernadette Luther; four children, Jack, 10, Ray, 8, Virginia, 6, Shirley, 5. Composer of Saddle Your Pony and Hesitation Rhumba. First radio appearance on CHWC, Regina, Sask., in 1929. (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); currently: Road of Life (P & G, NBC Red, CBS); Backstage Wife (Dr. Lyon's Toothpowder, NBC Red); Caroline's Golden Store (General Mills, CBS). (LS) WBBM, Chicago.

LUXFORD, NOLA. Announcer, commentator, M.C., dramatic actress. Born New Zealand; h. 5 ft. 4 in.; w. 119; titian hair, brown eyes; e. private schools in New Zealand; not married. Contributor to magazines and newspapers; lecturer on current events; press representative to the New Zealand Government Commission. Member, Foreign Press Assn.;

PROFESSIONAL RECORDS—Continued

League of American Pen Women. First radio work in 1932 reviewing Olympic Games for seven nations. (R) La Salle Fashion Show, 1936-37 (General Motors, NBC Red); Four Star News, 1939 (Palmer Bros., NBC Blue); others via short-wave. (F) M-G-M, RKO, Warner Bros. (f). (L) 1932-34 on the Pacific Coast (f).

LYMAN, ABE. Orchestra leader. Born Chicago, Ill., Aug. 4, 1899. Started playing the drum as a boy, and teamed with Gus Arnheim. The pair landed a job in a local theatre, but Lyman, still in his teens, decided to go to California, where his brother ran a restaurant. Organized a small band and played in the cafe. Shortly after, he organized Abe Lyman's Californians. With the advent of talking films, his was the first popular orchestra to be recruited for the screen. (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, 1933-40 (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).

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McBRIDE, MARY MARGARET. See Martha Deane.

McCAMBRIDGE, MERCEDES. Actress, occasional singer. Born Joliet, Ill., March 17, 1916; h. 5 ft., 3 in.; w. 114; black hair, brown eyes; e. Mundelein College (graduated on dramatic scholarship, 1937); m. William Fifield, announcer, writer (CBS, Chicago). First radio appearance with the Mundelein Verse Speaking Choir on June 4, 1936, as a result of which she received an NBC contract. Also story writer. (R) Story of Mary Marlin, 1937-39 (Procter & Gamble, NBC Red and Blue); Girl Alone, 1937-39 (Quaker Oats, NBC Red); Guiding Light, 1936-39 (Procter & Gamble, NBC Red); Dan Harding's Wife, 1936-38 (National Biscuit, NBC Red); Your Health, 1937-39 (sustaining, NBC Blue); Fibber McGee & Co., 1937-39 (S. C. Johnson & Son, NBC Red); Grand Hotel, 1938 (Campana Sales, NBC Blue); Woodbury's Hollywood Playhouse, 1938 (Jergens-Woodbury, NBC Blue); Don Winslow, 1938-39 (Kellogg Co., NBC Blue); Inside Story, 1939 (Ralston Pur-

ina, NBC Blue); Uncle Walter's Doghouse, 1939-40 (Brown & Williamson, NBC Red); Avalon Time, 1939-40 (Brown & Williamson, NBC Red); Midstream, 1939-40 (P & G, NBC Red and Blue); Arnold Grimm's Daughter, 1940 (P & G, NBC Red); others.

McCARTHY, GRACE. Singer (Doring Sisters). Born Chapman, Kans., May 29, 1914; h. 5 ft., 4½ in.; w. 117; dark hair, brown eyes; e. Des Plaines (Ill.) High School and Bush Conservatory. Entered radio in the fall of 1932, when the trio went on the air after taking a CBS, Chicago, audition. (R) Swift & Co.—Olsen & Johnson, 1933 (Swift & Co., CBS); House by the Side of the Road, 1935 (S. C. Johnson, NBC Red); Then and Now, 1936 (Sears, Roebuck, CBS); Carnation Contented Hour, 1937 (Carnation Co., NBC Red); Smiling Ed McConnell, 1937 (Acme White Lead & Color Works, NBC Blue); It Can Be Done, 1937, NBC Blue, and 1939, CBS (Household Finance); Double Everything, 1938 (Wm. Wrigley, Jr., Co., CBS); Laugh Liner, 1938 (Wm. Wrigley, Jr., Co., CBS); Uncle Walter's Doghouse, 1939 (Brown & Williamson, NBC Red); Plantation Party, 1939-40 (Brown & Williamson, NBC Blue); Avalon Time, 1939-40 (Brown & Williamson, NBC Red); Home Town Unincorporated, 1939-40 (Brown & Williamson, NBC Red); Show Boat, 1940 (Brown & Williamson, NBC Blue). (V) Occasional appearances in the Midwest, 1934-37.

McCLINTOCK, POLEY. Comic singer, musician. Born Tyrone, Pa., Sept. 22, 1900; h. 5 ft., 10 in.; black hair, brown eyes. Is one of the four original members of Fred Waring's Pennsylvanians. In 1922, when the organization was one of the first bands to play film houses, Waring discovered the comic possibilities of McClintock's voice. His bass notes have been the trademark of the Pennsylvanians ever since. (R) Chesterfield Presents Fred Waring in Pleasure Time, 1939-40 (Liggett & Myers, NBC Red). (V) Appearances, with Fred Waring, in theatres, movie houses and night clubs.

McCOMB, KATE. Dramatic actress. Born Sacramento, Calif., Nov. 25, 1878; h. 5 ft., 7¼ in.; w. 138; white hair, blue eyes; e. Masters School, Dobbs Ferry, N.Y., Howard College, Springfield, Mass.; widow; one son, Malcolm (advertising executive, writer of lyrics). Came to New York in 1925, beginning stage work in March, 1926; first radio appearance Feb. 8, 1930 in the "Silver Flute" as result of NBC audition. Onetime contralto soloist and choir director. (R) The

PROFESSIONAL RECORDS—Continued

Gibson Family, 1935 (Procter & Gamble, NBC Red); The O'Neills, 1935-40 (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; Juno and the Paycock, 1926; After Tomorrow, 1931 (with Donald Meek); Riddle Me This, 1932 (with Frank Craven); No Questions Asked, 1934 (with Ross Alexander, Spring Byington); Mornings at Seven, 1939; others. (V) Personal appearances.

McCONNELL, SMILING ED. Singing philosopher, script writer. Born Atlanta, Ga., Jan. 12, 1892; h. 6 ft. 1 in.; w. 250; grey-black hair, brown eyes; e. William Jewell, Missouri. Son of a minister. On graduation from college, where he was an all-around athlete, he became song leader for several evangelists. This led to lyceum and vaudeville engagements. In 1922 he was associated with WSB, Atlanta, and in 1925, went to Orlando, Fla., after signing a contract with a phonograph company which specified that he go on the air at least once a week. To do this, he leased an unused wavelength from Rollins College and built his own radio station, selling the lease in 1926 to go to WJAX. Before being signed for network series, he also appeared on WSM, WTAM, WWJ, WJR and WLW. (R) Smiling Ed McConnell, 1936-40 (Acme White Lead & Color Works, successively NBC Blue and Red); Ballard's Oven Ready Biscuit Program, 1938-39 (Ballard & Ballard Co., NBC Red and Blue); Smiling Ed McConnell, 1939-40 (Air Conditioning Training Corp., NBC Blue); Smiling Ed McConnell, 1939-40 (Purity Baking, CBS). (V) 3 years. (PR).

McCUNE, CATHERINE. Actress. Born Honolulu, Hawaii, Aug. 20, 1917; h. 5 ft. 9 in.; w. 130; black hair, blue eyes. First radio appearance on WDAF, Kansas City, at the age of 12. (R) 1935-38; Hollywood Hotel (Campbell Soup Co., CBS); Lux Radio Theatre (Lever Bros., CBS); Calling All Cars (also wrote script for three months) (Rio Grande Oil, CBS); Jack Oakie's College (R. J. Reynolds, CBS); other shows originating

in Hollywood during this period including Ken Murray, Joe Penner and Packard programs; Scattering Good Baines, 1937-40 (Wm. Wrigley, Jr. Co., CBS).

McDONNELL, CRAIG. Singer, actor. Born Buffalo, N. Y., June 8, 1907; h. 6 ft.; w. 330; brown hair, blue eyes; e. Culver Military Academy; m. Georgia McDonnell; two children, Timothy, 5, and Patricia, 2. First radio appearance in 1927, as a 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); Our Gal Sunday (Anacin, Koly-nos, CBS); Sky Blazers (Continental Baking, CBS); Young Dr. Malone (General Foods, NBC Blue); Cities Service Concert (Cities Service, NBC Red); When a Girl Marries (Prudential Insurance, CBS); numerous others.

McENERY, DAVE (Red River Dave). Cowboy singer, guitarist. Born San Antonio, Tex., Dec. 15, 1914; h. 6 ft.; w. 175; brown hair, blue eyes; e. Brackenridge high school and San Antonio Junior College; m. Alberta McEnery. Writer of many cowboy songs; Texas 1936 cattle whip and lariat champion; performer at the Swift exhibit, New York Fair, 1939; cattle dealer and ranch owner; first radio appearance via KABC, San Antonio, in 1932. (R) Cowboy Songs, 1939-40 (Bell & Co. for Bell Ans. Mutual). (LS) WOR, New York; WPAY, Portsmouth; WQAM, Miami; others. (F) Shorts. (V) Personal appearances and touring cowboy show. (PR) Decca.

PROFESSIONAL RECORDS—Continued

McGILL, JERRY (Edmund R.). Writer, producer, director. Born Bridgeport, Conn., Aug. 18, 1905; son of Gertrude Shipman, stock and silent film actress, and Larry McGill, stock and film director (1907-17); h. 5 ft. 8 in.; w. 170; brown hair, grey eyes; e. University of Florida (A.B. degree) and Christ Church, Oxford, England (Rhodes scholar); m. Eva Hallett, writer; one daughter, Sandra, 8. Wrote newspaper comics (ghost work) for NEA (Red Ryder and King of Royal Mounted, by Zane Gray). Started radio work with Batten, Barton, Durstine & Osborn in 1929; free lance since 1934. (R) As writer: 45 Minutes in Hollywood, 1934 (Borden Sales, CBS); Packard Presents Lawrence Tibbett, 1934-35 (Packard Motors, NBC Blue); Cavalcade of America, 1936-37 (E. I. du Pont, CBS); The Shadow, 1938-39 (Blue Coal, Mutual); 6 shows for Helen Hayes in Bambi, 1938 (General Foods, NBC Blue); 2 shows for Big Town (Lever Bros., CBS); others, including serials. As director: Lorenzo Jones (Chas. H. Phillips, NBC Red); others, including local shows and transcriptions.

McLEAN, MACK. See Six Hits and a Miss.

McMICHAEL, JOE. Singer. (**The Merry Macs**). Born Minneapolis, Minn., Jan. 16, 1916; h. 5 ft. 7 in.; blonde hair, blue eyes. The McMichael brothers (Judd, Ted and Joe) started singing as boys. In 1929 they obtained an interview with Eddie Dunstedter, organist and (then) musical director at WCCO, to try to interest him in a song Judd had written. He turned down the song but put the trio on the air. At that time they were known as the Mystery Trio and worked with black masks; later they dispensed with the masks and adopted the name they had been given in high school, the Merry Macs. After a year of local broadcasting they were engaged by bandleader Joe Haymes to accompany him on a tour. Later the group decided to add a girl and chose Helen Carroll after an audition. (R) Kruschen Salts Program, 1933 (E. Griffith Hughes Co., CBS); Climalene Co., 1933-34 (Climalene, 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, NBC Red); Watch the Fun Go By, 1937-38 (Ford Motor Co., CBS); Town Hall Tonight, 1937-40 (Bristol-Myers, NBC Red); Benny Goodman's Swing School, 1938 (R. J. Reynolds To-

bacco, CBS); Al Jolson Program, 1938 (Lever Bros., CBS); For Men Only, 1938-39 (Bristol-Myers for Vitalis, NBC Red); Your Hit Parade, 1939 (American Tobacco, CBS); Tuesday Night Party, 1939 (Lever Bros., CBS). (F) Paramount (f); shorts. (L) Frank Fay's Va-ieties, 1939 (f). (V) Various circuits, theatre appearances, 1931-40. (PR) Brunswick, RCA Victor, Decca.

McMICHAEL, JUDD (George E.) Singer. (**The Merry Macs**). Born Minneapolis, Minn., Aug. 1, 1906; h. 5 ft. 10½ in.; w. 172; dark brown hair, blue-green eyes; e. West High School, Minneapolis; m. Laurine McMichael; one daughter, Nelda. For other details, see under Joe McMichael above.

McMICHAEL, TED. Singer (**The Merry Macs**). Born Marshalltown, Ia., April 4, 1908; h. 5 ft. 11 in.; w. 170; brown hair, hazel eyes; m. Fran McMichael. For other details, see under Joe McMichael above.

McNAMEE, GRAHAM. Announcer, commentator. Born Washington, D. C., July 10, 1888; h. 5 ft. 8½ in.; w. 160; brown hair and eyes; m. Ann Lee Sims. Author of a book, You're On the Air, and magazine articles; lecturer on radio throughout the country. Studied voice and made a concert appearance at Aeolian Hall in New York. Entered NBC out of curiosity one lunch hour, auditioned successfully, and became a singer on WEAf in 1923. On August 21, 1923, he made his debut as a sportscaster when he described the Greb-Wilson fight. A few weeks later he reported the World Series and, in the Fall, covered his first football game. (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); Four Star News, 1939 (Palmer Bros., NBC Blue); others, including World Series baseball games, etc. (F) Universal Newsreel since January, 1929; Paramount; narrator for Universal shorts.

McNEILL, DONALD T. (Don). M.C. Born Galena, Ill., Dec. 23, 1907; h. 6 ft. 2½ in.; w. 195; brown hair, blue eyes; e. Marquette University (Ph.B. degree); m. Katherine Bennett McNeill; two sons, Tommy, 5½, and Donny, 4. While a student in journalism at Marquette University, he secured a berth with WISN, Milwaukee, as announcer and also became radio editor of The Milwaukee

PROFESSIONAL RECORDS—Continued

Sentinel (owner of the station); later he and Van Fleming, a singer, formed the radio team of Don and Van, the Two Professors. Author book of poems, *Memory Time*. (R) Pontiac Program, 1934 (Pontiac Motors, NBC Red); Climacene Carnival, 1935 (Climacene Co., NBC Red); Tea Time at Morrell's, 1937 (John Morrell & Co. for Red Heart Dog Food, NBC Red); Avalon Time, 1940 (Brown & Williamson, NBC Red); others, including programs for Edelweiss, Fitch Shampoo, Coca-Cola. (V) Personal appearances.

McWILLIAMS, JIM. M.C., producer. (R) Jim McWilliams' Question Bee, 1936-39 (George Washington Coffee Refining Co., NBC Red and Blue); Colgate Ask-It Basket, 1938-40 (Colgate-Palmolive-Peet, CBS). (V) For some 20 years.

M

MABIE, MILT. Bass fiddler, singer (*Louise Massey & The Westerners*). Has sung in church choir, high school glee club, operettas, minstrel shows, lyceums and chautauqua. Helps Dott Massey compose most of the original songs used by the Westerners. (R) Log Cabin Dude Ranch, 1936-37 (Log Cabin Syrup, NBC Blue); Plantation Party, currently (Brown & Williamson for Bugler Tobacco, NBC Blue); others. (V) Personal appearances.

MacCORMACK, FRANKLYN H. (*Franklyn H. McCormick*). Announcer, narrator, commentator, poetic reader, actor. Born Waterloo, Ia., March 8, 1908; son of Thomas P. McCormick, minstrel man and dramatic actor; h. 6 ft. 1½ in.; w. 185; dark brown hair, green-blue eyes; e. University of Iowa. When show business ran into difficulties in 1930, he turned to radio and made his first appearance in Chicago, as an actor, in 1930; subsequently worked into announcing, production and program building. (R) Myrt & Marge, 1932 (Wm. Wrigley, Jr., Co., CBS); Swift Review with Olsen & Johnson, 1934 (Swift & Co., CBS); Easy Aces, 1935 (Lavoris, CBS); Story of Mary Marlin, 1935-36 (International Cellucotton for Kleenex, NBC Red); starred on Poetic Melodies, 1936-38 (Wm. Wrigley, Jr., Co., CBS); announcer for Jack Armstrong, 1937-40 (General Mills, NBC Red); featured poetry reader with Wayne King and His Orchestra, 1939-40 (Colgate-Palmolive-Peet, CBS). (F) Commercials. (L) The Moose, 1928; The

Desert Song; The Nut Farm; Journey's End, 1928-30; others, from 1925-31. (V) Theatre appearances.

***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 dramatic material for Johnson Candy Co., American Legion, American Bankers Association and others.

MacGREGOR, KENNETH. Producer, Benton & Bowles, Inc., New York. Born Brockton, Mass., May 12, 1904; e. University of Maine (class of '25); m. Sonia Brounova. Wrote radio column on Brockton (Mass.) Enterprise for three years. First radio appearance as an announcer, for six months, on WBZA, Boston; program director, WBZ, Boston, six months; producer, NBC, New York, five years; producer, Benton & Bowles, for past six years. (R) Maxwell House Showboat, 1934-36 (General Foods, NBC Red); Palmolive Beauty Box Theatre, 1934-36 (Colgate-Palmolive-Peet, NBC Red and CBS); Cape Diamond Light, 1935-37 (Diamond Crystal Salt, NBC Blue); Pretty Kitty Kelly, 1937-40 (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); Sky Blazers, 1939-40 (Continental Baking, CBS); Strange as It Seems, 1939-40 (Colgate-Palmolive-Peet, CBS); When a Girl Marries, 1939-40 (Prudential Insurance, CBS); others, not current. (F) Shorts with Floyd Gibbons. (V) Appearances with Floyd Gibbons.

***MACK, GILBERT.** Actor, dialectician. (R) Gang Busters, 1937 (Colgate-Palmolive-Peet Co., CBS); Terry and the Pirates, 1938 (Boweys, Inc., NBC Red); Kate Smith's Bandwagon, 1938 (General Foods Corp., CBS); Dick Tracy, 1938-39 (Quaker Oats Co., NBC Red). (LS) WEA, WMCA, WOR, New York. (F) Shorts (Biograph). (V) Songster Boys, Gobs of Joy, Collegians, 1930-35.

MacMURRAY, TED. Director, producer. Born Terry, Mont., Aug. 2, 1908; h. 5 ft. 11½ in.; w. 155; brown hair, green eyes; m. Vera O'Neill; two children, Ted, Jr., and Daniel Neill. Started radio work in 1923 as an engineer. (R) You Shall Have Music, 1935-36 (Standard Oil of

PROFESSIONAL RECORDS—Continued

- Indiana, CBS); Horace Heidt & His Brigadiers, 1935-38 (Stewart-Warner Corp., successively CBS, NBC Blue and Red); Lone Journey, 1940 (P & G, NBC Red); Vic and Sade, 1937-40 (P & G for Crisco, currently NBC Red). Supervisor of production, WBBM, Chicago, 1936-38. (F) Commercial and slide films.
- MAGUIRE, ARNOLD.** Writer, producer. Born San Francisco, Calif., Oct. 20, 1901; h. 5 ft. 10 in.; w. 170; brown hair, hazel eyes; e. Hitchcock Military Academy, St. Matthew's College; m. Evelyn Draper, former stage dancer; one daughter, Susan. First radio work in 1929 after several years of newspaper reporting and feature writing. (R) Writer-producer, Who Am I? 1937 (California Home Brand Food Products, NBC Red); writer, I Want a Divorce, 1938 (S & W Fine Foods, NBC Red); writer, Olsen & Johnson, 1938 (Richfield Oil, NBC Red); NBC producer, Pepsodent Program Starring Bob Hope, 1938-40 (Pepsodent, NBC Red); writer-producer, Tip Top Show, 1939-40 (Ward Baking, NBC Blue); NBC producer, Kay Kyser's College of Musical Knowledge (Hollywood series), 1939 (American Tobacco, NBC Red); NBC producer, Adventures of Sherlock Holmes, 1939-40 (Grove Laboratories, NBC Blue).
- MAHER, WALLY (Walter A. Mayer).** Dramatic and character actor. Born Cincinnati, O., Aug. 4, 1908; h. 5 ft. 11 $\frac{3}{4}$ in.; w. 178; dark brown hair, blue eyes; son of William Mayer, singer-dancer; e. Cincinnati schools, Holy Cross; m. Molly Bruno Maher; one son, Walter Bruno, 2. First radio appearance in 1929 via WLW, Cincinnati, following experience in stock theatricals. Lecturer to civic and women's clubs. (R) Candid Lady, 1938 (Pepsodent Co., NBC Red); Lux Radio Theatre (Lever Bros., CBS); I Love a Mystery, 1939-40 (Standard Brands, NBC Red); Melody Ranch, 1940 (Wm. Wrigley, Jr., Co., CBS); Good News, 1939-40 (General Foods, NBC Red); Chase & Sanborn Program, 1939-40 (Standard Brands, NBC Red); Hedda Hopper's Hollywood, 1940 (California Fruit Growers Exchange, CBS); Welch Presents Irene Rich, 1940 (Welch Grape Juice, NBC Blue). (F) About 60 films; M-G-M, Paramount, Warner Bros., Sam Goldwyn, others; shorts (f). (L) Stock, 1928-36.
- MAIER, DR. WALTER A.** Religious speaker. Born Boston, Mass., Oct. 4, 1893; e. Concordia Collegiate Institute, Bronxville, N. Y., Concordia Seminary, St. Louis, Mo., Boston University, Harvard University (Ph.D. degree); m.
- Hulda A. Eickhoff; two sons, Paul Luther, and Walter Arthur, Jr. Editor, Walther League Messenger (Lutheran young people's publication); member, board of directors, Valparaiso University; speaker and lecturer; author of following books: Christ for Every Crisis, Christ for the Nation, The Fourth Lutheran Hour, The Cross from Coast to Coast, The Radio for Christ, for Better, Nor for Worse. (R) The First Lutheran Hour, 1930-31 (Lutheran Church, CBS); Lutheran Hour, 1934-40 (Lutheran Laymen's League, Mutual).
- MANNING, KNOX.** Commentator, narrator, announcer. Born Worcester, Mass., Jan. 17, 1904; h. 5 ft. 9 in.; w. 150; brown hair and eyes; e. North High School, Worcester, Mass., Allen Military Academy, Boston, and University of Vermont; m. Annette N. Manning. First radio work in 1930 after scarcity of theatrical employment forced a venture into new fields; originally hired as radio actor, then added announcing. (R) Headlines on Parade, 1937-39 (Euclid Candy Co., CBS); Univex News, 1938 (Univex, CBS); Melody & Madness, 1939 (P. Lorillard for Old Gold, CBS); Adventures of Sherlock Holmes, 1939-40 (Grove Laboratories for Bromo Quinine, NBC Blue); Stillicious Kids Quizaroo, 1940 (Chocolate Products, CBS); many others over Yankee and Don Lee networks. (F) RKO, Universal; also shorts. (L) Stock, 1927-29. (V) Irregular appearances over many years.
- MANSON, CHARLOTTE.** Actress. Born New York City, Jan. 21; h. 5 ft. 5 $\frac{1}{2}$ in.; w. 110; dark brown hair, brown eyes; e. School of Education, New York University (B.S. degree). While still a college student, was a member of the dramatic staff of the Dalton School (Oct., 1937, to May, 1938). First radio appearance in Feb., 1939, as a result of an NBC audition the previous month. (R) Myrt & Marge, 1939 (Colgate-Palmolive-Peet, CBS); Hilltop House, 1939 (Colgate-Palmolive-Peet, CBS); Her Honor, Nancy James, 1939 (International Cellucotton for Kleenex, CBS); Grand Central Station, 1939 (Lambert Pharmacal, CBS); Society Girl, since Oct., 1939 (Corn Products Refining, CBS). (L) Ringside Seat (Theatre Guild), 1938 (f).
- MANTLE, BURNS (Robert B. Mantle).** Commentator, M.C. Married Lydia Sears; one daughter, Margaret B., 20. Editor, The Best Plays, since 1919; drama editor, New York Daily News, since 1922; co-editor, A Treasury of the Theatre (with John Gassner); author, Contemporary American Playwrights; lecturer (tour in 1939). First radio appearance in

PROFESSIONAL RECORDS—Continued

- 1938, when he was invited to introduce NBC's Great Plays Series. (R) Great Plays, 1938 (sustaining, NBC); Texaco Star Theatre, 1939-40 (Texas Co., CBS).
- MAPLE CITY FOUR.** See Art Janes, Fritz Meissner, Pat Petterson and Al Rice.
- MARCIN, MAX.** Writer, producer. Born New York City, May 6, 1889; e. College of the City of New York. Entered radio when he was asked to write dramatic spots for the Philip Morris program. (R) Creator of The Perfect Crime, dramatic sketch incorporated in Johnny Presents, 1938-39 (Philip Morris & Co., Ltd., NBC Red and CBS); Pipe Dreams, incorporated in Breezing Along, 1939-40 (Philip Morris, NBC Blue); others. (F) Paramount, M-G-M. (L) Cheating Cheaters, House of Glass, Silence, Three Live Ghosts; others.
- MARIE AND HER MERRY MEN.** See Marie Greene, Bill Days, John Rarig, Thurl Ravenscroft and Max Smith.
- MARLOWE, HUGH.** Actor. Born Philadelphia, Pa., Jan. 30, 1911; h. 6 ft.; w. 175; brown hair, blue eyes. Entered radio 10 years ago as announcer for WOC-WHO, Davenport, Ia. (R) Amateur Gentleman (Lehn & Fink, CBS); Hollywood Hotel (Campbell Soup, CBS); Shell Chateau (Shell Union Oil, NBC Red); Brenda Curtis (Campbell Soup Co., CBS); Adventures of Ellery Queen, 1940 (Gulf Oil, CBS); many others. (F) M-G-M (f); shorts. (L) Arrest that Woman, Kiss the Boys Goodbye, Young Couple Wanted, Margin for Error (all Broadway productions).
- MARLOWE, RAYMOND (Raymond Metz).** Tenor, reader. Born Friend, Nebr., Jan. 21, 1893; h. 5 ft. 10½ in.; w. 180; black hair, blue eyes; e. Lewis & Clark High School, Spokane, and law school of the University of Washington, Seattle; m. Olive Thornton, former singer. Voice teacher, choral conductor, concert, oratorio and opera singer, synagogue soloist, choir director. First radio appearances in 1925 via WOR and WABC, New York. (R) Standard School Broadcast (Standard Oil of California, NBC Pacific Blue); others. (L) Last Waltz, Night in Spain, Kiss Me (all New York productions), Student Prince (New York and London); 48 opera performances in San Francisco and Los Angeles; concerts, oratorios, etc. (PR) Columbia (England).
- MARQUIS, ARNOLD.** Writer, producer (specializes in drama and idea shows). Born, Racine, Wis., Oct. 8, 1901; h. 5 ft. 9 in.; w. 175; light hair, grey eyes; e. Central State, Stevens Point; m. Ruby Doris Marquis; one son, Eric Lew, 1½. Was newspaper radio editor in 1927; later wrote and produced stage shows, and finally sold material to radio sponsors. Teacher of radio writing at University of California Extension Division; author of two books, Wanderlust and Beginning of a Gentleman. (R) Professor Puzzlewit, 1937-40 (Gallenkamp's Stores, NBC Red); Hawthorne House, 1938-40 (Wesson Oil & Snowdrift, NBC Red); Sperry Special, 1938-39 (Sperry Flour, NBC Red); Night Editor, 1938-40 (Cardinet Candy, NBC Red); Standard Symphony, 1938-40 (Standard Oil of California, NBC Red); No Greater Glory, 1940 (Albers Bros., NBC Red); numerous others.
- MARTIN, FREDDY (Frederic A.)** Orchestra leader. Born Cleveland, Ohio, Dec. 9, 1907; h. 5 ft. 7½ in.; w. 145; reddish brown hair, brown eyes; e. high school and Ohio State; m. E. Lillian Reardon; one son, 9. Left college to join a band which played in Finland for eight months, then toured Europe for several months; played with several other bands before organizing his own orchestra in October, 1931. (R) Penthouse Serenade, 1936-37 (Maybelline, NBC Red); others, including transcriptions for the House of Eden (Eden Wave), 1933 (WBBM, Chicago). (V) Hotel and night club engagements. (PR) RCA Victor, Bluebird.
- MARTIN, JOHN T.** Writer, director. Born New York City, Jan. 3, 1898; e. Hamilton College (A.B. degree, 1920); m. Theodora Hurley Martin; one son, John Parker II, 13. Former newspaperman (feature writer, Brooklyn Times), and later radio critic and radio editor; co-author (with Katharine Seymour), How to Write for Radio, and Practical Radio Writing. Member of council, Radio Writers' Guild. His first radio work was in 1926 when he joined WEA, New York, as publicity man and feature writer. (R) The College Drug Store, 1927-28 (Johnson & Johnson, NBC Blue); Hamilton Watchman, 1930-31 (Hamilton Watch Co., CBS); Niagara-Hudson Program, 1930-31 (Niagara-Hudson Power Co., NBC Red); Silver Dust Twins, 1932-33 (Gold Dust Corp., CBS); The Oxol Feature, 1934-35 (J. L. Prescott Co., CBS); Big Ben's Dream Dramas, 1934-35 (Western Clock Co., NBC Blue); Adventures of Terry & Tad, 1935-36 (General Baking Co., CBS); Beatrice Fairfax, 1937-38 (Hecker Products, Mutual); The Mighty Show, 1938-39 (Penick & Ford for My-T-Fine Desserts, CBS); The Parker Family, 1939-40 (J. P. Woodbury, NBC Blue);

PROFESSIONAL RECORDS—Continued

- One of the Finest, 1940 (Gordon Baking Co., NBC Blue).
- MARTIN, TONY.** Singer, M.C. Born San Francisco, Calif., Dec. 25, 1914; h. 5 ft. 11½ in.; w. 170; brown hair and eyes; e. St. Mary's College, Moraga, Calif.; div. Alice Faye, film actress. Left college to play saxophone at night spots in San Francisco; asked to sing solo one night, he decided to give up his orchestra work in favor of singing; first radio work as result of his appearances with dance bands. (R) Burns & Allen, 1935-39 (Campbell Soup Co., CBS, 1935-37; General Foods for Grape Nuts, NBC Red, 1937-38; Liggett & Myers Tobacco for Chesterfields, 1938-39, CBS); Tune Up Time, 1939-40 (Ethyl Gasoline, CBS). (F) 20th Century-Fox, RKO, Columbia, M-G-M (s,f); RKO short. (V) Theatre and night club engagements, 1939-40. (PR) Decca.
- MARTINI, ROLAND.** Writer, director; vice-president in charge of radio, Gardner Advertising Co., New York City. Born New Haven, Conn., April 1, 1903; e. Mount Hermon Preparatory and Yale; m. Wanda von Kettler, editor, short story writer and poet; one child, Mimi-Lou. Currently writing for fiction magazines and screen; formerly associate editor of Argosy and contributor of short stories to national magazines. Started radio career in 1932, as script writer. (R) Wrote and produced Madam Sylvia of Hollywood (Ralston Purina, NBC Red), Tom Mix and His Ralston Straight Shooters (Ralston Purina, NBC Blue), Ry-Krisp Presents Marion Talley (Ralston Purina, NBC Red); wrote Penrod and Sam, Inspector Stevens and Son, The Secret Three; currently producing Saturday Night Serenade (Pet Milk, CBS).
- MASON, SULLY.** Singer, saxophonist. Born Durham, N. C., Jan. 15, 1908; h. 5 ft. 6 in.; w. 152. Organized and conducted own band for two years before he met Kay Kyser on the campus of the University of North Carolina. When Kyser decided to form a band, he was its first member. Bing Crosby encouraged him to sing his first vocal. (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, 1938-40 (American Tobacco for Lucky Strikes, NBC Red). (V) Kay Kyser's Orchestra. (PR) Brunswick.
- LOUISE MASSEY AND THE WESTERNERS.** See Louise, Dott and Allen Massey, Milt Mabie and Larry Wellington.
- MASSEY, ALLEN.** Musician (guitar and banjo), singer (**Louise Massey & The Westerners**). (R) Log Cabin Dude Ranch, 1936-37 (Log Cabin Syrup, NBC Blue); Plantation Party, currently (Brown & Williamson for Bugler Tobacco, NBC Blue); others. (V) Personal appearances.
- MASSEY, DOTT.** Musician (violin, trumpet, piano), singer (**Louise Massey and The Westerners**). Onetime cow-puncher. Composes most of the Westerners' original songs with the help of Milt Mabie, another member of the quintet. (R) Log Cabin Dude Ranch, 1936-37 (Log Cabin Syrup, NBC Blue); Plantation Party, currently (Brown & Williamson for Bugler Tobacco, NBC Blue); others. (V) Personal appearances.
- MASSEY, LOUISE (Louise Massey and The Westerners,** vocal and instrumental quintet). Born in Midland, Texas. Has been in show business all her life. (R) Log Cabin Dude Ranch, 1936-37 (Log Cabin Syrup, NBC Blue); Plantation Party, currently (Brown & Williamson for Bugler Tobacco, NBC Blue); others. (V) Personal appearances.
- MAXWELL, MARVEL.** Singer. Born Clarinda, Ia., Aug. 3, 1920; h. 5 ft. 6½ in.; w. 128; brown hair, hazel eyes; e. Central High School, Fort Wayne, Ind. In 1934, she appeared on various commercials via WOWO, Fort Wayne. An Indianapolis orchestra leader signed her as featured vocalist when she was 16; a year later she joined Buddy Rogers' orchestra; has been with Ted Weems since 1938. (R) Beat the Band, 1940 (General Mills, NBC Red). (V) Theatre appearances, coast-to-coast, with Buddy Rogers and Ted Weems. (PR) Decca, with Ted Weems.
- MAXWELL, TED (Edward H.).** Writer, producer, actor. Born Oakland, Calif., Jan. 9, 1899; h. 5 ft. 10½ in.; w. 193; brown hair and eyes; e. Fremont High School and University of California; m. Bobbe Deane, radio comedienne. Author of over 40 stage plays (16 published), all of which have been produced by stock companies. Became interested in radio when he appeared in one of his own plays via KGO, San Francisco; joined the NBC staff in that city in January, 1928. (R) As writer: Hawthorne House, 1937-40 (Wesson Oil & Snowdrift, NBC Red); as actor: Girl Alone (Quaker Oats, NBC Red); Grand Hotel (Campana Sales, CBS); First Nighter (Campana, CBS); wrote, played in and produced

PROFESSIONAL RECORDS—Continued

shows on West Coast NBC network for General Petroleum, Associated Oil, Philco and many others; appeared in, and wrote several scripts for Lights Out (sustaining, NBC). (F) Essanay, as child actor. (L) Dramatic stock, many years. (V) Ted Maxwell-Virginia Chester in Seven Thousand Dollars, comedy dramatic sketch.

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); Hobby Lobby, summer of 1939 (Fels Naptha Soap Chips, NBC Blue); other commercial and sustaining shows including Order of Adventures, NBC Blue, 1939. (F) Shorts. (L) Love's Passport, The Fan, others.

MEAD, ED. (Edward, Jr.). Script writer and editor, producer, Benton & Bowles, Hollywood. Born St. Louis, Mo., April 26, 1914; e. St. Louis Country Day School and Washington University, St. Louis (A.B. degree; Phi Beta Kappa; Omicron Kappa). Started radio in October, 1936, on the staff of Benton & Bowles. (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, 1938-40 (Colgate-Palmolive-Peet, CBS) and Kate Smith-Noonday Chats, 1938-39 (General Foods for Diamond Crystal Salt, CBS); director of script production, Strange as It Seems, 1939-40 (Colgate-Palmolive-Peet, CBS), and producer of same show for Hollywood spots.

MEADE, EV (Everard W.). Producer, Ruthrauff & Ryan, Inc., Hollywood. Born Pohick, Va., Jan. 2, 1910; e. University of Virginia; m. Virginia Meade; one daughter, Betty. Originally started in radio with Young & Rubicam, Inc., as producer of the Burns & Allen program. (R) Jell-O Program Starring Jack Benny, 1936 (assistant producer) (General Foods, NBC Red); producer, Burns & 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); Stop Me if You've Heard This One (Quaker Oats, NBC Red); Court of Missing Heirs (Ironized Yeast, CBS); Lanny Ross Program (Campbell Soup, CBS).

MEARS, MARTHA. Singer, actress. Born

Mexico, Mo., July 10, 1915; h. 5 ft., 2 in.; w. 103; blonde hair, blue eyes; e. Missouri University and San Diego State Teacher's College; m. Sidney Brokaw, violinist. Entered radio as result of NBC audition. (R) Phil Baker, Armour Program, 1934-35 (Armour & Co., NBC Blue); Colgate House Party, 1935 (Colgate-Palmolive-Peet, NBC Red); General Foods Kitchen Party, 1936 (General Foods Corp. NBC Red); It Happened in Hollywood, 1939-40 (Geo. A. Hormel & Co., CBS); also a number of guest appearances. (V) Tour with Gus Edwards, circuit engagements, theatre appearances.

***MEISER, EDITH**. Writer, actress. (R) Scripts for Adventures of Sherlock Holmes (Bromo Quinine, NBC Blue); 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); Luncheon at the Waldorf, 1940 (Camels, NBC Blue); What Would You Have Done?, 1940 (Cummer Products NBC Blue). (L) Stock; Three Garrick Gaieties; others. (V) 1927-28. (Partner, Edith Meiser & Thomas H. McKnight, radio productions.

MEISSNER, FRITZ. Singer (Maple City Four). Born July 8, 1904; e. Culver Military Academy and Valparaiso University; m. Dorothy Daige. With Art Janes and Pat Petterson, he formed a trio in LaPorte, Ind., singing at political rallies and church functions. In 1925 the group tried out at WLS, Chicago, and was given a spot on the old WLS Showboat program. Two years later Al Rice joined the trio which thereafter became the Maple City Four. (R) National Barn Dance, 1933-40 (Alka-Seltzer, NBC Blue); Sinclair Minstrels, 1933-37 (Sinclair Refining, NBC Blue); others, including transcriptions. (F) Three films for Republic (f). (V) 10 years. (PR) American Record.

MELTON, JAMES. Singer. Born Moultrie, Ga., Jan. 2, 1904; h. 6 ft., 2½ in.; w. 196; brown hair and eyes; e. University of Florida, University of Georgia and Vanderbilt University; m. Marjorie Louise McClure. First radio appearance in 1927 with Roxy's Gang; first commercial following year as soloist for Seiberling. (R) Seiberling Singers, 1928-31 (Seiberling Rubber Co., NBC Blue); Voice of Firestone, 1933 (Firestone Tire & Rubber, NBC Red); Ward's Family Theatre, 1934 (Ward Baking Co., CBS); Circus Night in Silvertown, 1935 (B. F. Goodrich, successively NBC Blue and Red); Sealtest Sunday Night Party, 1936-37 (Sealtest, Inc.,

PROFESSIONAL RECORDS—Continued

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); The Telephone Hour, since April, 1940 (Bell System, NBC Red). (F) Warner Bros. (s); shorts. (L) Cincinnati Summer Opera Co., 1938 and '39; concerts in the U.S. and Europe. (V) Personal appearances. (PR) RCA Victor, Decca, Columbia, 1928-34.

MEN ABOUT TOWN. See Phil Duey, Scrapy Lambert and Jack Parker.

* **MENKEN, HELEN.** Actress. (R) Famous Actors' Guild Presents Second Husband, 1937-40 (Bayer Co., CBS). (L) Seventh Heaven; Queen Elizabeth, The Old Maid; others. (V).

MENSER, C. L. (Clarence L.). Producer for Gardner Advertising Co., Chicago (also manager of radio promotion department). Born Culver, Ind.; e. Heidelberg College (A.B. degree) and University of Michigan (A.M. degree) (Delta Sigma Rho; national president, five years, of Theta Alpha Phi). Formerly professor of speech and drama, University of Utah and Knox College; currently writing a book on radio. Spent a year in the study of the theatre in Europe; joined NBC in 1931 as manager of the Central Division; became program manager in 1939; resigned to head the Chicago office of the Gardner agency. (R) The Goldbergs (Pepsodent, NBC Red); Vic & Sade (P & G, NBC Red and Blue); Welch Presents Irene Rich (Welch Grape Juice, NBC Blue); Grand Hotel (Campana Sales, NBC Blue); First Nighter (Campana Sales, NBC Blue); Inside Story (Ralston Purina, NBC Blue); Adventures of Tom Mix (Ralston Purina, NBC Blue); This Amazing America (Greyhound Lines, NBC Blue); many others. (L) Produced 100 full-length plays and 350 one-act plays in stock and Little Theatre.

* **MERCER, JOHNNY.** Singer, composer. (R) Benny Goodman's Camel Caravan, 1939 (Camel Cigarettes, CBS); Camel Caravan with Bob Crosby's Orchestra, 1939-40 (Camel Cigarettes, NBC Red).

MEROLA, GAETANO. Conductor. Born Naples, Italy, Jan. 4., 1881; h. 5 ft. 10 in.; w. 173; dark brown hair, brown eyes; m. Gladyce Merola. Director of San Francisco Opera Company. First radio appearance in 1935. (R) Standard Symphony, 1935-40 (Standard Oil of California, NBC Red). (F) One film, as musical advisor and conductor for Grace Moore.

MERRIFIELD, DON. Dramatic actor. Born Union City, Mich., Dec. 6, 1872; h. 6 ft. 1 in.; w. 220; gray hair, blue eyes; m. May Carleton Merrifield. First radio appearance in 1924 via WLS, Chicago, after 30 years of theatrical experience; continuous radio appearance since 1926. Also instructor at Columbia College of Drama and Radio, Chicago. (R) Role of Arnold Grimm in Arnold Grimm's Daughter, 1939-40 (General Mills, NBC Red and Blue); Just Plain Bill (Anacin and Kolynos, NBC Red); Rin Tin Tin Thrillers (Chappel Bros., CBS); First Nighter (Campana Sales, CBS); Today's Children (Pillsbury Flour, NBC Blue); Backstage Wife (R. L. Watkins Co., NBC Red); Betty and Bob (General Mills, NBC Red and Blue); Jack Armstrong (General Mills, NBC Red); Romance of Helen Trent (Louis Philippe and Edna Wallace Hopper, CBS). (L) Since 1895; played in the Eben Plympton, Minnie Seligman, and Rose Coghlan companies; L'Aiglon; Secret Service; played several years of Stair-Havlin melodramas; stock.

MERRILL, STEVE. Tenor. Born Portland, Me., April 15, 1910; h. 5 ft. 10½ in.; w. 180; brown hair, blue eyes; e. San Jose State College and Stanford University; m. Marjorie Merrill, former professional accompanist; two sons, Steven, 3, and John, 1. First radio appearance in 1930, when he won a cash award and a one year's scholarship in the Atwater Kent Auditions. (R) Smoke Dreams, 1936-39 (H. Fendrich, Inc., for La Fendrich and Charles Denby Cigars, NBC Blue); Horace Heidt and His Orchestra, 1937-38 (Stewart-Warner, NBC Red and Blue); Vocal Varieties, as a member of the Eight Men, 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); Marathon Melodies, 1939-40 (Ohio Oil, NBC Blue); others, including transcriptions and local shows on WLW, Cincinnati. (L) Light Opera Company, Pacific Coast. (V) Appearances as member of Horace Heidt's Brigadiers, 1934-36; solo, Pacific Coast.

MERRY MACS, THE. See Helen Carroll and Judd, Ted and Joe McMichael.

* **MESSNER, DOTTY.** Singer (the *Musie Maids*). (R) Kraft Music Hall, 1939-40 (Kraft Cheese Co., NBC Red). (F) Universal (f). (PR) Decca.

METZ, STUART. Announcer. Born Buffalo, N. Y., March 20, 1908; h. 6 ft.; w. 175; light brown hair, blue eyes; e. Wil-

PROFESSIONAL RECORDS—Continued

liamsville (New York) public and high schools; m. Orenta G. Metz; one daughter, Alice May, 2. As result of interest in amateur radio, he joined Buffalo Broadcasting Corp. in 1929 as engineer; became announcer in 1931. (R) Betty Moore Triangle Club, 1937 (Benjamin Moore Paints, NBC Red); Jell-O Summer Show, 1937 (General Foods, NBC Red); Pepper Young's Family, 1937-40 (P & G, NBC Red and Blue); Road of Life, 1937-40 (P & G, NBC Red, 1937-40, and CBS, 1938 and '40); Mr. Keen, Tracer of Lost Persons, 1939 (BiSoDol, NBC Blue); Orphans of Divorce, 1939-40 (Dr. Lyon's Toothpowder, NBC Blue); Waltz Time, 1939-40 (Chas. H. Phillips, NBC Red).

MICHAEL, JAY. Actor. Born New York City, Sept. 30, 1908; h. 6 ft. 1 in.; w. 220; brown hair and eyes; m. Olga Fricker Michael (ballet dancer); one daughter, Joan, 7. Appeared in legit and stock productions for many years; first radio appearance in 1936 following an audition. (R) Lone Ranger, 1937-40 (Bond Bread, and various participating sponsors, Mutual and Michigan Radio Network); Green Hornet (Detroit Creamery, and various participating sponsors, Mutual and Michigan Radio Network); Here's Your Party (Bell Telephone, Michigan Radio Network). (F) Commercials. (L) Legit and stock for many years (s.f.). (V) One season with novelty band.

MICHAEL, SANDRA. Writer. (R) Against the Storm, 1939-40 (P & G, NBC Red); Lone Journey, 1940 (P & G, NBC Red). (Wife of John E. Gibbs, radio producer).

MICHAELIS, ARNOLD. Writer, producer. Born New York City, Feb. 20, 1913; e. James Madison high and New York University; m. Jean Michaelis; one daughter, Linda Cele. Short story writer. Entered radio in 1932. (R) Production on Barbasol programs, via NBC, 1932-33; free lance writing, 1933-35; writing assignment for Associated Recorded Program Service, past two years.

MILLER, ALBERT G. Script writer. Born Phila., Pa., Dec. 28, 1905; e. University of Pennsylvania (class of 1927); m. Mary Sue Miller, photographers' model. Author of light verse and humorous articles for magazines and newspapers. Member of the radio department of N. W. Ayer & Son, 1928-33; free-lance since 1933. (R) Frank Hawks, 1936 (Gruen Watch Co., Mutual); Town Hall Tonight, 1937 (Bristol-Myers Co., NBC Red); Walter O'Keefe, 1937 (Bristol-Myers Co., NBC

Red); Pontiac Varsity Show, 1937 (Pontiac Motor Co., NBC Red); John Charles Thomas, 1937 (Vince, NBC Red); Bank Show, 1937 (Group of American Banks, CBS); Ben Bernie and All the Lads, 1938-39 (U. S. Rubber Products, Inc., CBS); Ben Bernie and All the Lads, 1938-39 (American Tobacco Co., CBS); Information Please, 1939-40 (Canada Dry, NBC Blue); Vitalis Program Featuring George Jessel, 1939-40 (Bristol-Myers, NBC Red); others, not current. (LS) WOR, WJZ, New York. (L) Wrote and acted in The Sellout, 1933.

MILLER, GLENN. Orchestra leader, trombonist. Born Clarinda, Ia., March 1; h. 6 ft.; w. 180; black hair, brown eyes; e. Ft. Morgan High School and University of Colorado; m. Helen Dorothy Miller. Until he organized his own band in 1937, he was a member of the Ben Pollack, Red Nichols, Dorsey Bros. and Ray Noble orchestras. (R) Glenn Miller and His Orchestra, 1939-40 (Liggett & Myers Tobacco for Chesterfield, CBS). (GA) Magic Key of RCA; Fitch Bandwagon. (V). (PR) Victor.

MILLER, JACK (John J.). Musical director. Born Dorchester, Mass., Sept. 4, 1900; h. 5 ft. 8 in.; w. 150; blonde hair, blue eyes. First radio appearance through Ted Collins, producer for Kate Smith, in 1930. (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, 1938-40 (General Foods Corp., CBS); Aldrich Family, 1939-40 (General Foods, NBC Blue). (PR) Columbia and Harmony (as vocalist), RCA Victor and Columbia (as conductor for Kate Smith).

MILLER, WAYNE. Editor, producer. Born Pekin, Ill., Jan. 27, 1898; e. Northwestern College and Northwestern University Law School. Entered radio in 1932, as writer for the Richfield Oil program; formerly, 1932, radio columnist for the Los Angeles Examiner; publicity director of KHJ, Los Angeles, 1936-37. (R) Co-writer, 1932-34, and editor and writer, 1937-40: The Richfield Reporter (Richfield Oil Corp., NBC Pacific Coast Red); also writes commercials for Calling All Cars (Rio Grande Oil Corp., CBS Pacific Coast).

MILLET, ART. Announcer. Born Chi-

PROFESSIONAL RECORDS—Continued

ago, Ill.; h. 5 ft. 10½ in.; auburn hair, blue eyes; e. Tulane University. First radio appearance via WRR, Dallas, in 1932; was associated with various stations until 1934, when he was signed for a network series. (R) Packard Presents Lawrence Tibbett, 1934-35 (Packard Motors, NBC Blue); Lux Radio Theatre, 1935 (Lever Bros., CBS); True Story Hour, 1935 (Macfadden Publications, NBC Red); Rhythm at Eight, 1935 (Lehn & Fink for Lysol, CBS); Flying Red Horse Tavern, 1935-36 (Socony-Vacuum, CBS); Football Roundup with Eddie Dooley, 1936 (Royal Typewriters, CBS); Nash Speedshow, 1936-37 (Nash Motors, CBS); Quality Twins, East and Dumke, 1936-37 (Knox Gelatine, CBS); Hammerstein Music Hall, 1937-38 (Kolynos Toothpaste, CBS); Second Husband, 1937-39 (Bayer Aspirin, CBS); Waltz Time, 1937-38 (Phillips' Milk of Magnesia, NBC Red); Popeye, the Sailor, 1938 (Joe Lowe Corp. for Popsicles, CBS); The Goldbergs, 1938-40 (P & G for Oxydol, CBS); Valiant Lady, 1938-40 (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 (William R.). Conductor. Born Flint, Mich., Sept. 6; h. 5 ft. 6½ in.; w. 175; brown hair, blue eyes; e. universities of Michigan (member of Mimes; composer of student operettas) and Syracuse (Tambourine & Bones). Former theatre pianist and church soloist. Bandmaster, U. S. Artillery, during World War. Following the War, he made orchestrations for Isham Jones and other bands, finally forming his own orchestra. Musical director for a chain of theatres, here and in Canada. Joined Chicago staff of CBS in 1932 as arranger; subsequently staff conductor, then general music supervisor. (R) Myrt & Marge, 1934-36 (Wm. Wrigley, Jr., Co., CBS); Heidelberg Students, 1934 (Blatz Brewing Co., CBS); Nash Motors New Year's Program, 1934 (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); Johnson's Wax Presents Alec Templeton, 1939 (S.C. Johnson & Son, NBC Red); Fibber McGee & Molly, 1938-40 (S. C. Johnson & Son, Inc., NBC Red); also numerous local (WBBM) and network sustaining

programs. (V) Theatre appearances. (PR) Cinematone.

MILLS, FELIX. Musical director, composer, arranger. Born Fort Collins, Colo., July 28, 1901; h. 5 ft. 9 in.; w. 160; brown hair and eyes; m. Thelma Mills; three children, George, 18, J. Mack, 15, Betsey Ann, 13. First radio appearance in 1928 via KHJ, Hollywood. (R) Silver Theatre, 1937-40 (International Silver Co., CBS); Gilmore Circus, 1937-39 (Gilmore Oil, NBC Red); Mickey Mouse Theatre of the Air, 1938 (Pepsodent Co., NBC Red); Aldrich Family, 1939 (General Foods, successively NBC Red, Blue); Woodbury's Hollywood Playhouse, since April, 1940 (Jergens-Woodbury, NBC Blue). 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. (F) Columbia.

MITCHELL, ALBERT. "The Answer Man." Born Elsberry, Mo., May 31, 1893; h. 5 ft. 11½ in.; w. 185; brown hair, blue eyes; e. privately; m. Ann O'Neill; two children, Jane and Dolly (blues singer; currently under contract to Paul Whiteman). Author of educational articles for various scientific publications; member of American Association for the Advancement of Science. Onetime musician, pianist and organist; composer, conductor, arranger; concert tours, 1909-17; soldier and entertainer with A.E.F., France, and Army of Occupation, Germany, 1917-19; associated with Paul Whiteman, 1920-27; master of ceremonies and conductor, Paramount-Public and Fox Theatres, 1927-32. Entered radio in 1923, as orchestra leader for Paul Whiteman. (R) The Answer Man, 1937-40 (Provident Loan Society of New York, WOR, 1937-39; General Cigar Co., Mutual, since March, 1940); numerous others; formerly band leader and announcer for Paul Whiteman. (L) Musical director for a number of shows. (V) Single act (pianologue), off and on from 1907 to 1917. (PR) Bluebird (with own orchestra).

MITCHELL, BILL. Singer, instrumentalist (Carson Robison & His Buckaroos). First radio appearance on a program for Iodent Toothpaste in 1929 with his brother, John T. Mitchell, Jr. (also a member of the Buckaroos); has been a member of the Buckaroos since that unit was formed in 1932. (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

PROFESSIONAL RECORDS—Continued

Carson Robison, 1933-36 (Hecker Products, CBS); Carson Robison and His Buckaroos, 1937-40 (Musterole, Mutual, 1937-38; NBC Blue, 1938-40); others, including transcriptions. (F) Shorts. (V) Appearances as a group, in England; Mitchell Brothers, Singing Banjoists, 1920-29. (PR) RCA Victor.

MITCHELL, JOHN T., JR. Actor, singer, instrumentalist. (Carson Robison & His Buckaroos). Born Columbia, Tenn., April 27, 1899; h. 5 ft. 9 in.; w. 155; grey hair, blue eyes; e. University of Washington and Columbia University. First radio appearance with his brother, Bill Mitchell (also a member of the Buckaroos) on a program for Iodent Toothpaste in 1929; has been a member of the Buckaroos since that unit was formed in 1932. (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 (Hecker Products, CBS); Carson Robison and His Buckaroos, 1937-40 (Musterole, Mutual, 1937-38; NBC Blue, 1938-40); others, including transcriptions. (F) Shorts. (V) Appearances, as a group, in England; Mitchell Brothers, Singing Banjoists, 1920-29. (PR) RCA Victor.

MITCHELL, PEARL PICKENS. Singer. (Carson Robison & His Buckaroos). (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 (Hecker Products, CBS); Carson Robison and His Buckaroos, 1937-40 (Musterole, Mutual, 1937-38; NBC Blue, 1938-40); others, including transcriptions. (F) Shorts. (V) Appearances, as a group, in England; Mitchell Brothers, Singing Banjoists, 1920-29. (PR) RCA Victor.

MOHM, MONTGOMERY. Dramatic actor. Born New Haven, Conn., Jan. 28, 1912; son of Marcia Masters and George Banta, professionals; h. 6 ft.; w. 155; brown hair, blue eyes. First radio appearance in 1930. (R) Hawthorne House, 1936-40 (Wesson Oil and Snowdrift, NBC Red); Dr. Kate, 1936-40 (Sperry Flour, NBC Red); I Want a Divorce, 1937-39 (Sussman, Wormser & Co., NBC Red); NBC Pacific Coast shows for Occidental Life Insurance Co., 1936-38, and Peters Shoe Co., 1937-39; others. (L) Taming of the Shrew and Within the Gates, 1935 (f); others. (V) The Drunkard, 1934-35. (PR).

MONTEUX, PIERRE. Conductor, San

Francisco Symphony Orchestra. Born Paris, France, April 4, 1885; h. 5 ft. 7 in.; w. 175; black hair, brown eyes; e. National Conservatory, Paris; m. Doris G. Monteux; two daughters, Nancie, singer and dancer, and Jean, comedienne, Casino de Paris, France. Director of Music, officer of the French Legion of Honor, officer of the Crown of Roumania, officer of Orange-Nassau-Holland, officer of the French Academy. (R) Standard Symphony, seasonally for past 5 years (Standard Oil of California, NBC Pacific Coast Red). (L) Metropolitan Opera, 1917-19. (PR) RCA Victor (England).

MOORE, GARRY (Thomas Garrison Morfit). M.C., writer. Born Baltimore, Md., Jan. 31, 1915; h. 5 ft. 8 in.; w. 140; brown hair and eyes; e. McDonogh School and Baltimore City College; m. Eleanor L. Morfit; one son, John Mason, 1. Entered radio in 1935, writing and acting in a women's morning serial on WBAL, Baltimore. (R) Fitch Bandwagon, 1939 (F. W. Fitch Co., NBC Red); Beat the Band, 1939-40 (General Mills, NBC Red); Club Matinee (NBC sustaining). (V) Theatre appearances.

MOORE, GLENN. See Four Squires.

MOORE, JOHN. Actor, singer. Born Bangor, Ireland, May 8, 1906; h. 5 ft. 11 in.; w. 156; black hair, brown eyes; e. Queens University, Belfast; m. Shirley Dale, English actress. First radio appearances in Shakespearean plays and modern comedies presented by the British Broadcasting Corp. from their Belfast studios. (R) The O'Neills, 1936-37 (Procter & Gamble, NBC Red and Blue); Hilltop House, 1937-40 (Colgate-Palmolive-Peet, CBS); Our Gal Sunday (Anacin and Kolynos Toothpaste, CBS); Pretty Kitty Kelly (Continental Baking, CBS); Young Widder Brown (Bayer Aspirin, NBC Red); Just Plain Bill (Anacin, NBC Blue); others. (F) J. C. Williamson Corp., Australian producers (s). (L) The Great Waltz (Australian production), Music in the Air, The Merry Malones, Knights of Song (Broadway) (s).

* **MOORE, SAM P.** Announcer, script writer, producer, M.C., KGO-KPO, San Francisco. (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); Good News of 1940 (Maxwell House, NBC Red); Pacific Coast shows, transcriptions. (L) 1919-20. (V) 1922-29; personal appearances. (PR) RCA Victor, Columbia, others.

PROFESSIONAL RECORDS—Continued

MOOREHEAD, AGNES. Dramatic actress. Born Boston, Mass., Dec. 6; h. 5 ft. 3½ in.; w. 117; dark auburn hair, blue eyes; e. Muskingum College (A.B. degree), University of Wisconsin (M.A. degree), and American Academy of Dramatic Art; m. John G. Lee, stage and film actor. Dramatic teacher and coach. Entered radio as a singer via KMOX, St. Louis, in 1925; after an interval on the legitimate stage, began dramatic work in New York studios in 1930. (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); Believe It or Not (Royal Crown Cola, CBS); Strange As It Seems (Colgate-Palmolive-Peet, CBS); Campbell Playhouse (Campbell Soup Co., CBS); Cavalcade of America (E. I. du Pont de Nemours, successively CBS and NBC Red and Blue); Grand Central Station (Lambert Pharmacal, CBS); Town Hall Tonight (Bristol-Myers, NBC Red); Big Sister (Lever Bros., CBS); Life Begins (Campbell Soup Co., CBS); This Day Is Ours (Procter & Gamble, successively CBS, NBC Blue); Aunt Jenny's Real Life Stories (Lever Bros., CBS); Brenda Curtis (Campbell Soup Co., CBS); Short, Short Story (Campbell Soup Co., CBS); The Vitalis Program (Bristol-Myers, NBC Blue); many others. (L) Scarlet Pages, Candlelight, Soldier and Woman, Marco's Millions; five seasons with the Municipal Opera Co., St. Louis. (V) Appearances with the Phil Baker act.

MORENUS, RICHARD C. Writer, director for Kelly-Nason Advertising Agency, New York City. Born Walton, N. Y., Sept. 5, 1894; e. Tome School and Dartmouth; m. Nan Dorland, radio actress. Became interested in radio via experimental work in 1922. (R) Enna Jettick Melodies, 1939 (Dunn & McCarthy, NBC Red); programs for Robin Hood Shoes, Stanco, Ex-Lax, Jests, Rogers Peet, College Inn Foods, Grace Line, Booth Fisheries and others; writer and director of dramatic programs for the past 12 years. (F) Shorts (writer, director).

MORGAN, GENE (Eugene Morgan Applebaugh, Jr.). Announcer, newscaster, producer, WMCA, New York City. Born

Danville, Pa., Feb. 26, 1912; h. 5 ft. 9 in.; w. 145; brown hair, blue eyes; e. Danville high, Brown Prep School and Valley Forge Military Academy; m. Alice Morgan, actress. Started radio work as staff announcer with WDAS, Philadelphia, 1934-35; WIP, Philadelphia, 1935-36; WFIL, Philadelphia, 1936-37; WMCA, New York City, 1937-40. (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, 1937-40 (Colgate-Palmolive-Peet for Super Suds, CBS); transcribed repeat programs for Dr. Lyon's Toothpowder, Aeromist and Plastic Wood (announcements); news and others for local sponsors. (F) Commercial shorts. (L) Stock, 3 years (f).

MORGAN, RUSS. Orchestra leader. His father (a mine foreman) and his mother had both once been in vaudeville. When old enough, Morgan got a job in the mines. His first musical appearance was as pianist in a Scranton theatre. Later he joined Paul Specht's orchestra as trombonist, then became music arranger, and eventually musical director, of a Detroit theatre. Later he was musical director for WXYZ, Detroit. He began making recordings with Joe Venuti, and in this connection became associated with NBC and formed his own orchestra. His first NBC program was broadcast Nov. 6, 1935. (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.

MORRISON, BRET. Actor, announcer. Born Chicago, Ill., May 5, 1912; h. 5 ft. 9½; w. 165; blonde hair, blue-green eyes; e. Senn High School, Chicago, and Northwestern University. First radio appearance about 10 years ago, while still a student, as a poetry reader. (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); Parties at Pickfair, 1936 (National Ice Advertising, 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); Hollywood Hotel (Campbell Soup Co., CBS); Lux Radio Theatre (Lever Bros., CBS); Vick's Open House (Vick Chemical, CBS); Carnation Contented Hour (Carnation Co., NBC Red); Welch Presents Irene Rich (Welch Grape Juice, NBC Blue);

PROFESSIONAL RECORDS—Continued

Arnold Grimm's Daughter (General Mills, NBC Red and Blue); Manhattan Mother (P & G, CBS); others.

MORROW, BILL. Script writer. Born Sandwich, Ill., Aug. 16, 1907. (R) In collaboration with Ed Beloin: Jell-O Program Starring Jack Benny, 1936-40 (General Foods, NBC Red). (F) Paramount (worked on five films; two original screen plays in collaboration with Beloin).

MORSE, CARLTON E. Writer, producer. Born Jennings, La., June 4, 1901; e. University of California; m. Patricia Morse. Entered radio in September, 1929, with KPO, San Francisco. Formerly newspaperman, having worked on Pacific Coast papers, as police reporter, copy reader, feature writer, columnist and book critic. (R) One Man's Family, 1935-40 (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 NBC Red); also programs for Associated Oil and RCA, 1931-32, Pacific Coast Network.

MORSE, EDWIN H. Director, writer. Born Mount Vernon, N. Y., Sept. 19, 1896; brown hair, blue eyes; e. Bordentown (N. J.) Military Institute, Harvard University (A.B. degree); m. Alice Davenport. Second Lieutenant, 308th Infantry, during World War; awarded two bar service medal. First radio appearance via NBC in 1927, acting for Jerry Stopp in early NBC dramatics; radio work resulted from theatre experience. (R) Voice of America, 1933 (Underwood Elliott Fisher, CBS); The Shadow 1935-36 (D. L. & W. Coal, CBS); Betty and Bob, 1936-37 (General Mills, CBS); Arnold Grimm's Daughter, 1937-39 (General Mills, successively CBS and NBC Red and Blue); Jack Armstrong, 1937-40 (General Mills, NBC Red); others. (F) Shorts. (L) Assistant to Guthrie McClintic, 1921-32; also stage manager and assistant director for Winthrop Ames, Lewis & Gordon, William A. Brady, Sam Harris and others. (V).

***MOSS ARNOLD.** Actor. (R) The Mighty Show, 1938-39 (Penick & Ford for My-T-Fine Dessert, CBS); Jane Arden, 1938-39 (Ward Baking Co., NBC Blue); Against the Storm (P & G, NBC Red); Manhattan Mother, 1940 (P & G, CBS); Valiant Lady (General Mills, NBC Red and Blue).

MOYLAN SISTERS. See Marianne Moylan and Peggy Joan Moylan.

MOYLAN, MARIANNE. Singer (Moylan Sisters). Born Aug 16, 1932; brown hair and eyes. Encouraged to sing by her parents at the age of three. Auditioned for the Horn & Hardart Children's Hour in 1938 and was later signed by NBC with her younger sister, Peggy Joan. In addition to the Children's Hour, they were given their own program in 1939, and have also made guest appearances with Fred Allen and Alec Templeton. (R) The Moylan Sisters—Cherubs of Radio, 1939-40 (Thrivo Dog Food, NBC Blue).

MOYLAN, PEGGY JOAN. Singer (Moylan Sisters). Born Oct. 2, 1934; brown hair and eyes. See under Marianne Moylan, above.

***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); First Nighter, 1940 (Campana Sales, 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.

MULLEN, JACK (John A.) Writer, director; head of radio commercials department, Benton & Bowles, Inc., New York City. Born Chicago, Ill., May 12, 1906; e. St. Mel High School, Chicago, and Notre Dame University (magna cum laude, class of '28); m. Nelle Crump; three children, Tani, 7, Judith, 4, and Peggy, 1. Entered radio in 1932, writing free lance scripts for J. Walter Thompson while working on the Chicago Tribune; joined J. Walter Thompson as staff writer in January, 1933; associated with Benton & Bowles since March, 1934. (R) 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-

PROFESSIONAL RECORDS—Continued

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, 1937-40 (Colgate-Palmolive-Peet, CBS); On Broadway, 1938 (General Foods, NBC Blue); Colgate Ask-It-Basket, 1938-39 (Colgate-Palmolive-Peet, CBS).

MUNDY, TALBOT. Script writer. Born London, England, April 23, 1879; e. Rugby. Sent to school to study for the clergy. Later went to Baroda, India, to do famine relief work for the government and was one of three of an original company of 13 who survived the cholera epidemic that followed the famine. Upon the outbreak of the Boar War, he enlisted in the British cavalry as a private and emerged from the war a major. Spent seven years in Africa, hunting big game and, for two years, served as district commissioner for Britain. Toward the end of his stay in Africa, he was stricken by black water fever and sent home to England. When he recovered, he set out for America. Arriving in New York in 1909, he was attacked by a gas house gang, robbed, and his skull broken. A reporter who covered the story recognized the value of the adventures if converted into writing and urged Mundy to put his experiences on paper. Since that time, he has produced 36 novels, 100 short stories and 50 songs, and has also given numerous lectures. His first radio assignment, the Jack Armstrong series, was arranged by his publisher. (R) Jack Armstrong (General Mills, NBC Red). (*Deceased, July, 1940*).

MUNN, FRANK. Singer. Born in the Bronx, N. Y., in 1895. Orphaned as an infant, he went to work at an early age as a shuttle-boy in an embroidery factory. In his spare time he took singing lessons and participated in club amateur productions. His work in these theatricals led to recordings for Brunswick. Here he became acquainted with Gus Haenschen, with whom he has since been associated. First radio appearance in December, 1923. (R) American Album of Familiar Music, 1931-40 (Bayer Aspirin, NBC Red); Waltz Time, 1933-40 (Chas. H. Phillips Chemical Co., NBC Red); others. Once (1929) used name of Paul Oliver. (PR).

MUNSON, ONA. Actress. Born Portland, Ore., June 16, 1906; h. 5 ft. 2 in.; w. 110; blonde hair, blue eyes; e. Miss Catlins School for Girls, Portland; div. Eddie Buzzell, M-G-M director. Started in vaudeville at the age of 14 and subse-

quently starred in musical comedy and several straight plays; film player since 1930. (R) Rich Man's Darling (Affiliated Products, CBS); David Harum (B. T. Babbitt, NBC Red); Cavalcade of America (E. I. du Pont de Nemours, CBS); Big Town, 1939-40 (Lever Bros., CBS); also as singer, Hammerstein Music Hall (Anacin, CBS) and Manhattan Merry-Go-Round (Dr. Lyon's Toothpowder, NBC Red). (F) Warner Bros., Universal, Columbia, David O. Selznick, Republic (f). (L) No, No, Nanette, Tip Toes, Twinkle Twinkle, Manhattan Mary, Hold Everything, Pardon My English, Hold Your Horses, Petticoat Fever, Ghosts (s). (V) Gus Edwards' Revue; A Manly Revue.

MURPHY, PAT (Patrick H.) Actor. Born Bismarck, N. D., Sept. 29, 1911; h. 5 ft. 11 in.; w. 180; brown hair, blue eyes; e. St. John's Preparatory School and University of Minnesota. First radio appearance as announcer at KSTP, Minneapolis-St. Paul, in 1931. (R) Romance of Helen Trent, July-Dec., 1935 (Louis Philippe, Edna Wallace Hopper, CBS); Girl Alone, 1935-40 (Kellogg Co., 1935-37, NBC Red; Quaker Oats, 1938-40, 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); currently: Painted Dreams (P & G, NBC Blue); Story of Mary Marlin (P & G, NBC Red and Blue); Right to Happiness (P & G, CBS).

MURRAY, KEN (Kenneth Abner Doncourt). Comedian, M. C. Born New York City, July 14, 1903; son of Joseph Doncourt, vaudeville comedian; h. 6 ft. 1 in.; w. 210; black hair, brown eyes; e. New York City public schools; not married. Made his vaudeville debut in 1925, and became best known for his clarinet routine, and his walking up and down the aisles to shake hands with customers (a vaudeville gag he is believed to have originated, or at least popularized). Wrote a column for the McNaught Syndicate, 1935-38. Honorary Kentucky Colonel; honorary Colonel, Texas Rangers. First radio appearance in 1933 with Rudy Vallee and the RKO program. (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,

PROFESSIONAL RECORDS—Continued

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) Since 1925; Ken Murray Units; theatre appearances. (PR) RCA Victor (Ken Murray and Oswald).

MURRAY, LYN (Lionel Breese). Orchestral and vocal conductor and arranger, composer of cue music. Born London, Eng., Dec. 6, 1909; h. 5 ft. 10½ in.; w. 155; black hair, hazel eyes; e. Northeast High, Philadelphia; m. Carol Irwin (radio producer, Young & Rubicam). (R) Chrysler Show of the Air, 1935 (Chrysler Corp., CBS); Socony Flying Red Horse Tavern, 1935-36 (Socony-Vacuum, CBS); Chesterfield Program, 1936-37 (Liggett & Myers Tobacco for Chesterfield Cigarettes, CBS); Sunday Night Party, 1936-37 (Sealtest, NBC Red); Rippling Rhythm Revue, 1937 (John H. Woodbury, NBC Blue); Time to Shine, 1937 (Griffin Allwite, CBS); 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, 1939 (U. S. Rubber Co., CBS); director of Town Hall Singers, Town Hall Tonight, 1938-39 (Bristol-Myers, NBC Red); Royal Desserts Program, 1939 (Standard Brands, NBC Red); Honolulu Bound, 1939 (Dole Pineapple, CBS); Your Hit Parade, 1940 (Lucky Strikes, NBC Red); Adventures of Ellery Queen, 1940 (Gulf Oil, CBS). (L) Pan America Exposition Show, Dallas (chorus); Swingin' the Dream (chorus arrangements and coach); Boys from Syracuse (arrangements). (PR) Decca, Columbia.

***MURRAY, WYNN.** Singer. (R) Town Hall Tonight, 1939-40 (Bristol-Myers, NBC Red). (L) American Jubilee, 1940 (New York World's Fair).

MUSIC MAIDS. See Denny Wilson, June Clifford, Dotty Messner, Alice Sizer and Virginia Erwin.

MYERS, JOANNE. Dramatic actress. Born Chicago, Ill., March 19, 1912; h. 5 ft. 7 in.; w. 125; black hair, brown eyes; e. University of Illinois, University of Chicago, and Goodman Theatre, Chicago. First radio appearance in October, 1934, when she won an audition for the Myrt & Marge program, Chicago. (R) Myrt & Marge, 1934-36 (Wm. Wrigley, Jr., Co., CBS) and 1938-40 (Colgate-Palmolive-Peet, CBS); Welcome Valley, 1935 (Household Finance, NBC Blue); Today's Children, 1935 (Pillsbury Flour

Mills, NBC Red); Molly of the Movies, 1936 (Wander Co., Mutual); Her Honor, Nancy James, 1939 (Kleenex, CBS); Pretty Kitty Kelly, 1939 (Continental Baking, CBS); others, not current. (L) Yoshe Kalb (English version), produced by Daniel Frohman in 1933 (f). (Also does some script writing).

***MYRT & MARGE (Donna Damerel, Myrtle Vail).** Actresses. (R) Myrt & Marge, 1931-36 (William Wrigley, Jr., Co., CBS); Myrt & Marge, 1937-40 (Colgate-Palmolive-Peet, CBS). (F) Universal. (V) Personal appearance tours; Myrt & Marge, 1934-35.

N

NAGEL, CONRAD. Actor, M.C. Born Keokuk, Ia., March 16, 1897; h. 6 ft.; w. 160; blonde hair, blue eyes; e. Highland Park College. Began playing juvenile leads in stock in 1914. Entered films in 1920 and radio in 1938. (R) The Silver Theatre, 1938-40 (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); Johnson's Wax Presents Alec Templeton, July to Aug., 1939 (S. C. Johnson & Son, NBC Red). (F) M-G-M, Warner Bros., United Artists, RKO, Grand National (s,f). (L) Stock.

NEELY, HENRY M. Character actor, M.C. Born Philadelphia, Pa., Nov. 5; h. 5 ft. 8 in.; w. 146; brown-gray hair, brown eyes; e. Penn Charter School, Philadelphia, Pa.; m. Madeline Neely. Formerly a newspaperman; writer of nine novels and 50 odd short stories; published and edited one of radio's pioneer fan magazines, Radio in the Home; was theatrical and film writer for the Philadelphia Evening Ledger, and one of the first to syndicate a daily film column; believed to be the first syndicator of a daily radio column; founder and first secretary of the Philadelphia Operatic Society. In 1921 he was director of WIP, Philadelphia. Has been known in radio as The Old Stager. (R) Fitch Bandwagon, 1938-40 (F. W. Fitch Co., NBC Red). His first network commercial radio work was in 1927 as writer, producer, and M.C. of Philco programs (Philco Hour, Philco Theatre Memories, NBC Blue). Others include: writer, director, M.C., Song Shop (Forhan's Toothpaste, NBC); writer, director, M.C., Eversharp Penman

PROFESSIONAL RECORDS—Continued

- (Wahl Co., CBS); producer, M.C., Garden of Tomorrow (Tennessee Corp. for Loma, CBS); writer, director, The O'Flynn (Standard Oil of N. J. for Esso, CBS); writer, director, Home on the Range (Wm. R. Warner for Vince, NBC Blue); writer, Show Boat (General Foods for Maxwell House Coffee, NBC Red); intermission speaker, General Motors Concerts (General Motors, NBC Blue and Red); actor in Hilltop House, Mr. Keen Tracer of Lost Persons, Just Plain Bill, Death Valley Days, Pepper Young's Family, Dr. Susan, and many others. Also writer, producer, and M.C. of numerous network sustaining shows.
- NEHER, JOHN WESLEY.** Singer. Born Shelbyville, Ill., May 22, 1911; h. 6 ft. 1½ in.; w. 205; dark brown hair and eyes; e. University of Illinois (B.S. degree, 1935); m. Betty J. Neher; two children, John David, 4, and Susan Lisbeth, 1. Concert and oratorio singer; member Chicago City Opera Co. First radio appearance in 1935 on the Fibber McGee & Molly program, as result of winning the city finals of the Chicagoland Music Festival in 1934. (R) Fibber McGee & Molly, 1935 (S. C. Johnson & Son, NBC Red); Hymns of All Churches, 1936-40 (General Mills, successively CBS, NBC Red and Blue); Laugh Liner, 1938-39 (Wm. Wrigley, Jr., Co., CBS); National Barn Dance, 1939 (Miles Laboratories, NBC Blue); Cavalcade of America, 1940 (E. I. du Pont de Nemours, NBC Red and Blue). (L) 1934. (V) 1935-36, in Chicago.
- NELSON, HERBERT.** Actor. Born Stillwater, Minn., Dec. 17, 1913; h. 6 ft.; w. 170; medium blonde hair, dark blue eyes; e. Stillwater public schools and University of Minnesota. First radio appearance as government livestock market announcer on WCCO, Minneapolis-St. Paul; first appearance as actor on KSTP, Minneapolis-St. Paul. (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); Arnold Grimm's Daughter, 1938 (General Mills, NBC Red and Blue); Betty & Bob, 1938 (General Mills, NBC Red and Blue); Girl Alone, 1938 (Quaker Oats, NBC Red); Jack Armstrong, 1938 (General Mills, 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, 1938-40 (Wander Co. for Ovaltine, successively NBC Red, Mutual); Ma Perkins, 1939 (P & G, NBC Red); Kitty Keene, Inc., 1939-40 (P & G, NBC Red). (F) Shorts. (L) The Drunkard, 1936 (f); The Bishop Misbehaves, 1939 (f); also Little Theatre, stock.
- NELSON, KATHLEEN.** Singer (the Steele Sisters). Born Moundsville, W. Va., January 23, 1921; h. 5 ft. 2 in.; w. 94; chestnut brown hair, grey-green eyes. First radio appearance in 1937 on a local station. (R) Horace Heidt & His Brigadiers, 1938 (Stewart-Warner, successively NBC Blue and Red); Musical Steelmakers, 1938-40 (Wheeling Steel, Mutual); also transcriptions of the Wheeling program. (V) Tour with Horace Heidt, 1938.
- NIDAY, KATHLEEN.** Actress (leads, characters). Born Boise, Idaho, Oct. 10, 1909; h. 5 ft. 3 in.; w. 108; dark brown hair, green eyes; e. Mills College, Fairmont, Curry School and American Academy; m. Paul Nugent, actor. Entered radio from the theatre in 1936. (R) Road of Life, 1938 (Procter & Gamble for Chipso, NBC Red and CBS); Hilltop House, 1939 (Colgate-Palmolive-Peet for Palmolive Soap, CBS); Her Honor, Nancy James, 1938-39 (International Cellulocotton for Kleenex, CBS); Death Valley Days, 1939 (Pacific Coast Borax, NBC Red); Easy Aces, 1939 (Anacin, NBC Blue); Just Plain Bill, 1939-40 (Anacin, BiSoDol, NBC Blue); Brenda Curtis, 1939-40 (Campbell Soup, CBS); Pretty Kitty Kelly, 1939-40 (Continental Baking, CBS); Pepper Young's Family, 1939-40 (P & G, NBC Red and Blue); When a Girl Marries, 1940 (Prudential Insurance, CBS); Campbell's Short, Short Story, 1940 (Campbell Soup, CBS); Valiant Lady, 1940 (General Mills, NBC Red and Blue). (L) With George M. Cohan, 2 years; Gambling; The Tavern (revival); productions by Dwight Wiman and others.
- *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, WENDELL.** Announcer, writer, producer, M.C. Born Twin Valley, Minn., Dec. 29, 1904; h. 5 ft. 9 in.; w. 160; dark hair, brown eyes; e. University of Montana and New York University; m.

PROFESSIONAL RECORDS—Continued

- Joan Niles; two children, Wendell, Jr., and Denny. Former lightweight boxing champion of Montana. Licensed pilot and ground school instructor. First radio appearance as an orchestra leader in 1923. (R) Past 5 years: Burns & Allen, one year (General Foods, NBC Red); Hollywood Screenscoops, 1937-38 (P. Lorillard, CBS); Chase & Sanborn Program, 1938-40; gag writer, Joe Penner, 1938-39 (General Foods, CBS); Melody Ranch, 1940 (Wm. Wrigley, Jr., Co., CBS); Al Pearce & His Gang, 1940 (Hawaiian Pineapple Co., CBS); Old Gold Don Ameche Show, 1940 (P. Lorillard, NBC Red); others. Also featured with own orchestra and as M.C. in the Far East and Europe as well as this country. (F) About 30 pictures at various studios; trailers; narration. (V) Many years, with own orchestra.
- NOBBS, GEORGE.** Director, producer, and script editor for Blackett-Sample-Hummert, Inc., advertising agency. Born Reading, Berkshire, England, June 16, 1900; e. Reading (England) schools, Oxford University, Trinity College of Music, London Royal Academy; m. Helen O'Connell (former singer); two children, Andree, 7, and Robert, 2. He was a soldier during the World War; later he was engaged in marine radio with the British Mercantile Marine; he became control engineer with WABC and WHN, New York, and thence turned to announcing, production, and direction. Author, short stories. (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, 1938-40 (Anacin, Kolynos, NBC Red); Stella Dallas, 1938-40 (Phillips' Milk of Magnesia and Face Creams, NBC Red); Orphans of Divorce, 1939-40 (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, RAY (Raymond S.).** Orchestra leader, actor. Born Brighton, England, Dec. 17, 1908; h. 6 ft. 2 in.; w. 160; blond hair, blue eyes; e. Dulwich College, England; m. Gladys Noble. After finishing his education, he became affiliated with the British Victor Co., H.M.V., and was musical director and recording supervisor of that organization for five years. First association with radio was as music arranger with the British Broadcasting Corp., London, in 1927. Came to New York in 1933 and opened with his orchestra in the Rainbow Room; two years later he was signed for a radio series. Author of a number of songs including If You Love Me, The Touch of Your Lips, By the Fireside, Love is the Sweetest Thing, and Why Stars Came Out at Night (written for a Paramount film). (R) Ray Noble's Orchestra 1935 (Coty Cosmetics, NBC Red); Ray Noble's Dance Orchestra, 1936 (Coca-Cola, CBS); Burns & Allen, 1937-40 (General Foods for Grape Nuts, NBC Red, 1937-38; Liggett & Myers Tobacco for Chesterfields, CBS, 1938-39; Hinds Honey & Almond Cream, CBS, 1939-40). (F) Paramount, RKO (f). (V) Theatre appearances, 1936-37. (PR) Victor and Brunswick.
- *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 (Royal Crown Cola, NBC Blue); Texaco Star Theatre, 1939-40 (Texas Co., CBS). (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. (Married to Tim Ryan, comedian, singer).
- NOEL, HATTIE.** Comedienne. Born Monroe, La., Feb. 2, 1896; h. 5 ft. 2 in.; w. 240; black hair, brown eyes; e. Monroe High School; m. Antina Parker. First radio appearance in 1938. (R) Eddie Cantor's Camel Caravan, March to June, 1938 (R. J. Reynolds Tobacco Co., CBS). Appearances with Ken Murray and Rudy Vallee. (F) M-G-M, David O. Selznick, 20th Century-Fox, RKO, Paramount (f); shorts. (L) 1933-34. (V) Theatre, club and circuit engagements, 1908-39. (Also dancer.)
- NOLTE, LOIS MAE.** Singer (**The Steele Sisters**). Born Wheeling, W. Va., Feb. 22, 1922; h. 5 ft., 6 in.; w. 118; blonde hair, blue eyes; e. Wheeling high and Ritchie School. First radio appearance singing with the Pepper-Uppers on a local station, Feb. 14, 1937. (R) Horace Heidt & His Brigadiers, 1938 (Stewart-Warner, successively NBC Blue and Red); Musical Steelmakers, 1938-40 (Wheeling Steel, Mutual); also transcriptions of the Wheeling program. (V) Tour with Horace Heidt, 1938.
- NOVIS, DONALD.** Tenor. Born Hastings, England, March 30, 1907; h. 5 ft., 9 in.; w. 165; e. Whittier College; m. Dorothy Henshaw. Was brought to Ontario, Canada, at the age of two and was taught

PROFESSIONAL RECORDS—Continued

singing by his father, member of a choir. Studied music and languages in college. In 1927 he won the state Atwater Kent audition, and the next year was awarded the national \$5,000 prize. Film and club appearances followed. His first radio appearance was with KFI, Los Angeles. (R) Fibber McGee & Molly (S. C. Johnson & Son, NBC Red). (F) Paramount; shorts (Vitaphone, RKO, Paramount). (V).

NUGENT, PAUL. Actor. Born Brooklyn, N.Y., Oct. 3, 1907; h. 5 ft., 5½ in.; w. 130; brown hair, grey eyes; e. Manuel Training High School and American Academy of Dramatic Arts; m. Kathleen Niday, actress. Entered radio from the theatre in 1936. (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, 1938-40 (Pacific Coast Borax, currently NBC Blue); Just Plain Bill, 1938 (Anacin, BiSoDol, Kolynos, NBC Red); Smilin' Jack, 1939 (Sweets Co. of America for Tootsie Rolls, Mutual); Orphans of Divorce, 1939-40 (Dr. Lyon's Toothpowder, NBC Blue); 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.



OBOLER, ARCH. Writer, producer, director. Educated Hyde Park High School, Chicago, and University of Chicago; m. Eleanor Helfand. Author of over 200 short stories, innumerable radio scripts and one book. Sold his first story at the age of 10. Six years ago, while a student of electrical engineering at the University, he submitted to NBC a script entitled Futuristic. The network bought it and used it as a salute program in ceremonies attending the opening of Radio City in New York. Later he wrote sketches for Don Ameche, Maurice Evans, Joan Crawford and others, and in 1936 wrote Rich Kid, which starred Freddie Bartholomew on the Rudy Vallee program. Vallee repeated the sketch several times, and, during the course of years, presented many other Oboler plays. In 1937 he began writing, producing and

directing the Lights Out series for NBC. The Arch Oboler Plays series was launched on the same network in 1938. Credited with developing the monologue and the stream-of-consciousness story for radio use. Alter Ego, starring Bette Davis, was chosen the best original air drama of 1938. (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, director and producer, NBC experimental drama series, 1936-39 (sustaining, NBC Red), and Arch Oboler Plays, 1939-40 (sustaining, NBC Red). (F) M-G-M.

O'BRIEN-MOORE, ERIN. Dramatic actress. Born Los Angeles, Calif., May 2; h. 5 ft. 5 in.; w. 124; brown hair, green eyes; e. public schools, St. Joseph's Convent, and private tutors; m. Mark Barron, Associated Press dramatic editor. First radio appearance with Rudy Vallee in 1932 as result of experience on the legitimate stage. (R) John's Other Wife, 1939-40 (A. S. Boyle and BiSoDol, NBC Red); Mr. Keen, Tracer of Lost Persons, 1939-40 (BiSoDol, NBC Blue). (GA) Royal Desserts Program, Paul Whiteman Orchestra, Texaco Star Theatre, others. (F) Since 1934; M-G-M, RKO, 20th Century-Fox, Warner Bros., Republic (s. f.). (L) The Makropoulos Secret, 1926; My Country, 1926; The Music Master, 1927; Him, 1928; Street Scene, 1929; Riddle Me This, 1932; Men Must Fight, 1932; Yoshe Kalb, 1933; Tortilla Flat, 1938; stock (f).

O'CONNOR, CHARLES. Announcer. Born Cambridge, Mass., June 10, 1910; black hair, brown eyes; e. Boston College; m. Emily Ryan. Left college to join a stock company touring New England. Later auditioned at WBZ, Boston, and was signed as an announcer. (R) Johnny Presents (Philip Morris & Co., Ltd., CBS, NBC Red); 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., successively Mutual and NBC Blue); Jingo (Philip Morris, NBC Blue); True Story Court of Human Relations (Macfadden Publications, NBC Red.)

PROFESSIONAL RECORDS—Continued

O'DAY, MICKEY, JR. (Michael J. D'Ad-dario, Jr.). Juvenile actor (dramatic, comedy). Born Newark, N. J., June 27, 1924; h. 5 ft.; w. 122; dark brown hair and brown eyes; e. private tutors and St. Augustine's School. While making films with Nat Shilkret, he was introduced to Madge Tucker of NBC, who placed him on the NBC Children Hour as Peter Pig of Folly Farms in October, 1932. (R) Kraft Music Hall with Al Jolson, 1933 (Kraft-Phenix Cheese, NBC Red); Forty-five minutes in Hollywood, 1933 (Borden Co. for cheese products, CBS); Borden Presents Beatrice Lillie, 1935 (Borden Co., NBC Blue); March of Time, 1936 (Time Magazine, NBC Blue); Cavalcade of America, 1936 (E. I. du Pont de Nemours, CBS); Billy and Betty, 1937 (Sheffield Farms for milk, WEAf, New York); Big Sister, 1938-40 (Lever Bros. for Spry, CBS); Aldrich Family, 1940 (General Foods for Jell-O Puddings, NBC Blue); Aunt Jenny's Real Life Stories, 1940 (Lever Bros. for Spry, CBS); Lanny Ross, 1940 (Campbell Soup Co., CBS); also recordings and appearances with Fred Allen on Town Hall Tonight, 1938 and '40 (Bristol-Myers Co., NBC Red), Jack Benny on the Jell-O Program, 1938 (General Foods, NBC Red) and Rudy Vallee on the Royal Desserts Program, 1939 (Standard Brands, NBC Red). (F) Shorts. (V) Theatre appearances.

***OGDEN, VIVIAN.** Character actress. (R) 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 Shakespearean 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.

O'KEEFE, WALTER. Comedian, singer, M.C. Born Hartford, Conn.; e. Wimbledon School, England, and Notre Dame; m. Roberta Robinson. At the age of 12 he was sent to England to be educated under the care of his uncle, who was chaplain at Hampton Court. Returned to Hartford in 1914 and won a scholarship to Notre Dame. Participated in college musicals and was a member of the glee club. Joined the marines during the World War, but was mustered out without getting to France due to an attack of influenza. Returned to Notre

Dame, where he became more interested in theatricals but after graduation he joined a newspaper and, later, an advertising agency. Stricken with infantile paralysis, he passed the time by writing lyrics and planning a stage career. On his recovery he went to New York and obtained an engagement with Texas Guinan. Later wrote songs for the films. First radio appearance via the Rudy Vallee program. (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); Tuesday Night Party, 1939 (Lever Bros., CBS). Also several guest appearances. (F) Pathe. (L). (V).

OLD RANGER. See Harry Humphrey.

***OLDHAM, VERA.** Script writer. (R) The Parker Family (Woodbury Soap, successively CBS and NBC Blue); Ellen Randolph, 1939-40 (Colgate-Palmolive-Peet, NBC Red).

O'MEARA, CARROLL. Producer, assistant manager of Young & Rubicam, Inc., Hollywood. Born Los Angeles, Calif., April 30, 1908; e. Loyola High School, University of Notre Dame, Loyola University and Stanford University (A.B. in journalism); m. Jean V. O'Meara, known professionally as Jean Van der Pyl. Sports writer for the Los Angeles Examiner, 1927; sports editor, Palo Alto Times, 1928; contributor to Los Angeles Sunday Magazine, 1930-31; contributor of fiction and features to Western magazines, 1931-4. Started in radio as a writer in 1934, with KHJ, Los Angeles; later became producer and continuity editor of Columbia-Don Lee; joined Young & Rubicam in 1937. (R) Writer: Packard Hour, summer of 1937 (Packard Motors, NBC Red); assistant producer, writer: Hollywood Mardi Gras, 1937-38 (Packard Motors, NBC Red); producer: Al Pearce & His Gang, 1938-39 (General Foods, NBC Red); producer, Aldrich Family, 1939 (General Foods, NBC Blue).

***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.

PROFESSIONAL RECORDS—Continued

ORMAY, GYULA. Musical director. Born Totis, Hungary, Aug. 28, 1880; h. 5 ft. 9½ in.; w. 185; e. University of Budapest, Commercial Academy, Vienna, Vienna Conservatory of Music, Paris Conservatory of Music and pupil of Door, Diemer and Moskowski; m. Violet Blanche Ormay; one daughter, Mrs. Valerie B. Sheldon, 25. Formerly musical director for film houses; concert pianist with Fritz Kreisler, Efram Zimbalist, Tetrzinni, Josef Schwartz, Alfred Hertz, Louis Persinger, Horace Britt and many others; currently conductor of the Family Club Orchestra in San Francisco. (R) Good Morning Tonite, 1937-40 (Albers Bros. Milling, NBC Pacific Red). (L) Concert appearances; light opera conductor.

***ORR, WYNN.** Producer. (R) Sunbrite Smile Parade (Swift & Co., NBC Blue); A Tale of Today (Princess Pat, NBC Red); Kitty Keene, Inc. (Procter & Gamble, NBS Red); Trouble With Marriage (Procter & Gamble, NBC Blue).

ORTEGA, SANTOS. Actor. Born New York City; h. 5 ft. 11 in.; black hair, dark brown eyes. Obtained a role with a road company at the age of 17. Later appeared on Broadway in a Belasco show with E. H. Sothern. First radio appearance resulted because of his Spanish-sounding name, to create the role of Don Rodrigo in the Blackstone Plantation series with Julia Sanderson and Frank Crumit. (R) Myrt & Marge, 1937-40 (Colgate-Palmolive-Peet Co., CBS); This Day Is Ours, 1938-39 (P & G, CBS); By Kathleen Norris, 1939-40 (General Mills, CBS); Adventures of Ellery Queen, 1940 (Gulf Oil, CBS). (L) Broadway productions, stock, musical comedies. (V).

OSSENBRINK, LUTHER. See Arkie, The Arkansas Woodchopper.

OWEN, DAVID. Producer. Born New York City, Feb. 16, 1899; e. University of California, Stanford University and American Academy of Dramatic Arts; m. Beth Charlton; one daughter, Rosemary, 10. Professor of drama, University of Michigan and Northwestern University. Entered radio in 1929 as production manager for CBS, Chicago. (R) Betty & Bob, 1938-39 (NBC Red and Blue); Arnold Grimm's Daughter, 1938-40 (NBC Red and Blue); Those Happy Gilmans, 1938-39 (NBC Red and Blue); Grouch Club, 1938-39 (successively CBS, NBC Red); Betty Crocker, 1938-40 (NBC Red and Blue); Billy & Betty, 1939-40 (CBS); Beat the Band, 1940 (NBC Red); Light of the World, 1940 (NBC Red and

Blue) (all General Mills); Scattergood Baines (Wm. Wrigley, CBS); First Nighter (Campana Sales, CBS); others. (L) Caesar & Cleopatra, Carolinian, Man's Man; stock, lyceum and Chautauqua.

***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); Stepmother (Colgate-Palmolive-Peet, CBS); Manhattan Mother (P & G, CBS); Valiant Lady (General Mills, NBC Red and Blue); others. (L) Stock.

P

PAGE, GALE. Actress, contralto. Born Spokane, Wash., July 23, 1910; e. private school in California. First radio appearance on a breakfast program via a station in Spokane. In October, 1933, she joined KYW, then located in Chicago, and several months later joined NBC. (R) Woodbury's Hollywood Playhouse, 1939-40 (Andrew Jergens-Woodbury Sales Corp., successively NBC Blue and Red); various programs as singer. (F) Warner Bros.

PAIGE, RAYMOND. Musical conductor. Born Wausau, Wis., May 18, 1900; h. 5 ft. 10 in.; w. 165; blonde hair, blue eyes; e. public schools in Chicago, Montana, and San Diego, Calif., and college in Los Angeles; m. Mary York Paige. Has conducted the Los Angeles Philharmonic, Hollywood Bowl, and Standard Symphony orchestras. First radio appearance via the Don Lee network, of which he was formerly musical director following musical work in the theatre. (R) Hollywood Hotel, 1933-38 (Campbell Soup Co., CBS); Hollywood Mardi Gras, 1937-38 (Packard Motor Car Co., NBC Red); Raymond Paige, 99 Men and a Girl, 1939 (U. S. Rubber Co., CBS); Musical Americana, 1940 (Westinghouse Electric & Mfg. Co., NBC Blue). (F) Warner Brothers, RKO (f). (V) Theatre appearances.

PALMER, EFFIE. Character actress. Born Albany, N. Y.; e. English School of Speech and Expression, Boston. In

PROFESSIONAL RECORDS—Continued

1921, while doing monologues and acting in stock, she took an NBC audition and made her first radio appearance within a few days. Has given more than 1,000 radio performances. (R) Dog Heroes (Thrivo Dog Food, NBC Blue); Road of Life (P & G, NBC Red); Manhattan Mother (P & G, CBS); Orphans of Divorce (R. L. Watkins, NBC Blue); This Day Is Ours (P & G, NBC Blue); others. (L).

PANAMA, NORMAN. Comedy script writer. Born Chicago, Ill., April 21, 1914; e. University of Chicago and University of Chicago Law School; m. Marcia Engel. Started radio work writing for Bob Hope in 1938. (R) Pepsodent Program Starring Bob Hope, 1938-39 (Pepsodent Co., NBC Red); Honolulu Bound, 1939 (Hawaiian Pineapple Co., CBS); Rudy Vallee Sealtest Program, 1940 (Sealtest, Inc., NBC Red). (L) Sketches for New York reviews produced by the Shuberts; sketches for Keep Off the Grass, 1940.

PARKER, FRANK. Tenor. Born New York City, April 29, 1906; e. public and high schools in Manhattan, and Conservatory of Music in Milan, Italy. After returning from studies abroad, he became chorus boy in the Greenwich Village Follies, and for the next eight years appeared in musical comedies and vaudeville. First radio appearance in 1926 when, substituting for a tenor, he sang a role opposite Hope Hampton. (R) Burns & Allen, Sept. to Oct., 1938 (Liggett & Myers, CBS); Burns & Allen, 1939-40 (Hinds Honey & Almond, CBS); A & P Gypsies (A & P Tea Co., NBC Red); Cities Service Concert (Cities Service, NBC Red). (F). (L) Concert and musical comedies. (V).

***PARKER, JACK.** Singer (soloist and with the *Men About Town*). (R) Believe It or Not, 1939-40 (Royal Crown Cola, CBS); Manhattan Merry-Go-Round, currently (Dr. Lyon's Toothpowder, NBC Red).

PARKER, PHYLLIS (MRS.). Script writer. Born Detroit, Mich., March 23, 1897; h. 5 ft. 5½ in.; w. 126; gray-brown hair, blue eyes; e. University of Michigan; one son, Bryden Bender, 23. Entered the radio field in the fall of 1938 after 20 years of writing copy for national advertisers, onetime executive for J. Stirling Getchell, Milton Biow and various film companies. (R) Originator (but not currently writer) of Meet Miss Julia (Stanco Products, transcriptions); Aunt Jenny's Real Life Stories,

1939-40 (Lever Bros., CBS); dramatic sketches for Consolidated Edison, 1939-40 (WEAF, New York). (F) Paramount, First National and Universal, 4 years.

***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); Eddie Cantor's Camel Caravan, 1938-39 (R. J. Reynolds Tobacco Co., CBS); Benny Goodman's Camel Caravan, 1939 (R. J. Reynolds Tobacco Co., NBC Red); Luncheon at the Waldorf, 1940 (R. J. Reynolds, NBC Blue); Adventures of Ellery Queen, 1940 (Gulf Oil Corp., CBS); others. (F).

PARRILLO, JEANNIE. Juvenile dramatic actress, singer. Born New York State; age 10; h. 45 in.; w. 60; brown hair and eyes; e. Oceanside (Long Island, N. Y.) junior high school. First radio appearance at age of three via WGBB, Freeport, N. Y. (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); Good News, 1939 (General Foods, NBC Red); Ben Bernie and All the Lads, 1939 (American Tobacco for Half and Half, CBS); Strange As It Seems, 1940 (Colgate-Palmolive-Peet for Shave Cream, CBS); Myrt & Marge, 1940 (Colgate-Palmolive-Peet, CBS); Pretty Kitty Kelly, 1940 (Continental Baking, CBS). (F) Shorts. (V) Theatre appearances.

PARRISH, JOHN. Actor (characters, heavies). Born Lindenhurst, Long Island, N. Y., Feb. 25, 1896; h. 5 ft. 11¼ in.; w. 170; brown hair and eyes; e. Esty Business College and Columbia University Extension; m. Agnes Craven; two children, Lex, 13 (child actor), and Lovann, 9. First radio appearance in 1930 as result of an audition. (R) Mr. Keen, Tracer of Lost Persons (Kolynos, NBC Blue); Billy & Betty (General Mills, successively NBC Red and CBS); Alias Jimmy Valentine (Dr. Lyon's Toothpowder, NBC Blue); Just Plain Bill (Anacin, successively NBC Red and Blue); Life Can Be Beautiful (P & G, CBS); Grand Central Station (Lambert Pharmacal, CBS); others. (F) Shorts. (L) Journey's End, Trial of Mary Dugan, Holmes of Baker Street and many others. (V) Max Gordon sketch, about 1930.

PROFESSIONAL RECORDS—Continued

PARSONS, JOE. Singer, philosopher. Born Indianapolis, Ind., Sept. 22, 1891; h. 6 ft.; w. 185; iron grey hair, blue-grey eyes; e. Culver Military Academy; m. Rose-Marie Parsons (former actress; known as Marie Rose); three children, Rose-Marie, 24, Joe, Jr., 22, and Jack, 19. Entered radio in 1929 at the suggestion of several friends who were in the broadcasting field. Had previously appeared many years in vaudeville and legit. (R) Shell Happy Time, 1931-32 (Shell Oil, NBC Red); College Memories, 1931-32 (National Battery, NBC Blue); 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, 1937-40 (Miles Laboratories for Alka-Seltzer, NBC Blue); also local shows. (L) 1914-25; productions by Charles Dillingham, John Cort, Henry W. Savage and the Shuberts (f). (V) Single act.

PATERSON, WALTER B. Dramatic actor. Born Bulawayo, Southern Rhodesia, South Africa, Aug. 31, 1911; son of Walter R. Paterson, theatre owner, Southern Rhodesia; h. 6 ft.; w. 180; blonde hair, blue eyes; e. Wrekin College, Shropshire, England; m. Helen M. Paterson; one child, Rosemary Ann, I. Entered radio early in 1933, when he sold a series of dramatized jungle experiences to MJB Coffee for their Demi-Tasse Revue on the West Coast. (R) Demi-Tasse Revue, 1933 (MJB Coffee, NBC Pacific); One Man's Family, 1934 (Royal Gelatin, NBC Red); Royal Gelatin Review Starring Mary Pickford, 1936 (Royal Gelatin, NBC Red); I Love a Mystery, 1939-40 (Standard Brands, NBC Red); appearances, 1937-39, on Woodbury's Hollywood Playhouse (Jergens-Woodbury, NBC Blue), Death Valley Days (Pacific Coast Borax, NBC Red), Sperry Special (Sperry Flour, NBC Pacific); others, including narration of transcribed series.

PATTON, MARY. Actress. Born Duluth, Minn., Dec. 8, 1917; h. 5 ft. 5½ in.; w. 116; dark brown hair, blue eyes; e. Katherine Gibbs Secretarial School; m. Frank Papp, producer-director for NBC in Chicago. Her first radio appearance was in 1939 following experience on the legitimate stage. (R) The Trouble with Marriage, 1939 (P & G, NBC Blue); Pepper Young's Family, 1939-40 (P & G, NBC Red and Blue); Kitty Keene, Inc. (P & G, NBC Red); Story of Mary Marlin, 1939-40 (P & G, NBC Red and Blue); Arnold Grimm's Daughter, 1939-40 (General Mills, NBC Red and Blue);

The O'Neills, 1939-40 (P & G, NBC Red); Caroline's Golden Store, 1939-40 (General Mills, CBS); By Kathleen Norris, 1939-40 (General Mills, CBS); Life of Mary Sothorn, 1939-40 (Lehn & Fink, CBS); Life Can Be Beautiful, 1939-40 (Lehn & Fink, CBS, NBC Red and Blue). (F) Shorts. (L) You Can't Take It With You, 1937 (understudy in the New York production; ingenue lead in the road show); The American Way, 1939; Accent on Youth; The Petrified Forest; Correspondent Unknown; stock with Neighborhood Playhouse.

PAUL, CHARLES. Organist, composer, arranger, conductor. Born New York City, Aug. 23, 1902; h. 5 ft. 10 in.; w. 175; dark brown hair and eyes; e. New York College of Music and Royal Conservatory at Leipzig, Germany; m. Elsa Hedwig. First radio appearance in 1936, as organist on the Kate Smith program. (R) Home on the Range, 1936 (William R. Warner Co., for Vince, NBC); Kate Smith programs, 1936-40 (Great Atlantic & Pacific Tea Co., CBS, 1936-37; General Foods, CBS, 1937-40); Your Hit Parade, 1937 (American Tobacco for Lucky Strike Cigarettes, NBC Red); Hobby Lobby, 1937-40 (sustaining, Mutual, 1937; Hudson Motor Car Co., CBS, 1937-38; Fels Co., NBC Blue, 1938-40); Grand Central Station, 1938-40 (Lambert Pharmacal for Listerine Products, CBS); Aldrich Family, 1938-40 (General Foods, NBC Blue); Dick Tracy, 1939 (Quaker Oats, NBC Blue); My Son and I, 1939-40 (General Foods, CBS); What's My Name?, 1939-40 (P & G, NBC Red); Mr. District Attorney, 1939-40 (Pepsodent, successively NBC Red and Blue); Hilda Hope, M. D., 1939-40 (Wheatena, NBC Red); others, including sustaining CBS shows. (Composes and arranges background and mood music for Kate Smith, Aldrich Family, Mr. District Attorney and other programs). (LS) Magic Melody, 1938-39 (Master Kraft Oil Burner, WJZ, New York). (F) Paramount short. (V) Theatre conductor, 1929-35. (PR) RCA Victor, Decca.

PAYNE, VIRGINIA. Actress. Born Cincinnati, O.; h. 5 ft. 1 in.; w. 120; brown hair, blue eyes; e. University of Cincinnati (A.B. degree, 1930; M.A., 1932). Author of children's plays and poetry; lecturer on drama, Cincinnati and Northwestern universities and the Schuster Martin School of Drama; national board member and second vice-president, American Federation of Radio Artists, and president of the Chicago local. Started in radio about 1928 via WLW, Cincinnati. (R) Ma Perkins, 1933-40 (P

PROFESSIONAL RECORDS—Continued

& 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, 1939-40 (Wander Co., for Ovaltine, NBC Red, prior to Jan. 22, 1940; currently Mutual); Road of Life, 1939-40 (P & G, CBS and NBC Red). (L) Stuart Walker Repertory Co., 1926-28; Cincinnati Civic Theatre, with Tyrone Power in revival of Servant in the House, summer season. (V) Theatre appearances.

PEARCE, AL (Albert W.). Comedian, M.C. Born San Francisco, Calif., July 25, 1898; h. 6 ft. 1 in.; w. 200; light brown hair, blue eyes; e. schools in San Francisco and San Jose; m. Audrey Carter. At 15, he played in an orchestra at the San Francisco World's Fair. Later had his own band at Lake Tahoe in the Sierra Nevadas. After an interval as salesman, he returned to the entertainment field when he and his brother, Cal, sang in the Real Estate Glee Club, which made guest appearances on a small local station. Formed his Gang, which first appeared on a commercial, the Happy Go Lucky Hour, in 1929. After several years of sponsorship by various concerns on the Pacific Coast, the group was signed by Pepsodent in 1935. (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, 1938-40 (General Foods for Grape Nuts, NBC Red, 1938-39; Hawaiian Pineapple Co., CBS, 1939-40; R. J. Reynolds for Camels, CBS, 1940); also Happy Go Lucky Hour and Blue Monday Jamboree, 1929-35 (Pacific Coast shows for Swift & Co., General Mills, Pebecco Tooth Paste and others). (F) Republic (f). (V) Al Pearce & His Gang, 1930-39.

PEARSON, DREW. News commentator. Born Evanston, Ill., Dec. 13, 1897; h. 5 ft. 11 in.; w. 175; light hair, blue eyes; e. Swarthmore College; m. Luvie Moore; one daughter Ellen C., III, 14. Co-author of daily newspaper column, Washington Merry-Go-Round, and author of various books and magazine articles. First radio appearance in 1935. (R) Calling America, 1939-40 (cooperative group, Mutual); also programs for Gruen Watch, Pontiac and Booth Fisheries.

PEARSON, FORT. Announcer, news-caster. Born Chattanooga, Tenn.; h. 5 ft. 11 in.; w. 180; brown hair and eyes; m. Cora Ellen. First radio appearance via a Shreveport, La., station as singer and announcer in 1927; subsequently worked for a station in Port Arthur, Texas, and KPRC, Houston; joined NBC Chicago in 1935. (R) The Guiding Light, 1937-40 (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, 1938-40 (F. W. Fitch Co., NBC Red); Don Winslow of the Navy, 1938-39 (Kellogg Co., successively NBC Red and Blue); currently: Alec Templeton Time (Alka-Seltzer, NBC Red); This Amazing America (Greyhound Bus Lines, NBC Blue); Beat the Band (General Mills, NBC Red); also daily newscasts and NBC special events. (F) Commercial films.

PEARSON, TED. Announcer, actor. Born Arlington, Nebr.; h. 6 ft.; w. 185; brown hair and eyes; e. Arlington High, MacPhail Conservatory, Minneapolis, American Conservatory, Chicago, and Ames College, Ames, Ia.; m. Janet Pearson. First radio appearance in 1927, as singer, then announcer, on WJKS, Gary, Ind. (R) Empire Builders, 1927-29 (Great Northern Railway, NBC Blue); Halsey Stuart Program, 1927-31 (Halsey, Stuart & Co., NBC Red); Armour Hour, 1927-31 (Armour & Co., NBC Blue); Studebaker Champions, 1927-30, 1935-37 and 1940 (Studebaker Corp., NBC Blue, CBS); Conoco Adventures, 1928-29 (Continental Oil, NBC split network); Florsheim Frolic, 1928-30 (Florsheim Shoes, NBC Red); Maytag program, 1928-30 (Maytag Washers, NBC Blue); Paul White-man's Painters, 1929-30 (Allied Paint Groups, NBC Blue); Rise of the Goldbergs, 1931 (Pepsodent, NBC Red); Waltz Time, 1933 (Phillips' Milk of Magnesia, NBC Red); Whispering Jack Smith and Arnold Johnson's Orchestra, 1934-35 (Ironized Yeast, NBC Red, CBS); Fred Waring's Pennsylvanians, 1935-36 (Ford Motors, NBC Blue, CBS); Lowell Thomas, 1936 (Sun Oil, NBC Blue); Good News, 1938-39 (Maxwell House Coffee, NBC Red); Camel Caravan with Benny Goodman, 1939 (R. J. Reynolds Tobacco Co., NBC Red); Young Dr. Malone, 1939-40 (General Foods, NBC Blue, CBS); Today in Europe, 1940 (R. J. Reynolds Tobacco Co., CBS); others, not current. (F) M-G-M, Fox, Republic; shorts.

PEARY, HAROLD (Harold J. Peary De

PROFESSIONAL RECORDS—Continued

Faria). Actor (dramatic, comedy, dialects), announcer, singer. Born San Leandro, Calif., July 25, 1905; h. 5 ft. 9 in.; w. 190; black hair, brown eyes; e. St. John's Academy and St. Mary's Highland College, Calif.; m. Betty J. Farquhar, former acrobatic dancer and singer. Appeared in stage units for film houses in 1920. Played in silent films, in tent shows, musical comedy, road shows, burlesque units and New York productions. Brought to radio in 1929 by Ted Maxwell, former theatrical manager. (R) Roads to Romance, 1929-30 (Associated Oil, NBC Pacific); El Sidelo Minstrels, 1929-31 (Consolidated Cigar, NBC Pacific); Spotlight Revue, 1929-32 (Associated Oil, NBC Pacific); Orphan Annie, 1930-32 (Ovaltine, NBC Pacific); Wheatenaville, 1930-35 (Wheatena Corp., NBC Pacific); Langendorf Pictorial, 1935 (Langendorf United Bakeries, NBC Pacific); 1935-39: Girl Alone, 3 years (Kellogg, NBC Red); Story of Mary Marlin, 2 years (P & G, NBC Red and Blue); Madame Courageous, 26 weeks (Durkee Famous Foods, NBC Blue); Welcome Valley (Household Finance, NBC Blue); It Can Be Done (Household Finance, NBC Blue); Tom Mix, 3 years (Ralston Purina, NBC Blue); Inside Story (Ralston Purina, NBC Blue); Don Winslow of the Navy, 39 weeks (Kellogg, NBC Blue); Gildersleeve on Fibber McGee & Molly, 1939-40 (S. C. Johnson & Son, NBC Red); Hollywood Playhouse (Woodbury Soap, NBC Blue); Texaco Star Theatre, 2 appearances (Texas Co., CBS); I Love a Mystery (Standard Brands, NBC Red); Welch Presents Irene Rich (Welch Grape Juice, NBC Blue); Signal Carnival (Signal Oil, NBC Red); others, including NBC sustaining programs out of Hollywood. (F) Silent films. (L) Henry Duffy, MacLoon Productions, Fulton Theatre Stock. (V) With Sylvia Breamer, 1926.

PEEPLES, CORNY (Cornelius J.) Juvenile actor. Born Oak Park, Ill., Jan 2, 1920; h. 5 ft., 1 in.; w. 100; brown hair and eyes; e. Austin High School. First radio appearance in 1932, as member of the Jack and Jill Players. (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); Adventures of Tom Mix (Ralston Purina, 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 (Cam-

pana Sales Co., NBC Red) Welcome Valley (Household Finance Corp., NBC Blue); Stepmother, 1938-40 (Colgate-Palmolive-Peet, CBS); Those Happy Gilmans, 1939 (General Mills, NBC Red and Blue). (L) Dead End, 1936-37.

PEERCE, JAN. Tenor. Originally appeared as both violinist and vocalist. In 1932, while playing and singing with a house orchestra in a New York hotel, Samuel L. Rothafel (Roxy) gave him a contract for appearances at the Radio City Music Hall. Erno Rapee, music director at the theatre, teamed him with Dick Leibert, organist, and later gave him solo assignments. Currently soloist at the Music Hall. (R) Radio City Music Hall, 1932-40 (sustaining, NBC Blue); Chevrolet Presents Rubinoff and His Violin, 1935-36 (General Motors for Chevrolet Cars NBC Red); Gulf Summer Show, 1939 (NBC Red); Gulf Musical Playhouse, summer of '39 (Gulf Oil, CBS). (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.

PELLETIER, VINCENT. Announcer, narrator. Born Minneapolis, Minn., March 21, 1908; son of Mabel Pelletier, concert and opera singer; h. 5 ft. 7 in.; w. 160; dark brown hair, brown eyes; e. University of Minnesota and Northwestern University; m. Edna Pelletier; two children, Vincent Edgar, 7, and Cheri Lynne, 5. First radio appearance in 1923 as an amateur singer; in 1927 he became an announcer following an audition. (R) Lifetime Revue, 1932 (Sheaffer Pen, NBC Blue); Armour Hour, 1932-33 (Armour & Co., NBC Blue); Household Finance programs, 1933-39 (NBC Blue, 1933-38; CBS, 1938-39); Mar-O-Oil Musical Revue, 1935-36 (J. W. Marrow Co. for Mar-O-Oil Shampoo, NBC Red); Contented Hour, 1935-40 (Carnation Milk Co., NBC Red); Red Grange Forecasts & Scores, Sept. to Nov., 1938 (Pure Oil Co., CBS); Vic & Sade, 1939 (P & G, NBC Red and Blue); Grand Hotel, 1940 (Campana Sales, CBS). (F) Commercial films. (V) Finkelstein & Ruben, 1925-27; Pelletier & Fine.

PELLETIER, WILFRED. Musical conductor. Born Montreal, Canada, June 30, 1896; h. 5 ft. 3 in.; w. 145; brown hair, blue eyes; m. Rose Bampton, operatic soprano; two sons, Frank and Camille. Doctor of Music, University of Montreal; conductor San Francisco Opera Co., 10 years; Ravinia Opera Co., 9 years; conductor Metropolitan Opera since 1917,

PROFESSIONAL RECORDS—Continued

currently conducting the French operas; artistic director and conductor, Concerts Symphoniques, Montreal. First radio appearance in 1934 when he was asked to conduct the Roses and Drums program via NBC. (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, 1935-40 (Sherwin-Williams Co., NBC Blue); Metropolitan Opera Broadcasts, 1937-38 (NBC Blue); also conductor for Simmons, Packard, Firestone and other programs. (F) Paramount; director of operatic sequences; shorts. (PR) RCA Victor.

PENNER, JOE (Joseph Pinter). Comedian.

Born Nagybecskerek, Hungary, Nov. 11, 1904; brown hair and eyes; e. public and high schools, Detroit; m. Eleanor May Vogt, former dancer. Brought to this country at the age of nine by his mother, an opera singer. Once sold newspapers, magazines, and later was a piano salesman. Joined a traveling variety company touring the smaller circuits, then played in burlesque. Later he got a role in the road company of Greenwich Village Follies. Revues and films followed. Though he had previously had local broadcasts from theatres, his first network appearance was with Rudy Vallee in 1933. (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); Tip Top Show Starring Joe Penner, 1939-40 (Ward Baking, NBC Blue). (GA) Rudy Vallee program (Standard Brands, NBC Red). (F) Paramount, RKO, Universal (s). (L) Greenwich Village Follies, 1927; Tattle Tales, 1928; East Wind, 1929. (V) Since 1923.

PERKINS, RAY. Pianist, singer, M.C.

Born Boston, Mass., Aug. 23, 1897; h. 5 ft. 8 in.; w. 148; sandy hair, hazel eyes; e. Polytechnic Prep, Brooklyn, and Columbia University, New York (A.B. degree); m. Dorothy Porter Perkins; three children, Ray, Jr., 16, Wendy Gay, 8, and Phyllis Anne, 4. Major, Military Intelligence Reserve, U. S. Army. Took first piano lessons from his mother and subsequently studied with private teachers and at various conservatories until the age of 18. Wrote and performed in college varsity shows and was a member of the glee club. During college vacations, he toured as an accompanist; in

his junior year, as the result of an introduction to the Shuberts, he contributed numbers to several Winter Garden revues. After the war, he entered the popular music business as a song writer; author of By-Lo, Stand Up and Sing for Your Father, Scandinavia, Down the Old Church Aisle, Under a Texas Moon, and others. First radio appearance in 1925, when he created the character of Judge, Jr., for Judge magazine series over WJZ. After an interval as executive in charge of song writing at Warner Bros., he returned to radio in 1930. (R) Judge Magazine Program, 1925-26 (Judge Magazine, WJZ, New York); Crush Dry Cronies and Old Topper, 1930 (Crush Dry Co., NBC Blue); Ray Perkins, Prince of Pineapple, 1931-32 (Libby, McNeill & Libby, NBC Blue); Ray Perkins, the Old Topper, 1931-32 (Jergens-Woodbury Sales for Jergens Lotion, NBC Blue); Fleischmann Yeast Program, 1932 (Standard Brands, NBC Blue); Ray Perkins, the Barbasoloist, 1932 (Wasey Products for Barbasol Brushless Shave, NBC Red); Palmer House, 1934 (Palmer House Hotels, NBC Blue); National Amateur Night, 1934-36 (Health Products for Feen-A-Mint and Aspergum, CBS, 1934-36; Mutual, 1935-36); transcriptions for du Pont Paints and W. T. Grant, 1937; cooperative program, 1938 (Mutual); Letters Home from New York World's Fair, 1939 (Westinghouse, NBC Blue). (GA) Vitalis Program, 1939 (Bristol-Myers, NBC Red); Musical Americana, 1940 (Westinghouse Electric, 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. (Member of ASCAP).

PERRON, LILYAN B. Singer (**Two Bees**

and a Honey). Born Fall River, Mass., Aug. 5, 1917; h. 5 ft. 4 in.; w. 118; black hair, brown eyes; e. Dominican Academy, Fall River; Durfee High School and New England Conservatory of Music (Sigma Alpha Iota). (R) With Two Bees and a Honey; Fred Waring & His Pennsylvanians, 1938-39 (Bromo Quinine, 1938-39, NBC Red; Chesterfields, 1939, NBC Red); Chesterfield Presents Fred Waring in Pleasure Time, 1939-40 (replaced by Daisy Bernier in July, 1940) (Chesterfields, NBC Red); with The Smoothies: Vocal Varieties (Tums, NBC Red); others, including programs for Lucky Strikes, Fleischmann's Yeast, Kraft Cheese and Linit. (F) Shorts. (V) Appearances with The Smoothies, Spitalny All Girl Band and Fred Waring & His Pennsylvanians.

PROFESSIONAL RECORDS—Continued

PETERSON, ARTHUR H., JR. Dramatic actor. Born Mandan, N. D., Nov. 18; h. 5 ft. 8½ in.; w. 170; brown hair, blue eyes; e. University of Minnesota (graduate, 1935); m. Norma Ransom. Parents were actors (his mother has also written radio scripts). Was active in college dramatics, and made his first radio appearance in Minneapolis, in 1930, while attending the university. Has played in stock and with the Federal theatre. (R) Grand Hotel, 1936-38 (Campana Sales for Dreskin, NBC Red); Dan Harding's Wife, 1937 (National Biscuit Co., NBC Red); The Guiding Light, 1937-40 (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, 1938-40 (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.

PETRUZZI, JULIAN. Actor, WXYZ, Detroit. Born Cleveland, Ohio, May 17, 1907; h. 5 ft. 6 in.; w. 145; black hair, brown eyes; e. East Tech High School and Brownell. First radio appearance in 1932 on the Standard Oil program. (R) Myrt & Marge, 1933 (William Wrigley, Jr., Co., CBS); The Lone Ranger, 1936-40 (various sponsors, Mutual); The Green Hornet, 1936-40 (various sponsors, Mutual); Big Town, 1938-39 (Rinso, CBS); Hollywood Guild, 1938-39 (Jergens-Woodbury Sales, NBC Blue); others.

PETTERSON, PAT (Leroy G.). Bass (Maple City Four). Born Evanston, Ill., Nov. 12, 1905; h. 5 ft. 7 in.; w. 170; light brown hair, brown eyes; e. in public schools in Chicago and Pana, Ill., and the Athens High School, Athens, Ga.; m. Helen Petterson. Formerly a drummer and had his own orchestra for 10 years. Later teamed with Fritz Meissner and Art Janes to form a trio in LaPorte, Ind. In 1925 the group tried out at WLS, Chicago, and was given a spot on the old WLS Showboat program. Two years later Al Rice joined the group and they took the name Maple City Four. (R) Sinclair Minstrels, 1933-37 (Sinclair Refining, NBC Blue); National Barn Dance, 1933-40 (Alka-Seltzer, NBC Blue); others, including transcriptions. (F) Three films for Republic (f). (V) 10 years. (PR) American Record.

PHILLIPS, ARTHUR. Comedy writer. Born New York City, June 6, 1911; e. New York University and University of

North Carolina; m. Charlotte S. Phillips. Formerly pianist with a dance band. Entered radio in 1931, writing material for Eddie Cantor. (R) Chase & Sanborn Program, with Eddie Cantor, 1932-33 (Standard Brands, NBC Red); Armour Program, with Phil Baker, 1933-35 (Armour & Co., NBC Blue); Phil Baker, 1935-37 (Gulf Oil Corp., CBS); Jello-O Program Starring Jack Benny, 1937-38 (General Foods, NBC Red); Maxwell House Showboat, 1937 (General Foods, NBC Red); The Wonder Show-Jack Haley, 1939 (Continental Baking, CBS); Al Pearce & His Gang, 1939-40 (Hawaiian Pineapple Co., CBS). (F) Paramount, United Artists. (L) Additional dialogue for DuBarry Was a Lady, 1939-40. (V) Material for the Dead End Kids and Schleppepman, 1939-40.

PHILLIPS, IRNA. Script writer, actress. Born Chicago, Ill., July 1, 1903; e. Senn High School, University of Illinois (M.A. degree) and Northwestern University. Studied public speaking and dramatic art in college. After graduation, she became a teacher of public speaking and dramatics at a college in Fulton, Mo., and in a Dayton, Ohio, high school and normal college. In 1930, while visiting her family in Chicago, she visited at a radio station to meet Pat Barnes, whom she admired on the air. The latter mistook her for an audition seeker, tested her before the microphone, and she was later notified the audition had been successful. However, she returned to her teaching post, and it was nearly a year afterward that she decided radio might further her acting ambitions, and she resigned her position to return to Chicago. There she obtained roles in a number of local dramatics shows. After several weeks, the manager requested her to write a short Memorial Day program. It was so successful, she was advised to concentrate on writing. Subsequently collaborated with Walter Wicker in creating Today's Children. Author, numerous serials. (R) The Guiding Light, 1937-40 (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, 1938-40 (Pillsbury Flour Mills, NBC Red); The Right to Happiness, 1939-40 (P & G, successively NBC Blue and CBS).

PIASTRO, MISHEL. Conductor, violinist. Born Kertz, Russia, June 19, 1893; e. St. Petersburg Conservatory. Also music teacher, and author of articles on music; Doctor of Music. (R) Conductor, Standard School Broadcast, 1929, '30, '36, '39

PROFESSIONAL RECORDS—Continued

- (Standard Oil of California, NBC Blue); also network appearances as violin soloist for General Motors programs. (PR) Brunswick.
- PITT, MERLE.** Musical director, WNEW, New York. (R) Various commercial and sustaining shows. (F) Shorts (Warner Bros.). (V) Hotel and theatres. PR.
- POPEYE.** See Floyd Buckley.
- PORTER, GARRETT.** Script writer. Born Kansas City, Kans., Aug. 27, 1903; e. Princeton University; m. Elaine Knopf Porter. First radio writing in 1935 for the March of Time program as result of his experience with the United Press. (R) March of Time, 1935-39 (Time, Life, and Fortune magazines, also Servel, Inc., NBC Blue); Cavalcade of America, 1939-40 (E. I. du Pont de Nemours, NBC Blue, previously CBS).
- POST, DICK (R. H. Postlethwait).** Announcer. Born St. Louis, Mo., Feb. 20, 1914; h. 5 ft. 10½ in.; w. 150; brown hair, blue eyes; e. Illinois Wesleyan University (A.B. degree); m. Helen Corbin, publicist for Howard Mayer. First radio appearance in 1935, following an audition. (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); Scattergood Baines, 1939-40 (Wm. Wrigley, Jr., Co., CBS); appearances on Stepmother (Colgate-Palmolive-Peet, CBS) and Romance of Helen Trent (Louis Philippe, Edna Wallace Hopper). M. C. and free-lance announcer and actor on records and slide films.
- POST, WILLIAM, JR.** Actor (dramatic leads, juveniles, heavies). Born Montclair, N. J., Feb. 19, 1906; h. 6 ft.; w. 170; dark brown hair, blue eyes; e. Phillips-Exeter Academy, Yale (A.B. degree) and American Laboratory Theatre Dramatic School. Coach and director of amateur productions. Made first radio appearance in 1938 following an audition. (R) John's Other Wife, 1938-40 (Old English Floor Wax, BiSoDol, NBC Red); Billy & Betty, several parts in spring of '39 (Corn Kix, WEA, N. Y.); Aunt Jenny's Real Life Stories, irregularly in 1940 (Lever Bros., CBS); Second Husband, irregularly in 1940 (Bayer Aspirin, CBS). (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; production by Jack Skirball, 1937; commercials. (L) New York productions: Many Mansions, 1937-38; Madame Capet, 1938; The Merry Wives of Windsor, 1938 (f); stock.
- POWERS, TOM. M.C.,** actor (monologues, drama), poetry reader. Born Owensboro, Ky., July 7, 1890; h. 5 ft. 11 in.; w. 175; brown hair and eyes; e. Bay View College, Tex., Kentucky University and American Academy of Dramatic Arts, New York; m. Meta Powers. Served as captain in the Royal Air Force during the World War. Author of several books including The Span, Scotch Circus, Flight, Life Studies; one novel, Need; plays, including Handy Man, Bridal Quilt, and others. First stage appearance in Lancaster, Pa., in February, 1911; New York debut in Six Who Pass While the Lentils Boil, in 1915; first appearance on the London stage in Oh, Joy!, in 1919; most recent appearance in When We Were Married (Broadway production), 1940. Has been in radio many years. (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, WEA, New York, 1935-36; WOR, New York, 1936-37); others, including Roses and Drums (Union Central Life Insurance, CBS); Grand Central Station (Lambert Pharmaceutical, CBS). (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.
- POYNTON, LORETTA.** Actress. Born Jackson, Mich., March 12, 1914; h. 5 ft.; dark brown hair and eyes; e. Longwood Academy, St. Mary's of the Wood; m. William Patrick Carroll, Jr. Studied at the Goodman Theatre, Chicago, and appeared in several of its productions. First radio appearance via NBC following an audition. (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, 1937-40 (Procter & Gamble, NBC Red and Blue). (L) Stock, 1932-33; On the Make, 1936; Skidding, 1936 (s,f).
- PRATT, RICHARD G.** Radio director, Charles W. Hoyt Co., Inc., New York City. Born Manchester, N. H., June 6, 1915; e. University of New Hampshire (B.S. degree, 1937). Lieutenant, U. S. Coast Artillery Corps (Reserve). Announcer and script writer, WFEA, Man-

PROFESSIONAL RECORDS—Continued

- chester, N. H., 1934-35; joined Charles W. Hoyt advertising agency in August, 1937, and became radio director in January, 1940. (R) R & R Entertainers, 1938-40 (Richardson & Robbins, NBC Red and Blue); Gulden Serenaders, 1938-40 (Charles Gulden, Inc., NBC Blue); others, including local programs.
- PRENTISS, ED (Paul E.)** Actor, announcer. Born Chicago, Ill., Sept. 9, 1909; h. 5 ft. 11 in.; w. 165; dark brown hair and eyes; e. Cedar Rapids (Iowa) High School and University of Iowa (A. B. degree). Active in school theatricals and public speaking during college days. Offered a job as announcer on an Iowa station after the owner heard him make a campaign speech. (R) Guiding Light, 1937-40 (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, 1939-40 (John Morrell & Co. for Red Heart Dog Food, NBC Red); Painted Dreams, 1933-40 (P & G, WGN, Chicago; NBC Blue since April 29, 1940); Springtime and Harvest, 1939-40 (Chase & Sanborn, transcriptions); others, totaling over 100 programs.
- *PRICE, NORMAN.** Tenor, vocal arranger (Armchair Quartet). (R) Enna Jettick Melodies, 1928-29 (Dunn & McCarthy for Enna Jettick Shoes, CBS); Maxwell House Showboat (General Foods, NBC Red); Highlights from the Sports News of the Day, 1939-40 (Colgate-Palmolive-Peet, NBC Blue); also network programs for Coca-Cola, Vick Chemical, Socony-Vacuum, Lucky Strike Cigarettes. (F) Shorts. (V) Theatre appearances. (PR) RCA Victor.
- *PRINDLE, DON.** Script writer. (R) Park Avenue Penners, 1937-38 (R. B. Davis Co., CBS); Joe Penner, 1938-39 (General Foods, CBS); Al Pearce & His Gang, 1939-40 (Hawaiian Pineapple Co., CBS). (F) RKO.
- PRINGLE, AILEEN.** Actress, script collaborator. Born San Francisco, Calif., July 23; h. 5 ft. 3 in.; w. 116; brown hair, grey eyes; e. Miss Murison's School in San Francisco, School of the Sacred Heart, Paris, and Miss McKenzie's School in London; div. Charles McKenzie Pringle. Stage experience in London in The Bracelet, in 1915; appeared in films beginning in 1919. First radio appearance in Hollywood in 1937. (R) Parker Family, 1939-40 (Andrew Jergens, successively CBS and NBC Blue); Joyce Jordan, Girl Interne, 1940 (General Foods, CBS). (GA) Lux Radio Theatre, 1937 (Lever Bros., CBS); Texaco Star Theatre, 1940 (Texas Co., CBS). (F) Paramount, M-G-M, Columbia, United Artists (s, f). (L) The Green Goddess, 1921; Thin Ice; Tons of Money (co-starred in last two). (V) Theatre appearances. (Currently collaborating on scripts for the Transamerican Broadcasting & Television Corp., transcription manufacturers).
- PROFESSOR QUIZ.** See Craig Earl.
- PROVENSEN, H JER LUF.** Announcer. Born Racine, Wis., July 10, 1908; h. 6 ft.; dark hair, brown eyes. Spent most of his childhood and early youth in Denmark where his father had direction of three Lutheran churches. When he returned to the U.S. he studied pre-medics but became interested in radio through his brother, Martin, then working for a radio station in Chicago. Joined NBC as an announcer in 1930; was official announcer for President Hoover. (R) Benjamin Moore Triangle Club, seasonally (Benjamin Moore & Co., NBC Red); Gulden Serenaders, 1938-40 (Charles Gulden, Inc., NBC Blue); John's Other Wife (Old English Wax, BiSoDol, NBC Red); others.
- *PROVO, FRANK.** Script writer. (R) Jane Arden, 1938-39 (Ward Baking, NBC Blue); My Son and I, 1939-40 (General Foods, CBS); Young Dr. Malone, 1939-40 (General Foods, NBC Blue).
- PRUD'HOMME, CAMERON.** Dramatic producer for NBC, San Francisco. Born San Francisco, Calif., Dec. 16, 1899; e. public elementary and high and private schools; m. Klazka Prud'homme; one daughter, June, 14. Entered radio in San Francisco in 1931. (R) Winning the West, 1932-35 (Occidental Life Insurance, NBC Pacific); Death Valley Days, 1932-40 (Pacific Coast Borax, currently NBC Blue); Laugh with Ken Murray, 1936 (Lever Bros., CBS); Log Cabin Dude Ranch, 1936 (General Foods, NBC Blue); Dr. Kate, 1937-40 (Sperry Flour, NBC Pacific Red); Hawthorne House, 1937-40 (Wesson Oil & Snowdrift, NBC Pacific Red); Dangerous Road, 1938-39 (Sperry Flour, NBC Pacific Red); many others. (F) D. W. Griffith. (L) 360 productions in Hollywood, San Francisco and New York, 1924-37.
- PRYOR, ROGER.** Actor, M.C., orchestra leader. Born New York City, Aug. 1, 1901; son of Arthur Pryor, bandmaster; h. 5 ft. 11 in.; w. 160; brown hair and eyes; e. Dwight and private schools; m. Ann Sothern, actress. First radio appearance in 1930 on the March of Time

PROFESSIONAL RECORDS—Continued

- program. (R) Screen Guild Theatre, 1939-40 (Gulf Oil, CBS); appearances on Rudy Vallee program (Standard Brands, NBC Red), Chase & Sanborn Program (Standard Brands, NBC Red) and Good News (General Foods, NBC Red). (F) Universal, RKO, Warner Bros., Paramount, Columbia, Republic (f). (L) Saturday's Children, Up Pops the Devil, Royal Family, Apron Strings, Front Page and Blessed Event (s, f). (V) Theatre appearances alone and with his own orchestra. (PR) Vocalion.
- PUGH, JESS.** Character actor. Born Andersonville, Ind., Sept. 10, 1879; h. 5 ft. 10½ in.; w. 168; gray hair, blue eyes; e. high school; m. Jeannette Pugh; two sons, William H., 35, and David G., 30. Former after dinner speaker and club entertainer. First radio appearance in 1931, after he won audition for role of Old Hunch on Prince Albert Tobacco program. (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); Gateway to Hollywood Summer Theatre, 1939 (Wm. Wrigley, Jr., Co., CBS); title role in Scattergood Baines, currently (Wm. Wrigley, Jr., Co., CBS); numerous others, since 1931, including script shows in Chicago, 1932-38. (V) Club entertainer, 1910-30.
- PUMPHREY, PRESTON H.** Radio director, Warwick & Legler, Inc., New York City. Born Arcanum, O., March 30, 1902; e. Ohio Wesleyan University (A.B. degree, 1922; M.A. degree, 1924; Phi Beta Kappa); m. Ruth Vorhees; two children, Preston, Jr., 5, and Patricia, 2. Entered radio in 1929. (R) Westinghouse Salutes, 1929-32 (Westinghouse Electric & Mfg., NBC Blue); Dancing with Zoel Parenteau, 1933 (Worcester Salt, CBS); Townsend Murder Mystery and Everett Marshall & Al Mitchell's Orchestra, 1933 (Westinghouse Electric & Mfg., NBC Blue); Let's Dance, 1934 (National Biscuit, NBC Red); Show Boat, 1934 (Maxwell House Coffee, NBC Red); Palmolive Beauty Box (Colgate-Palmolive-Peet, NBC Red); Album of Familiar Music, 1934 (Bayer Aspirin, NBC Red); Town Hall Tonight, 1935 (Bristol Myers, NBC Red); Music at the Haydns, 1935 (Colgate-Palmolive-Peet, NBC Red); Certo Matinee, 1935 (General Foods, NBC Red); Log Cabin Inn, 1935 (General Foods, NBC Red); Metropolitan Opera Auditions, 1937-40 (Sherwin-Williams, NBC Blue); Warden Lawes program, 1937-39 (Sloan's Liniment, NBC Blue); Quite by Accident, 1938 (Nestle's Cocoa, NBC Red); Emily Post, 1938-39 (Tangee, NBC Red); Youth versus Age, 1939-40 (Sloan's Liniment, NBC Red). (Formerly member of NBC production staff).
- PURDOM, WALT (William W.)** Writer, program creator (and account executive), Brisacher, Davis and Staff, San Francisco. Born St. Louis, Mo., July 26, 1907; e. Hollywood High School, and University of California at Los Angeles; m. Mary L. Purdom; two children, Paul, 11, and Wendy, 2. (R) Script work on I Want a Divorce, 1937-40 (sponsored by S & W Fine Foods, 1938-39, CBS; by local sponsors, 1940, NBC Red); local shows for CHB Condiments, Rough Rider Trousers and others.
- PUTNAM, GEORGE A.** Announcer (commercials, news, sports and special events). Born Deposit, N. Y., Jan. 21, 1914; h. 6 ft. 2 in.; w. 165; black hair, brown eyes; e. State Teachers College, San Diego; m. Ruth Carhart, radio contralto. While a student, was in charge of the State Teachers College broadcasts over KFSD; after graduation, in 1935, he joined the Shakespearean troupe headed by Patia Power (mother of Tyrone Power). In the fall of 1936 he joined KGB, San Diego, as producer and announcer; resigned to come to New York in 1938 where he is currently free lance announcing. (R) Currently: Ellen Randolph (Colgate-Palmolive-Peet, NBC Red), Portia Blake (Post Toasties, transcriptions) and news program for Boscul Coffee via KYW, Philadelphia. Substitute announcer: Major Bowes, 1939 (Chrysler, CBS), Vic & Sade, 1939-40 (P & G, NBC Red) and Life Can Be Beautiful, 1939-40 (P & G, NBC Red and Blue, CBS).

Q

- QUINN, BILL (William T.)** Juvenile actor (straight, character). Born New York City, May 6, 1912; son of Lillie Quinn, former actress; h. 5 ft. 9 in.; w. 165; brown hair, hazel eyes; e. Holy Name Parochial School, and Professional Children's School; m. Mary Roden Quinn. Has been in show business since the age of six. (R) Renfrew of the Mounted, 1936 (Continental Baking, CBS); Just Plain Bill, 1936 (Anacin, BiSoDol, NBC Red); Mrs. Wiggs of the Cabbage Patch, 1937 (Hill's Nose Drops, NBC Red); Stella Dallas, 1938 (Charles H. Phillips Chemical Co., NBC Red); Howie Wing,

PROFESSIONAL RECORDS—Continued

1938-39 (Kellogg Co., CBS); When a Girl Marries, 1939-40 (Prudential Insurance Co., CBS); Woman of Courage, 1939-40 (Colgate-Palmolive-Peet, CBS); Against the Storm, 1939-40 (Procter & Gamble, NBC Red); numerous others, not current, including appearances on We, the People (General Foods for Sanka Coffee, CBS); Welch Presents Irene Rich (Welch Grape Juice, NBC Blue); Texaco Star Theatre (Texaco Gasoline, CBS); Kate Smith Program (General Foods, CBS). (F) Shorts. (L) Debut in David Belasco's Daddies, 1918-19; The Merry Wives of Gotham, 1922; The Bluebird, 1924; The Crooked Friday, 1925; Don Q, Jr. (co-starred), 1925; They All Want Something (featured), 1926; Gentlemen of the Press, 1928; Angels Don't Kiss, 1930; Winterset, 1935-36 (all Broadway productions); others, including stock. (V) Two Bad Men act with brother.

QUINN, DON. Writer comedy scripts. Born Grand Rapids, Mich., Nov. 18, 1900; son of J. Frank Quinn, writer-monologist; h. 5 ft. 9½ in.; w. 195; brown hair, blue eyes; e. public schools in Grand Rapids and St. Joseph, Mich.; m. Edythe Dixon Quinn; one daughter, Nancy Elizabeth, 4. Prior to radio work he was a commercial cartoonist and gagman. In 1929 he started writing a daily radio script for Marian and Jim Jordan (now Fibber McGee & Molly), and subsequently has remained as writer with this comedy team, forsaking his cartooning entirely. (R) Swift Revue with Olsen and Johnson, 1933-34 (Swift & Co., CBS); Fibber McGee & Molly, 1936-40 (S. C. Johnson & Son for Johnson's Wax, NBC Red). Also author of the Smackout series, 1932-36 (NBC sustaining). (F) Paramount.

R

RAFFETTO, MICHAEL (Elwyn Creighton Raffetto). Actor. Born Placerville, Calif., Dec. 30, 1899; h. 5 ft. 9½ in.; w. 150; black hair, brown eyes; e. University of California; married and has two children, Gina, 14, and Sara, 11. Appeared in campus theatricals in college, and his interest in the theatre continued after he had taken up the practice of law. In 1930 he wrote The Arm of the Law, a serial based on a picturesque old lawyer; it was accepted by NBC and he played the principal role; subsequently has given up his law practice completely. (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, 1939-40 (Standard Brands for Fleischmann's Foil Yeast, NBC Red). (L) Stock, 1921-22.

RAINEY, WILLIAM S. Producer, actor. Born San Francisco, Calif., April 23, 1894; h. 5 ft. 10 in.; w. 170; gray hair, blue eyes; e. University of California; m. Frances L. Rainey. His first radio work was in 1927, as program manager of the NBC Pacific Coast division, after 10 years of stage work. (R) Wrigley Hour, 1927-28 (Wm. Wrigley, Jr., Co., NBC Pacific Network); Dixie Circus, 1928-31 (Brazilian American Coffee, NBC Pacific Coast Network); History of Medicine, 1933 (Squibb, NBC Red); Magic Key of RCA, 1935-39 (RCA, NBC Blue); many others, including programs for Wilbur-Con Shoes, American Tobacco, Philco, Elgin Watches. (L) 1916-27, including stock and repertory (f).

RANCH BOYS. See Joe Bradley, Hugh Carlson and Jack Ross.

RANDOLPH, ISABEL. Actress (character, leads, comedy, dialect). Parents were actors, and she made her first appearance with them. First radio work in 1932 following an audition at NBC. (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, 1936-40 (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.

RAPEE, ERNO. Musical director. Born in Hungary, June 4, 1891; e. Budapest Conservatory. Played with the Budapest, Berlin, and Vienna symphony orchestras, and was assistant conductor at the Dresden Opera House. Gained first American notice as director of the Hungarian Opera Co. Later he became conductor of the Rialto Theatre orchestra, and then conducted at most of the theatres managed by Samuel L. Rothafel (Roxy)—the Rivoli, Capitol, Roxy, and finally the Radio City Music Hall where he is now musical director. Has written musical scores for several films. In 1931 he became general musical director of NBC, but resigned two years later to become music director of the Radio City Music Hall. (R) Radio City Music Hall, 1933-40 (sustaining, NBC Blue); General

PROFESSIONAL RECORDS—Continued

Motors Concerts, 1935-37 (General Motors Corp., NBC Blue); Gulf Musical Playhouse, 1939 (CBS); Calling America, 1939-40 (cooperative program, Mutual); programs for Ex-Lax, Mobil Oil, Linit, McKesson & Robbins; numerous NBC sustaining programs. (GA) The Big Show (Ex-Lax Co., CBS). (F) Warner Bros. (L) Dangerous Paradise.

RARIG, JOHN. Singer, arranger, (soloist and with *Marie & Her Merry Men*). Born Seattle, Wash., Aug. 25, 1912; h. 5 ft. 11 in.; w. 170; brown hair, blue eyes; e. University of Washington (Bachelor of Music degree); m. Jean Lau. First radio appearance with male quartet on KOMO, Seattle, in 1935. (R) Kraft Music Hall, 1937-39 (Kraft Cheese Co., NBC Red); Gilmore Circus, 1937-39 (Gilmore Oil, NBC Red); Woodbury's Hollywood Playhouse, 1938 (Jergens-Woodbury, NBC Blue); The Wonder Show—Jack Haley, 1938-39 (Continental Baking, CBS); Joe E. Brown, 1938-39 (General Foods, CBS); Texaco Theatre, 1939 (Texas Co., CBS); Al Pearce & His Gang (as a member of the Merry Men), 1939-40 (Hawaiian Pineapple Co., 1939-40, CBS; R. J. Reynolds, 1940, CBS); others including guest appearances and transcriptions. (F) Shorts and cartoons; M-G-M, Fox, Universal, Schlesinger, Walt Disney.

RATHBONE, BASIL. Actor. Born South Africa, June 13, 1892; h. 6 ft. 1½ in.; black hair, hazel eyes; e. in England; div. Ethel Marian Forman; m. Ouida Bergere, scenarist and playwright; one son. Started theatrical career playing Shakespearean roles in 1912. (R) The Circle, 1939 (Kellogg Co., NBC Red); Adventures of Sherlock Holmes, 1939-40 (Grove Laboratories, NBC Blue). (L) Romeo and Juliet, Othello, Peter Ibbetson, He Who Gets Slapped, The Captive. (F) M-G-M, First National, Pathe, Universal, RKO Pathe, 20th Century-Fox, RKO, United Artists, Warner Bros.; also British companies (s,f).

RAVENSCROFT, THURL. Singer (soloist and with *Marie & Her Merry Men*), actor, announcer. Born Norfolk, Va., Feb. 6, 1914; h. 6 ft. 4 in.; w. 170; brown hair and eyes; e. Nebraska University and Otis Art Institute, Los Angeles. Private airplane pilot; member of national honor scholastic society. First radio appearance on a Hollywood station in 1935. (R) Vick's Open House, 1936 and '37 (Vick Chemical, CBS); Ry-Krisp Presents Marion Talley, 1936-38 (Ralston Purina, NBC Red); Kraft Music Hall, 1936-39 (Kraft Cheese Co., NBC Red); Calling All Cars, 1937-38 (Rio Grande Oil, CBS); Goose Creek Parson, 1937-38

(Colgate-Palmolive-Peet, CBS); Gilmore Circus, 1937-39 (Gilmore Oil, NBC Red); Woodbury's Hollywood Playhouse, 1938 (Jergens-Woodbury, NBC Blue); Joe E. Brown, 1938-39 (General Foods, CBS); The Wonder Show—Jack Haley, 1938-39 (Continental Baking, CBS); Amos 'n' Andy, 1939 (Campbell Soup, CBS); Texaco Star Theatre, 1939 (Texas Co., CBS); Al Pearce & His Gang (as a member of the Merry Men), 1939-40 (Hawaiian Pineapple Co., 1939-40, CBS; R. J. Reynolds, 1940, CBS); others, including guest appearances and transcriptions. (F) Shorts and cartoons; 20th Century-Fox, M-G-M, Paramount, RKO, Universal, Leon Schlesinger, Walt Disney. (L) Chocolate Soldier, Blossom Time, Vagabond King; Anything Goes, 1939 (f).

RAYNOR, HAL (Henry Scott Rubel). Radio writer; occasionally, acting and songwriting. Born Cincinnati, Ohio, Feb. 5, 1898; e. Franklin School, Cincinnati, University of Wisconsin (A.B. degree), and Gen. Theological Seminary, New York City (M. Litt. degree); m. Dorothy Deuel, musical comedy dancer and singer; two children, Dorchen, 10, and Christopher, 7. Started as a commercial radio operator in 1912; was a radio officer during the World War (U. S. Navy). His first radio writing was in Chicago in 1928 (World Book Man series); he has been writing for Joe Penner ever since the latter has been on the air. Also newspaper feature and syndicate writer-columnist. (R) King Kill Kare of Wheatsworth Castle, 1932-33 (National Biscuit, NBC Blue); Baker's Broadcast, 1933-34 (Standard Brands for Fleischmann's Yeast, NBC Blue); Wooley, the Moth, 1935 (Enoz Chemical Co., NBC Blue); Park Avenue Penners, 1936-38 (R. B. Davis for Cocomalt, CBS); Joe Penner, 1938-39 (General Foods for Huskies, CBS); Tip Top Show, 1939-40 (Ward Baking Co., NBC Blue); others, not current, including programs for W. F. Quarrie & Co. and Princess Pat. (F) Paramount, RKO (as writer and special songwriter). (L) Grand Street Follies, 1925-26 (as writer). (V) Wrote for Duncan Sisters, Buddy Doyle and others.

RED RIVER DAVE. See Dave McEnery.

REDD, ROBERT L. Producer, writer. Born Pendleton, Ore., Dec. 13, 1906; e. Washington State College, Oregon State College (A.B. degree), and New York University (M.S. degree); m. Gogo DeLys, singer; one daughter, Mary Robin, 1½. Lecturer, college courses on radio writing. Originally a newspaper

PROFESSIONAL RECORDS—Continued

- promotion man, he gradually worked into radio writing inasmuch as the newspaper owned a radio station; his first fulltime writing-production work was with KGW, Portland, in 1930. (R) Signal Carnival, 1936-39 (Signal Oil Co., NBC Red); Camel Caravan, 1937-38 (R. J. Reynolds Tobacco, CBS); Welch Presents Irene Rich, 1938-40 (Welch Grape Juice Co., NBC Blue); Hedda Hopper's Hollywood, 1940 (California Fruit Growers Exchange, CBS). (V) Wrote and produced Covered Wagon Days, 1934; produced one variety unit, 1934.
- REDDICK, WILLIAM.** Producer, NBC, New York. Born Paducah, Ky., June 23, 1890; e. College of Music, Cincinnati, and Cincinnati University; m. Irma Reddick; two children, William and Mary. First radio appearance as choral director and orchestral arranger. Composer, opera conductor (four years) and organist (17 years) in New York City. (R) Eveready Hour, 1925-26 (National Carbon, NBC); An Hour with Sigmund Romberg, 1936 (Swift & Co., NBC Red); Ford Sunday Evening Hour, 1936-40 (Ford Motor Co., CBS).
- REED, ALAN (Theodore Alan Reed,** legally changed from **Teddy Bergman** on Aug. 17, 1939). Actor, comedian, producer. Born New York City, Aug. 20, 1907; h. 5 ft. 10 in.; w. 225; brown hair, blue eyes; e. George Washington High School and Columbia University, New York; m. Finette Reed (singer); two sons, Alan Anthony, 4, and Stephen Colgate, 1. Active in student dramatics throughout high school and college, and also won the Eastern Intercollegiate Wrestling championship. After graduation, he appeared with numerous stock companies, and toured in vaudeville with his cousin, Harry Green. First radio appearance in September, 1927, as result of audition for True Detective Mysteries. (R) Collier's Program, 1928 (Crowell Publishing Co., NBC Blue); Eveready Hour, 1929 (National Carbon Co., NBC Red); 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); 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, 1938-40 (Lever Bros. for Rinso, CBS); Valiant Lady, 1938-39 (General Mills, NBC Red and Blue); Al Pearce and His Gang, 1939 (General Foods, NBC Red); Quixic Doodle Contest, 1939-40 (Mennen Co., Mutual). (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; Bergman and (Bert) Gordon; 5 years.
- REESE, EDWARD.** Dramatic actor, director, writer. Born Baltimore, Md., Dec. 18, 1891; h. 5 ft., 10 in.; w. 175; brown hair, blue eyes; e. Weichmans Prep School, Baltimore; m. Beatrice Flather, scenic designer. Honorary member of International Investigators, Inc. Co-author (with Bernice Thayer) of a book, Hell and High Water, later rewritten as a radio script. Entered radio in 1931 when he was engaged to create the role of Spencer Dean on Eno Crime Clues. (R) Eno Crime Clues, 1931-32, 1933-36 (Harold F. Ritchie for Eno Effervescent Salts, CBS, 1931-32; NBC Blue, 1933-36); John's Other Wife (Old English Wax, BiSoDol and others, NBC Red); Just Plain Bill (Anacin, BiSoDol, Kolynos, NBC Red); Joyce Jordan—Girl Interne (McKesson & Robbins, CBS); Mrs. Wiggs of the Cabbage Patch (Old English, BiSoDol, NBC Red); Dog Heroes (Modern Food Process for Thrivo Dog Food, NBC Blue); numerous others. (F) Film version of Spencer Dean (co-starred); short. (L) Leading man for Fay Bainter in East Is West, for Ina Claire in Grounds for Divorce; others over a 28-year period. (V) Sketches with Bert Lytell and others; appearances as Spencer Dean.
- *REEVES, ROSSER.** Script editor, copy chief, Blackett-Sample-Hummert, New York. (R) David Harum (E. T. Babbitt for Bab-O, NBC Red); Doc Barclay's Daughters (Personal Finance Co., CBS).
- REGGIANI, HILDE.** Lyric coloratura soprano. Born Modena, Italy, Nov. 26, 1914; h. 5 ft. 2 in.; w. 120; blonde hair, blue eyes; e. University of Modena and Music Conservatory of Bologna, Italy. Has sung with opera companies in Italy, Spain, France, Germany, Chile, Chicago, and with the Metropolitan Opera Company in New York, has also sung on the radio in Italy, the Argentine and in the U.S. (R) La Rosa Concerts, 1939-40 (La Rosa Macaroni Products, Mutual). Television appearance via W2XBS (NBC), March 10, 1940.
- REID, DON (David Reid).** Singer (tenor), M.C. Born Montreal, Canada, Sept. 7, 1911; h. 5 ft., 11½ in.; w. 176; dark brown hair and eyes; e. McGill University, Montreal; m. Lillian Manley, talent scout and director. First radio appearance in 1933 while singing in a college musical. Currently also a songwriter. (R) Let's Dance, 1935 (National Biscuit Co., NBC

PROFESSIONAL RECORDS—Continued

Red); Xavier Cugat Orchestra, 1937 (RCA Victor, NBC); Al Pearce and His Gang, 1939-40 (Hawaiian Pineapple, CBS); also four sponsored programs over Canadian networks, 1933-35. (V) Tour with Xavier Cugat, 1937. (PR) Columbia (with Henry King); RCA Victor (with Xavier Cugat).

* **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 Magazine 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); Jane Arden, 1939 (Ward Baking, NBC Blue). (L) Mercury Theatre productions of Caesar and Shoemaker's Holiday, 1937-38.

REINHEART, ALICE. Actress (dramatic and character ingenues). Born San Francisco, Calif., May 6; h. 5 ft. 2 in.; w. 105; chestnut hair, hazel eyes; e. Girls high school, San Francisco, and University of California; m. W. B. Miller, night manager, NBC. First radio appearance via KYA, San Francisco, in 1928. (R) 20,000 Years in Sing Sing, 1931-36 (Wm. R. Warner for Sloan's Liniment, NBC Blue); 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 Cellocotton for Kleenex, CBS); Life Can Be Beautiful, 1938-40 (P & G, CBS and NBC Red); many others, including Gang Busters, City Desk, Romance, Inc. (L) Foolscap, 1932; The Drums Begin, 1933; stock, 1930-35 (Men in White, Pursuit of Happiness); others (s, f). (F) Shorts.

* **RELLER, ELIZABETH**. Actress. (R) Young Dr. Malone, 1939-40 (General Foods, NBC Blue); Doc Barclay's Daugh-

ters, 1939-40 (Personal Finance, CBS); Manhattan Mother, 1940 (P & G, CBS); Dick Tracy (Quaker Oats, NBC Red).

RENARD JACQUES. Musical director. Born Kiev, Russia, June 15; h. 5 ft., 8½ in.; w. 200; dark hair, brown eyes; e. Boston; m. Jean Cohen; one son, three daughters. Brought to this country by his parents when two years old; began studying the violin at the age of seven under Jacques Hoffman. Joined the Boston Symphony at the age of 17. Later toured South America with Anna Pavlowa as accompanist. Returning to the U. S., he organized his own band and played night club engagements. Once had his own night club in Boston, and in 1931 made his first broadcast from there. (R) Camel Quarter Hour, 1931-32 (R. J. Reynolds Tobacco Co., CBS); 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); Tip Top Show, 1939-40 (Ward Baking, NBC Blue). (F) Shorts (for Universal with Morton Downey). (L) Concerts. (V) Appeared with Morton Downey and Tony Wons, Vera Van and Eton Boys, Nick Lucas, Burns & Allen, and Eddie Cantor. (PR) RCA Victor.

REVELERS QUARTET. See Wilfred Glenn, John Herrick, Lewis James and Robert Simmons.

REYNOLDS, RUTH DOERING. Singer (**Doring Sisters**). Born Chicago, Ill., May 13, 1915; h. 5 ft. 9¼ in.; w. 160; dark hair, brown eyes; e. Oak Park-River Forest (Ill.) high school; m. Ed Reynolds, writer; one son, Thomas E., born May 7, 1940. Entered radio in the fall of 1932, when the trio won an audition with CBS in Chicago. (R) Swift & Co.—Olsen & Johnson, 1933 (Swift & Co., CBS); House by the Side of the Road, 1935 (S. C. Johnson, NBC Red); Then and Now, 1936 (Sears, Roebuck, CBS); Carnation Contented Hour, 1937 (Carnation Co., NBC Red); Smiling Ed McConnell, 1937 (Acme White Lead & Color Works, NBC Blue); It Can Be Done, 1937, NBC Blue and 1939, CBS (Household Finance); Double Everything, 1938 (Wm. Wrigley, Jr., Co., CBS); Laugh Liner, 1938 (Wm. Wrigley, Jr., Co., CBS); Uncle Walter's Dog House, 1939 (Brown & Williamson, NBC Red); Plantation Party, 1939-40 (Brown & Williamson, NBC Blue); Avalon Time, 1939-40 (Brown & Williamson, NBC Red); Home Town, Unincorporated,

PROFESSIONAL RECORDS—Continued

1939-40 (Brown & Williamson, NBC Red); Show Boat, 1940 (Brown & Williamson, NBC Blue). (V) Occasional appearances in the Midwest, 1934-37.

RHODES, BETTY JANE. Singer. Born Rockford, Ill., April 24, 1921; h. 5 ft. 5½ in.; w. 114; blonde hair, blue eyes. Has been in radio since the age of seven, when the manager of a station in Berkeley, Calif., asked her to sing a song over the air; has also made frequent television appearances on W6XAO, Don Lee television station, since its initial program in 1931. (R) The Packard Hour Starring Johnny Green (Packard Motors, NBC Red); It Happened in Hollywood (George A. Hormel & Co., CBS); Shell Chateau (Shell Union Oil); others, including programs for Lucky Strike cigarettes and transcriptions. (GA) Town Hall Tonight, three times when the show originated in Hollywood (Bristol-Myers, NBC Red); Screen Guild (Gulf Oil, CBS); March of Dimes (Red Cross Drive). (F) Warner Bros., Paramount, Universal, 20th Century-Fox, RKO (f); shorts. (V) Theatre and night club appearances. (PR) Decca (with Victor Young's orchestra).

***RHYMER, PAUL.** Script writer. Wrote for magazines while attending Illinois Wesleyan University, and joined NBC in 1929 following his graduation. Has written the Vic and Sade series since its inception. (R) Vic and Sade, 1934-40 (P & G, NBC Red).

RIBBE, JOHN. Producer, writer. Born Colfax, Ia., March 25, 1892; h. 5 ft. 6 in.; w. 145; brown hair, blue eyes; e. Simpson College (Bachelor of Music degree); m. Modesto Ribbe, violinist with the San Francisco Symphony. Formerly concert pianist. First radio appearance when Standard Oil Co. asked him to give piano concerts in Honolulu in 1929. (R) Carnation Contented Program (Carnation Milk, NBC Red); Standard School Broadcast, 1930-40 (Standard Oil of California, NBC Blue); Standard Symphony, 1930-40 (Standard Oil of California, NBC Red); producer of symphony, opera, musical shows, etc. for NBC Pacific Coast network.

RICE, AL. Singer (Maple City Four). Born Bloomfield, N. J., Jan. 20, 1905; e. Starkey Institute; m. Margaret McKay, formerly his press agent. Organized his own dance band, and was selected by the Prince of Wales for a Canadian tour. First radio appearance in 1927, when he joined Art Janes, Pat Petterson and Fritz Meissner to form the quartet called the Maple

City Four. (R) Sinclair Minstrels, 1933-37 (Sinclair Refining, NBC Blue); National Barn Dance, 1933-40 (Alka-Seltzer, NBC Blue); others, including transcriptions. (F) Three films for Republic (f). (V) 10 years. (PR) American Record.

RICH, DORIS. Actress (character leads, heavies, comedy, etc.) Born Boston, Mass., Aug. 14; h. 5 ft. 6 in.; w. 138; brown hair, hazel eyes; e. University of Rochester, and American Academy of Dramatic Arts. Entered radio from the legitimate stage in 1932. (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, 1938-40 (P & G, Chipso, NBC Red and CBS); Houseboat Hannah, 1938-40 (P & G for Lava Soap, NBC Blue); Songs of a Dreamer, 1940 (Northwestern Yeast, NBC Chicago). (L) Appearances with the Lunts (Theatre Guild), Jane Cowl, Blanche Yurka, Ethel Barrymore and others (f).

RICH, FREDDIE. Musical director. Born New York City, Jan. 3, 1898; h. 5 ft. 10½ in.; w. 175; black hair, brown eyes; e. public schools; and Damrosch Conservatory (honor graduate). Band Master, U. S. Marines, Mare Island, Calif. Composer of serious and popular music, including Penthouse Symphony, Bermuda Sketches, America Cavalcade, Moods of the Range, Self Portrait, Symphonie No. 1, and numerous orchestral compositions. Entered radio in 1928 as musical director of WABC, New York. (R) Frigidaire program, 1935; Socony Flying Red Horse Tavern, 1935-36 (Socony-Vacuum); Your Hit Parade, 1936 (Lucky Strike Cigarettes); Quaker Party, 1939-40 (Quaker Oats, NBC Red); sustaining and guest appearances, 1937-38 (CBS); also programs for Squibb's, Veedol, Tide Water Oil, Postum, Premiere Salad Dressing; others. (F) Paramount, Warner Bros., shorts. (L) Greenwich Village Follies, 1921; Shubert Century Roof Vogues, 1922. (V) All circuits; debut, 1916; Frisco Jazz Band; Davis-Rich; theatre appearances with own band.

RICH, IRENE. Actress. Born Buffalo, N. Y., Oct. 13; daughter of William and Mabel Luther; h. 5 ft. 6 in.; brown hair and eyes; e. St. Margaret's School for Girls, Buffalo; div. Charles Rich and David Blackenhorn; two daughters, Jane and Frances. Began appearing in films in 1918, as an extra. First radio appearance in 1933. (R) Welch Presents Irene Rich, 1933-40 (Welch Grape Juice, NBC Blue).

PROFESSIONAL RECORDS—Continued

- (R) Warner Bros., Pathe, Fox, Radio Pictures, Vitaphone, Mayfair, Universal (s); others. (V) 16 weeks on an Eastern circuit; night club engagements.
- *RICKABY, RUTH D.** Dramatic actress. (R) Lone Ranger, since 1933 (various sponsors through WXYZ, Detroit; Gordon Bakeries, 1937-38, Mutual; General Baking for Bond Bread, 1939-40, Mutual; various local sponsors, Mutual). (LS) WXYZ, 1935-40. (L) Productions by William B. Harris, A. Hammerstein and others; stock. (V) Theatre appearances with Lone Rangers skit.
- *RICKEY, ALFRED.** 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).
- RIGGS, TOMMY (Thomas W.)** Comedian, singer (**Tommy Riggs and Betty Lou**). Born Pittsburgh, Pa., Oct. 26, 1909; h. 5 ft. 10 in.; brown hair and eyes; e. Brown University and University of Ohio (Alpha Sigma Phi); m. Mary Riggs. First radio appearance in 1928, while still in college, on a Columbus, Ohio, station. Later did a song and patter act in vaudeville, and used the same routine on local radio broadcasts. Betty Lou was brought into the act only occasionally, until his partner was suddenly taken ill and Riggs had to carry on alone. On August 5, 1937, Rudy Vallee invited him to join his program. (R) Royal Gelatin Hour, 1937-38 (Standard Brands, NBC Red); Quaker Oats Party, 1938-40 (Quaker Oats Co., NBC Red). (F) Universal (f). (V) Song and patter act, theatre appearances. (PR) Variety.
- RINKER, ALTON (AL).** Producer. Born Tekoa, Wash., Dec. 20, 1907; e. Gonzaga University; m. Elizabeth Newberger, radio singer. First radio work in 1937 when CBS named him to head the popular music department. (R) Young Man with a Band, 1939-40 (Columbia Recording Corp., CBS). (V) Three years with Paul Whiteman, and five years with Paul Whiteman's Rhythm Boys; also vaudeville turn in summer, 1928; theatre appearances with Whiteman. (PR) Columbia, Victor.
- RIPLEY, ROBERT L.** Writer, actor. Born Santa Rosa, Calif., Dec. 25, 1893; h. 6 ft.; w. 200; brown hair and eyes; e. Santa Rosa High School. Sold first cartoon at age of 14 to Life; pitched for semi-pro baseball teams and drew ball club posters; his first cartooning job was with the San Francisco Call Bulletin which fired him for asking for a raise; joined the San Francisco Chronicle, later becoming sports cartoonist for the New York Globe; tried out as pitcher with the N. Y. Giants but had to give up baseball as result of a broken arm; drew first Believe It or Not cartoon Dec. 18, 1918; later worked for N. Y. Post and then joined the King Features Syndicate; published first book, Ramble Round the World, in 1924; has subsequently written many Believe It or Not books, plus books on travel and sports; has traveled and lectured extensively, and staged exhibits at the Chicago and San Francisco Fairs, as well operating an Odditorium in New York; honorary doctor of letters Missouri Valley College, and Master of Arts, Dartmouth College; first radio appearance in 1929 as guest on the Collier Hour, NBC Blue. (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, 1939-40 (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.
- ROBERTS, KENNETH.** Announcer, actor. Born in New York City; black hair, blue eyes; e. St. John's College, Brooklyn. Dropped the study of law in 1931 for roles in several stage productions. Entered radio in 1931. (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, 1937-40 (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, 1938-40 (Lady Esther Co., CBS); Lady Esther Serenade, 1938-40 (Lady Esther Co., NBC Red); Sophie Tucker and Her Show, 1938-39 (Roi-Tan Cigars, CBS); Brenda Curtis, 1939-40 (Campbell Soup Co., CBS); Life Begins, 1940 (Campbell Soup Co., CBS). (F) Shorts. (L) Christopher Morley's production of After Dark, 1929-30; Hitch Your Wagon, 1937.

PROFESSIONAL RECORDS—Continued

- ROBERTS, MEMORY.** Commercial copy-writer, producer, Westco Advertising Agency, San Francisco. Born Oakland, Calif., Nov. 1, 1905. Signed by NBC, San Francisco, in 1931 for role of Marjorie Gray of the Woman's Magazine of the Air; handled fashions, interviews and other departments, and wrote entire script for this hour-a-day show. (R) Woman's Magazine of the Air, 1931-38 (participating program, NBC Pacific Coast Red); Martha Meade, (Sperry Flour, NBC Red); Dr. Kate, 1938-40 (Sperry Flour, NBC Red); Dangerous Road, 1938-39 (Sperry Flour, NBC Red); Sperry Breakfast News, 1940 (Sperry Flour, NBC Red); My Children, 1940 (CBS Pacific Coast); Sego Milk recordings; others.
- ROBERTSON, ARNOLD H.** Character and comedy actor. Born Chicago, Ill., Jan. 22, 1911; h. 5 ft. 9 in.; w. 198; chestnut hair, greenish blue eyes; e. Northwestern University, University of Wisconsin, University of Chicago (B. S. degree); m. Beatrice Mae Robertson, writer. Also producer and director of legitimate stage productions (has his own North Shore Repertory Players in Chicago). First radio appearance in 1937 after an audition at KNX, Hollywood. (R) Scattergood Baines, 1937-40 (Wm. Wrigley, Jr., Co., CBS). (L) 1930-32 in Chicago; 1935-37, Pasadena (Calif.) Playhouse; toured with Fritz Leiber in 1935.
- ROBERTSON, TED (John Edward).** Assistant dramatic director. Born Detroit, Mich., Sept. 26, 1912; e. Cass Technical High School, Bonstelle Theatrical School and Wayne University, Detroit; m. Marjorie Bates Robertson; two children, Sandra, 4, and Donna, 2. Entered radio in 1932 as sound technician for WXYZ, Detroit, with which station he is still associated. (R) The Lone Ranger, 1937-40 (Gordon Bakeries, 1937-38; Bond Bread, 1939-40; Mutual); The Green Hornet (Detroit Creamery, Mutual; currently sustaining, NBC Blue); The Manhunters, 1932-35 (Broadcast Corned Beef Hash, Michigan Radio Network); Ann Worth, 1936-38 (Mills Baking Co., Michigan Radio Network); also recordings of the Lone Ranger and Green Hornet programs. (F) Shorts. (L) Bonstelle Stock Co., 1931.
- ROBIN, MILDRED.** Dramatic actress (leads, characters). Born Brockton, Mass., Oct. 15; h. 5 ft. 3½ in.; w. 120; blonde hair, amber eyes; e. Brockton High School, Putnam Hall, Smith College (A.B. degree, cum laude), and The Sorbonne, in Paris. First radio appearance in 1934 as result of an audition. (R) True Story Court of Human Relations, 1934 (Macfadden Publications, CBS); Hammerstein Music Hall, 1936-37 (Kolynos Toothpaste, CBS); Second Husband, 1936-40 (Bayer Aspirin, CBS); John's Other Wife, 1938 (Old English and BiSoDol, NBC Red); Life Can Be Beautiful, 1939 (P & G, NBC Red and CBS); Orphans of Divorce, 1939 (Dr. Lyon's Toothpowder, NBC Blue); Pretty Kitty Kelly, 1939 (Continental Baking, CBS); Hilltop House, 1939 (Colgate-Palmolive-Peet, CBS); Doc Barclay's Daughters, 1939-40 (Personal Finance, CBS). (L) Stock (f).
- ROBINSON, ALIN.** Announcer. Born Apache, Okla., Jan. 15, 1915; h. 5 ft. 9 in.; w. 175; blonde hair, green eyes; m. Margery Kelley, model and actress. First radio appearance via KVOO, Tulsa, as result of an audition. (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, 1937-40 (Cities Service Co., NBC Red); True or False, 1938 (J. B. Williams Co., NBC Blue).
- ROBINSON, EDWARD G.** Dramatic actor. Born Bucharest, Roumania, Dec. 12, 1893, son of Sarah and Morris Goldenberg; h. 5 ft. 8 in.; w. 165; black hair, brown eyes; e. College of the City of New York, Columbia University (M.A. degree), and American Academy of Dramatic Art; m. Gladys Lloyd; one son, Edward G., Jr., 7. Made his first stage appearance in Binghamton, N. Y., in April, 1913, playing the role of Sato in Paid in Full; his first New York stage appearance was in August, 1915 in Under Fire. Served in the U. S. Navy during the World War, returning to the stage again in 1919. It was the role of Scarsey in The Racket (1927) that henceforth identified him with the "super-gangster" type he has so frequently portrayed via stage, screen, and radio. Began his film career in 1923, and made his first radio appearance in 1937 via the Big Town series. (R) Big Town, 1937-40 (Lever Bros. for Rinso, CBS); also many guest appearances on other programs. (F) First National, Columbia, United Artists, Warner Bros. (s). (L) 1913-29 (s,f). (V) Bells of Conscience, written by himself; personal appearance tour in 1931.
- *ROBINSON, ELSIE.** Script writer. (R) I Want a Divorce (Sussman Wormser & Co., NBC Red and CBS); I Want a Divorce (Food & Beverage Broadcasters Assn., NBC Red). (Columnist, Hearst newspapers.)

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- ROBINSON, RAD (Radburn B.).** Baritone (the *King's Men*). Born Bountiful, Utah, Nov. 11, 1909; h. 6 ft.; w. 170; light brown hair, green eyes; e. Polytechnic High School, Los Angeles; m. Hortense Hatch. In 1929 he joined the *King's Men*, a group formed by three college students to entertain at club and college affairs. They came to the attention of radio officials, and sang for three years on various Hollywood stations. In 1934 the group joined Paul Whiteman in New York, and appeared on several of his broadcast series, and went with him on tour. Other network engagements, as well as films, followed. (R) Paul Whiteman's Orchestra, 1934 (Kraft-Phenix Cheese, NBC Red); Flying Red Horse Tavern, 1935-36 (Socony-Vacuum, CBS); Paul Whiteman's Musical Varieties, 1936 (Jergens-Woodbury, NBC Blue); Gulliver the Traveler, 1936 (Plymouth Motors, NBC Red); Magic Key of RCA, 1936 (Radio Corp. of America, NBC Blue); Town Hall Tonight, 1937 (Bristol-Myers, NBC Red); Royal Desserts Program, 1937-39 (Standard Brands, NBC Red); Fibber McGee & Molly, 1940 (S. C. Johnson, NBC Red); Rudy Vallee Sealtest Program, 1940 (Sealtest, NBC Red). (F) Paramount (Harry Sherman Productions) (f); shorts. (L) 1929-30. (V) Tours with Paul Whiteman and Rudy Vallee. (PR) RCA Victor, Columbia (Vocalion).
- ROBINSON, CARSON.** Head of Western musical and dramatic group (*Carson Robison & His Buckaroos*). Born Chetopa, Kans., Aug. 4, 1890; h. 5 ft. 11 in.; w. 180; light hair, blue eyes; e. grade school; m. Catherine A. Robison; two children, Patricia Anne, 11, and Robert Arnold, 8. Author of 280 songs, including *Carry Me Back to the Lone Prairie*, *Barnacle Bill the Sailor* (with Frank Luther), *My Blue Ridge Mountain Home*, etc. Left home at the age of 15 and took odd jobs singing and playing the guitar and banjo. Served with the American forces in 1917-18, and following the War continued as a musical performer. In Kansas City, in 1932, he appeared on WDAF where Wendall Hall, the "Red-headed Music Maker" heard him and invited him to New York. He arrived on April 24, 1924, and two days later signed a contract to make hillbilly records for the Victor Talking Machine Co. In 1932, he organized the *Buckaroos*. (R) *Eveready Battery Hour*, 1924-28 (National Carbon, NBC Red); *Dutch Masters Minstrels*, 1928-30 (Dutch Masters Cigars, NBC Blue); *Carson Robison & His Buckaroos* 1932-33, 1937-40 (Barbasol, NBC Red, 1932, NBC Blue, 1933; E. W. Rose & Co., Mutual, 1937-38; Musterole, NBC Blue, 1938-40); *Bar X Ranch*, 1933-34 (Health Products, NBC Blue, CBS); *Bunkhouse Follies*, 1935-36 (Hecker Products, CBS); others, including numerous guest appearances on Maxwell House Coffee, Pacific Coast Borax, Coca-Cola and other programs, 4 years on weekly transcriptions for Oxydol and Fairy Soap in Europe. (F) Fox-British, Pathe Educational Films (f), shorts. (V) London music halls and hotels, 1932, '36, '39. (PR) Various companies, since 1924.
- ROBSON, WILLIAM N.** Writer, director. Born Pittsburgh, Pa., Oct. 8, 1906; son of William N. Robson, publicist for Paramount, M-G-M and other film companies; e. U. of Pittsburgh and Yale. First radio appearance March 4, 1933, via KHJ, Hollywood. (R) *Calling All Cars*, 1933-36 (Rio Grande Oil, CBS); as producer: *Sears, Then and Now*, 1936 (Sears, Roebuck, CBS), *Big Town*, 1939-40 (Rinso, CBS); *Old Gold Don Ameche*, 1940 (P. Lorillard, NBC Red); director of various CBS sustaining shows including *Columbia Workshop*, *Americans All*, *Immigrants All*. (PR) Columbia.
- ROCKWELL, BOB (Robert B.)** Actor, juvenile M.C., interviewer. Born San Francisco, Calif., March 3, 1922; h. 6 ft. 1½ in.; w. 180; blonde hair, blue eyes; e. Lowell High School, San Francisco. Son of Pauline Rockwell, actress, singer (stage name, Joy Fabian). Entered radio in 1933 broadcasting the Sunday comic section of the *San Francisco Chronicle* via KGO. (R) *I Want a Divorce*, 1937 (S & W Fine Foods, NBC Red); *Standard School Broadcast*, 1938 (Standard Oil, NBC Blue); *Hawthorne House*, 1930 (Wesson Oil & Snowdrift, NBC Red); also local and Pacific Coast dramatic shows, 1934-40. (L) *Lyceum Players*, stock; appearances with mother, 1936. (V) *Master of Ceremonies of children's shows*; appearances with mother, 1938.
- ROCKWELL, DOCTOR (George L.)** Comedian, writer. Born Providence, R. I., March 19, 1889; h. 5 ft. 9 in.; w. 138; dark hair, grey eyes; e. Providence High School, Columbia University Extension; m. and has three children, G. Lincoln, 22, Robert K., 20, and Priscilla, 18. First began appearing in vaudeville about 1910 and once had a magic turn, but later switched to a gag act; is credited with being the first monologist to remain seated (he used a rocking chair) throughout his entire performance. Has also appeared in musical comedies and from 1928-34 wrote a feature for the *McNaught Syndicate*. Made his first radio appear-

PROFESSIONAL RECORDS—Continued

ance via KDKA, Pittsburgh, when it was still an experimental station. Currently writer of radio scripts; playwright. (R) Camel Pleasure Hour, 1930 (R. J. Reynolds for Camel Cigarettes, NBC Red); produced sustaining shows for NBC, 1939 and CBS, 1934. (GA) Town Hall Tonight (Bristol-Myers, NBC Red); Kate Smith program (General Foods, CBS); Chase & Sanborn program (General Foods, NBC Red); others. (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.

ROEN, LOUIS. Announcer. Born Marango, Wis., March 13, 1905; h. 6 ft. 1 in.; w. 195; brown hair and eyes; e. Lawrence College; one son, George I. Entered radio in May, 1927, as staff member of WTMJ, Milwaukee. (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, 1938-40 (Pillsbury Flour Mills, NBC Red); Sun-brite Smile Parade, 1938-39 (Swift & Co., NBC Blue).

* **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); Old Gold Don Ameche Show, 1940 (P. Lorillard Co., NBC Red). (L) Author of Nell of the Northwoods, 1935; Flying Down to Restful Manor, 1935; Ethmoid's Follies of 1935.

ROLF, ERIK (Rolf M. Ylvisaker). Announcer, actor. Born Chicago, Ill., June 1, 1911; h. 6 ft. 1 in.; black hair, blue-grey eyes; e. grade schools in Chicago and Norway, Luther College, Iowa (founded by his great-grandfather) and University of Minnesota. Made his first radio appearance while still in college, with the glee club. Joined WDGY, Minneapolis-St. Paul in 1929 as result of an audition, later becoming chief announcer and program director. Came to New York in 1935 and appeared on several local stations before being signed for first network commercial in 1937. (R) Gang Busters, 1937-38 (Colgate-Palmolive-Peet, CBS); Girl Interne, 1937-40 (Calox Tooth Powder, CBS and Yankee Network, 1937-39; General Foods, 1939-

40, CBS); Boake Carter, 1938 (General Foods for Post Toasties and Huskies, CBS). (GA) Royal Gelatin Hour, 1937 (Standard Brands, NBC Red); Woodbury's Hollywood Playhouse (Jergens-Woodbury Sales, NBC Blue); Kate Smith's Bandwagon (General Foods, CBS); Believe It or Not (General Foods, NBC Red); Spy Secrets, 1938 (Cummer Products for Energine, NBC Red); Court of Human Relations, 1938 (Vadco 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. At the age of 11 he toured Europe as the Boy Trumpet Wonder, and also appeared as soloist with John Philip Sousa. Later appeared with a band organized by his father, then went to Lowville, N. Y., where he became leader of the Lowville Silver Cornet Band. Came to New York in 1903, and with Jesse L. Lasky entered vaudeville as a producer; subsequently was employed by B. F. Keith to build vaudeville acts. With the advent of films, he organized his own company. Later he turned to music again and joined the Vincent Lopez orchestra. Has had his own radio orchestra many years. (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).

RONSON, ADELE. Actress (leads). Born New York City, July 18; h. 5 ft. 4½ in.; w. 122; red-brown hair, brown eyes; e. Tulsa (Okla.) High School, Columbia University, American Laboratory Theatre, studied with Benno Schneider, Russian director. First radio appearance in 1930 in a True Story drama after experience on the legitimate stage. (R) Buck Rogers in the 25th Century, 1933-36 (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); Mr. Keen, Tracer of Lost Persons (BiSoDol, NBC Blue); John's Other Wife, 1937-40 (Louis Philippe, Edna Wallace Hopper, NBC Red); others, not current. (F) Weiss

PROFESSIONAL RECORDS—Continued

Bros. (f). (L) These Few Ashes, Mrs. Bumpstead-Leigh, Skidding, Road to Rome, Gold Braid; others (lead, ingenue). (V) Theatre appearances.

ROSE, BILL (M. William). Juvenile actor. Born Fort Dodge, Ia., May 13, 1914; h. 5 ft., 3 in.; w. 110; blonde hair, gray-green eyes; e. Lakeview High School, Chicago. Song writer (including Illusive Romance, with Wayne King); plays drums with dance band. (R) Houseboat Hannah, 1938-40 (P & G for Lava Soap, NBC Red and Blue); Those Happy Gilmans, 1938-39 (General Mills for Corn Kix, NBC Red); Howie Wing (Kellogg Co., CBS); Carters of Elm Street, 1939-40 (Wander Co. for Ovaltine, NBC Red, 1939 to Jan. 19, 1940; currently Mutual).

ROSENBLUM, MAXIE (Maxwell E.). Comedian. Born New York City, Oct. 1, 1906; h. 6 ft. 1 in.; w. 198; brown hair, hazel eyes; m. Muriel Faeder. Former prizefighter (18 years), and onetime light-heavyweight champion of the world. Entered films in 1933, and also made a number of radio guest appearances prior to his first extended series with Rudy Vallee. Operator of a night club in Hollywood. (R) Rudy Vallee Sealtest Program, 1940 (Sealtest, Inc., NBC Red). (F) Universal, RKO, M-G-M, Warner Bros., Republic, United Artists-Selznick, 20th Century-Fox. (V) Theatre and night club appearances.

ROSS, DAVID. Announcer, M. C., narrator. Born New York City; h. 5 ft. 5 in.; w. 130; brown hair, blue eyes; e. College of the City of New York and Rutgers; m. Beatrice Pons, actress. Author of poems published in the New Republic, The Nation and other magazines; currently compiling Poets' Gold, an anthology. Winner of the American Academy of Arts and Letters diction award in 1932. Entered radio as staff announcer in 1926. (R) Fred Waring & His Pennsylvanians, 1933-34 (P. Lorillard for Old Golds, CBS); Studebaker Champions, 1934-35 (Studebaker Motors, NBC Red, CBS); Chesterfield Presents, 1935-37 (Liggett & Myers Tobacco, CBS); Fred Waring & His Pennsylvanians, 1938-39 (Grove Laboratories for Bromo Quinine, NBC Red); Time to Shine, 1938-39 (Griffin Mfg. Co. for Griffin Allwhite, CBS); Human Side of the News by Edwin C. Hill, 1939-40 (American Oil, CBS); Wayne King's Orchestra, 1939-40 (Colgate-Palmolive-Peet, CBS); Take It or Leave It, 1940 (Eversharp, CBS); numerous others. (F) Narrator,

full length films; travelogues, musical shorts.

ROSS, JACK. Singer (the Ranch Boys). Born in Mexico, June 18, 1904; h. 6 ft.; black hair, blue eyes. Originally rancher and cowboy. Met the other members of the Ranch Boys group in Hollywood while doubling for stars in silent Western films. First radio appearance via KMTR, Hollywood. (R) National Barn Dance (Alka-Seltzer, NBC Blue); Adventures of Tom Mix (Ralston Purina, NBC Blue); This Amazing America, 1940 (Greyhound Bus Lines, NBC Blue); Headin' South (Illinois Central Railroad, NBC Red); others, including programs for Fitch Shampoo and Coca-Cola transcriptions. (F) Republic (f); shorts. (V) Theatre appearances. (PR) Decca. (Also song writer.)

ROSS, JEROME D. Script writer. Born New York City, Feb. 10, 1911; e. Yale. Author of following plays: Spotlight, Man in the Zoo, Listen, My Children, and co-author of Maybe Next Year. Entered radio in 1936 through newspaper work. (R) One program for Beauty Box Revue, 1937 (Palmolive, CBS); Swift Studio Party at Sigmund Romberg's, 1937 (Swift & Co., NBC Red); Hammerstein Music Hall, 1937 (Kolynos, CBS); Mr. Keen, Tracer of Lost Persons, 1937-39 (BiSoDol, NBC Blue); Our Gal Sunday, 1938 (Kolynos, CBS); Mrs. Wiggs of the Cabbage Patch, 1938 (Old English No Rub Wax, NBC Red); Stella Dallas, 1939 (Phillips' Milk of Magnesia, NBC Red); Doc Barclay's Daughters, 1939 (Personal Finance, CBS); Society Girl, 1939-40 (Corn Products Refining, CBS); local programs, 1937, for This Week Magazine.

ROSS, LANNY (Lancelot P.). Tenor. Born Seattle, Wash., Jan. 19, 1908; son of Douglas Ross, actor, and Winifred Williams Ross, musician and onetime accompanist for Pavlowa; h. 6 ft.; w. 160; light brown hair, grey eyes; e. Taft School, Watertown, Conn., Yale College, and Columbia University (LL.B. degree, 1931). Was boy soloist with a church choir in Seattle, and later soprano soloist in the choir of the Cathedral of St. John the Divine, New York. At Yale he won the indoor National Track Championship, 1927, but toured Europe with the Glee Club in 1928 in preference to participating in the Olympic games. Appeared in England with Ben Greet's Shakespeare company. After entering Columbia law school, he turned to radio as a means of earning his tuition, and began appearing on NBC sustaining programs after 1928. His first commercial

PROFESSIONAL RECORDS—Continued

- program was in January, 1929. Graduated from the Columbia University Law School, but has not practiced law. (R) Maxwell House Show Boat, 1931-37 (General Foods Corp. for Maxwell House Coffee, NBC Red); Maxwell House Tune Benders, 1932 (General Foods, CBS); Lanny Ross and His Log Cabin Orchestra, 1934-35 (General Foods, NBC Blue); Lanny Ross State Fair Concert, 1935 (General Foods, NBC Blue); Mardi Gras, 1937-38 (Packard, NBC Red); Your Hit Parade, 1939 (American Tobacco Co., CBS); Lanny Ross Program, 1939-40 (Campbell Soup, CBS). (F) Paramount, 1933; Columbia Pictures, 1937 (s); shorts. (L). (V) Theatre appearances since 1933. Also concert work (debut, Nov., 1936, at Town Hall, New York); tours. (PR).
- ROSS, NORMAN.** Announcer, news and sport commentator. (R) Your Parlor Playhouse (Lovely Lady Cosmetics, Mutual); Play Broadcast, 1940 (Illinois Meat Co., Mutual).
- ROUSE, GENE (Hollis E.).** Announcer, news commentator. Born Boulder, Colo., July 14, 1896; h. 6 ft. 1 in.; w. 195; brown hair, blue eyes; e. University of Colorado Prep; m. Bernice Rouse; one daughter, Carole Lee, dancer. Newspaper reporter, drama editor, sports writer. Entered radio from show business in 1922, via WNAL, Omaha. (R) First Nighter, 1932-37 (Campana Sales, NBC Red); Grand Hotel, 1932-37 (Campana Sales, NBC Red); also programs for F. W. Fitch, 1934-38, and local sports broadcasts.
- ROUVEROL, JEAN.** Actress. Born St. Louis, Mo., July 8, 1916; daughter of Aurania Rouverol, playwright; h. 5 ft. 3 in.; w. 108; e. Stanford University; m. Hugo Butler (writer, M-G-M). Former legit actress; author of one play and short stories. First radio appearance via One Man's Family in April, 1938, following an audition. (R) One Man's Family, 1938-40 (Standard Brands for Tender Leaf Tea, NBC Red); appearance on I Want a Divorce, Feb., 1940 (local sponsors, 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); Jingo, 1940 (Philip Morris & Co., Ltd., NBC Blue).
- ROWLANDS, HUGH O.** Actor. Born Racine, Wis., Sept. 27, 1913; h. 5 ft. 8¾ in.; brown hair and eyes; e. Racine High School. Worked and studied at the Goodman Theatre, Chicago, 1923-24, and played stock during summer. Radio appearances followed. (R) Tom Mix and His Ralston Straight Shooters (Ralston Purina Co., NBC Blue); Adventures of Tom Mix (Ralston Purina, NBC Blue); Story of Mary Marlin (P & G, NBC Red and Blue); Dan Hardings Wife (National Biscuit Co., NBC Red); Public Hero No. 1 (Falstaff Brewing Corp., NBC Red).
- ROYLE, SELENA.** Actress. Born New York City, Nov. 6, 1904; h. 5 ft. 5 in.; w. 118; blonde hair, blue eyes; daughter of E. M. Royle, actor-author, and Selena Fetter, actress; e. Low and Heywood School, Stamford, Conn., and American Academy of Dramatic Art; m. Earle Larimore, actor. Made her first stage appearance in 1921, and a few years later began radio work when the broadcasting industry was just stepping over the threshold of the commercial era. Playwright (Black Gold); author (Passport to Applause). Radio Chairman, American Theatre Wing, British and French Relief Fund. (R) Billy & Betty, 1939-40 (General Mills, CBS, previously NBC Red); Betty & Bob, 1939-40 (General Mills, NBC Red and Blue); Johnny Presents, 1939-40 (Philip Morris, NBC Red and CBS); Hilda Hope, M.D., 1939-40 (Wheatena Corp., NBC Red); Woman of Courage, 1939-40 (Colgate-Palmolive-Peet, CBS); The O'Neills, 1939-40 (Procter & Gamble, NBC Red); Believe It or Not, 1939-40 (Nehi Corp., CBS); Against the Storm, 1939-40 (Procter & Gamble, NBC Red); Stella Dallas, 1939-40 (Chas. H. Phillips Chemical, NBC Red); The Goldbergs, 1939-40 (Procter & Gamble, CBS); Lorenzo Jones, 1939-40 (Chas. H. Phillips Chemical, NBC Red); Life Can Be Beautiful, 1939-40 (Procter & Gamble, CBS); Just Plain Bill, 1939-40 (Anacin, Kolynos, NBC Red); Second Husband, 1939-40 (Bayer Aspirin, CBS); Central City, 1939-40 (Procter & Gamble, NBC Red); many others not current. (F) Shorts. (L) Appeared in over 30 productions, plus numerous stock engagements, 1921-37.
- RUBIN, JACK.** Actor, writer, producer. Born Warsaw, Poland, Dec. 10, 1898; e. Morris High School and New York University. Onetime (1918) welterweight

PROFESSIONAL RECORDS—Continued

- wrestling champion of the U. S. Navy; entered radio in 1928 via WBBC, New York, with own series of scripts titled *Max & Morris*. (R) *The O'Neills*, since 1935 (P & G for Ivory, currently NBC Red); *Believe It or Not, 1937-38* (General Foods, NBC Red); *Hilltop House* (Palmolive Soap, CBS); *Her Honor, Nancy James* (International Cellucotton for Kleenex, CBS); *David Harum* (B. T. Babbitt for Bab-O, NBC Red); others. (V) Appearances as M.C. with vaudeville units.
- *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 Kalman, 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 Kalman).
- RUICK, MELVILLE.** Announcer, actor. Born Boise, Idaho, July 8, 1898; h. 5 ft, 11 in.; w. 180; brown hair and eyes; e. University of California; m. Lurene Tuttle, dramatic actress; two children, Robert H., 20 (by a former marriage) and Barbara Joan, 7. First radio appearances in 1935, announcing for his own band which was playing the Biltmore Hotel in Hollywood. (R) *Lux Radio Theatre, 1935-40* (Lever Brothers Co., for Lux, CBS); *Hollywood Hotel, 1936-38* (Campbell Soup Co., CBS); *Big Town, 1938-40* (Lever Bros., CBS); *Silver Theatre* (International Silver, CBS); others. (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, six years.
- RUNYON, JACK W. (John W.).** Producer. Born San Francisco, Calif., Sept. 8, 1905; m. Decla Dunning, magazine writer; two children. Formerly had his own orchestra and was producer of musical comedies. Started radio work in 1926. (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); *Texaco Star Theatre, 1939-40* (Texas Co., CBS); others, including regional and local shows for *Sunkist, Diamond Walnuts, Adohr Milk Farms, Jell-Well Desserts,*
- MJB Coffee, Union Oil, California Prune Industry.* (L) Musical comedies, as producer.
- RUSSELL, ANN.** Juvenile actress. Born Cleveland, O., March 21, 1918; h. 5 ft.; w. 103; brown hair, blue eyes; e. Rosary College, River Forest, Ill. First stage appearance in St. Louis in *The Dancing Princess*. Left college in 1936 to make radio appearances. (R) *Uncle Ezra, 1938* (Miles Laboratories for Alka-Seltzer, NBC Red); *Court of Missing Heirs, 1938* (Skelly Oil, CBS); *Carters of Elm Street, 1939-40* (Wander Co. for Ovaltine, successively NBC Red and Mutual); *Ma Perkins, 1939* (P & G for Oxydol, NBC Red); *Arnold Grimm's Daughter, 1939* (General Mills, CBS). (L) *The Dancing Princess, Daddy Long Legs*; others.
- RUSSELL, LARRY (Lawrence S.).** Music arranger, composer. Born Bloomfield, Ind., Oct. 14, 1913; e. Purdue University (A.B. degree); m. Vivian Rickman Russell; two children, Gordon, 7, and Linda Jane, 1. (R) *Poetic Melodies, 1937-38* (William Wrigley, Jr., Co., CBS); *Double Everything, 1937-38* (William Wrigley, Jr., Co., CBS); *Just Entertainment, March to July, 1938* (William Wrigley, Jr., Co., CBS); *Gateway to Hollywood Summer Theatre, 1939* (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, 1939-40* (Bowey's, Inc., for Dari-Rich, CBS). (LS) Programs for Sinclair Refining and Dodge Motors, 1939 (WBBM, Chicago).
- RUSSELL, RUTH.** Actress. Born Providence, R. I., June 28, 1914; h. 5 ft.; w. 110; fair complexion, blue eyes. After graduating from high school, she toured with a Chautauqua company. Entered radio through Parker Fennelly, whom she had known in stock, who gave her the role of Margie in *Snow Village Sketches*. (R) *Ma and Pa* (Atlantic Refining Co., CBS); *Just Plain Bill* (Anacin, BiSoDol and Kolynos Toothpaste, NBC Red); *Snow Village Sketches* (Loose-Wiles Biscuit Co., NBC Red). (L) *Eva Le Gallienne's Repertory Co.*, stock.
- RUYSDAEL, BASIL.** Announcer. Born Jersey City, N. J., July 24, 1890; h. 6 ft. 5 in.; w. 218; brown hair, blue eyes; e. Cornell University. First radio appearance in 1929 following an audition at WOR, New York. Also short story writer. (R) *Your Hit Parade, 1935-39* (American Tobacco for Lucky Strike

PROFESSIONAL RECORDS—Continued

Cigarettes, 1935-37, NBC Red; 1935-39, CBS); Romantic Rhythms, 1937 (Chevrolet Motor Car Co., CBS); others; 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, Columbia and Warner Bros.; shorts. (L) Productions by Sam Harris, Henry Savage, Tom Wilkes, Gatti Casazza and others (f). (V).

RYAN, CHARLES. See the Smoothies.

***RYAN, DICK.** Comedian, character actor. (R) Bakers Broadcast, 1933-34 (Standard Brands for Fleischmann's Yeast for Bread, NBC Blue); Park Avenue Penners, 1936-38 (R. B. Davis for Cocomalt, CBS); Big Town, 1937 (Lever Bros. for Rinso, CBS); Aunt Jenny's Real Life Stories, 1937 (Lever Bros. for Spry, CBS); Joe Penner, 1938-39 (General Foods for Huskies, CBS); Quaker Party, 1939 (Quaker Oats, NBC Red); Tip Top Show, 1939-40 (Ward Baking, NBC Blue). (V) Straight man for Joe Penner.

RYAN, LITTLE. See the Smoothies.

RYAN, QUIN AUGUSTUS. Commentator, sports and newscaster (manager, WGN, Chicago). Born Chicago, Ill., Nov. 17, 1898; h. 5 ft. 7 in.; w. 168; black hair, blue eyes; e. Northwestern University; m. Roberta Nangle Ryan. Originally a newspaperman, he made his first contact with radio in 1923 by writing comic continuities for the Balaban & Katz theatres to be presented via WMAQ, Chicago (he was at that time columnist for the Chicago Herald-Examiner); in 1924 he became program director of WLS, Chicago; later in 1924, when the Chicago Tribune (of which he was a former staff member) opened WGN, he became associated with the station and now is its manager. Author, children's books; writer, magazine articles on radio; lecturer. (R) Marriage License Romances, 1935-40 (local sponsors, Mutual); Quin Ryan's News Commentary, 1939 (Bathasweet Corp., Mutual); many others locally and regionally. (F) Shorts. (V) Personal appearances.

S

SAGERQUIST, ERIC VALDEMAR. Orchestra leader, violinist. Born Karlstad, Sweden, Dec. 6, 1898; h. 5 ft. 10 in.; w. 152; blonde hair, blue eyes; m. Leonore K. Sagerquist. First radio performance in 1924 as violinist for Frank Westphal's orchestra, College Inn, Chicago (broad-

cast via WLS); musical director WIBO, Chicago, 1929-30. (R) First Nighter, 1930-40 (Campana Sales, NBC Red, CBS); Grand Hotel, 1933-36 (Campana Sales, NBC Blue); Romantic Melodies, 1934 (Campana Sales, NBC Red and Blue); musical director of Gold Medal Hour, 1936-37 (General Mills, CBS).

***ST. GERMAIN, KAY.** Singer. (R) Cantor's Camel Caravan (R. J. Reynolds Tobacco Co., CBS); Signal Carnival (Signal Oil Co., NBC Red); others. (F) Shorts. (V) Appearances with Anson Weeks' orchestra, 1934-36; theatre appearances. (PR) Brunswick, with Anson Weeks.

SALTER, HARRY. Musical conductor. Born Bucharest, Roumania, Sept. 14, 1904; h. 5 ft. 6 in.; w. 135; brown hair and eyes. First radio appearance with own orchestra from a New York hotel; became first musical director of WABC, New York, in 1927. (R) Your Hit Parade, 1935-37 (American Tobacco for Lucky Strike Cigarettes, CBS); Your Unseen Friend, 1935-38 (Personal Finance Co., CBS); Hobby Lobby, 1937-40 (Hudson Motor Car Co., 1937-38, CBS; summer show, 1938, General Foods for Jell-O, NBC Red; Fels & Co., 1938-40, NBC Blue). Mr. District Attorney, 1939-40 (Pepsodent, successively NBC Red and Blue); What's My Name? (P & G, NBC Red). (V).

SANDERSON, JULIA. Singer, mistress of ceremonies. Born Springfield, Mass., daughter of Albert Sackett, stock player. Came to New York at the age of 15 and entered chorus work. Later was under contract to the Shuberts for Charles Frohman, and attained stardom in the latter's Sunshine Girl. Met her husband, Frank Crumit, when both were appearing in Tangerine in 1922, and they have appeared together ever since. They retired in 1928, but shortly after returned to radio. (R) Blackstone Plantation (Blackstone Cigars, CBS); Tea Time (General Baking Co., CBS); Gulf Presents Crumit & Sanderson (Gulf Refining Co., CBS); Battle of the Sexes, 1938-40 (Cummer Products for Molle, NBC Red). (F) Shorts. (L) No, No, Nanette, Queen High, Betty Be Good and others (s). (V) Julia Sanderson & Crumit.

SANFORD, HERB (Herbert C.). Program director (also executive work), Batten, Barton, Durstine & Osborn, New York. Born Pontiac, Mich., Aug. 8, 1906; e. Central High School, Washington, D. C., and Princeton University. Entered radio with BBD&O, in 1928. Handles writing and producing. Also

PROFESSIONAL RECORDS—Continued

- composer of popular songs. (R) As producer: Lehn & Fink Serenade, 1929 (Lehn & Fink, NBC Blue); Atwater Kent Mid-Week Dance Hour, 1929-30 (Atwater Kent, NBC Blue); Armstrong Quaker Hour, 1929-31 (Armstrong Cork, NBC Blue); Raleigh Revue, 1930-31 (Brown & Williamson Tobacco, NBC Red); Hamilton Watch Series, 1930-31 (Hamilton Watches, CBS); Victor Young's Orchestra, 1932 (Goodyear Rubber, NBC Red); Powder Box Revue, 1934 (Richard Hudnut, CBS); Cavalcade of America (part-time producer), 1935-36 (E. I. du Pont de Nemours, CBS); The Wonder Show, 1936 (Continental Baking, Mutual); Jack Pearl Program, 1936-37 (Brown & Williamson Tobacco, NBC Blue); Coronet Program, 1937 (Coronet magazine, NBC Blue); Believe CBS; as producer, writer: Atwater Kent Morning Hour, 1929 (Atwater Kent, NBC Red); Happy Wonder Bakers, 1929-31 (Continental Baking, NBC Red); Johnny Green's Orchestra, 1934 (Oldsmobile, CBS); Cavalcade of Music, summer series, 1936 and '37 (E. I. du Pont de Nemours, CBS); Tommy Dorsey Program, 1937-39 (Brown & Williamson Tobacco for Raleigh and Kool, NBC Red); as co-producer: General Motors Family Party (also occasional writer), 1929-31 (General Motors, NBC Red); Parade of the States, 1931-32 (General Motors, NBC Red); Goodyear Program, 1931-32 (Goodyear Rubber, NBC Red); as producer, co-writer: Hart, Schaffner & Marx Trumpeters, 1931-32 (Hart, Schaffner & Marx suits, CBS); Today & Yesterday, 1932 (E. I. du Pont de Nemours, CBS); The Inside Story, 1933 (Socony-Vacuum, CBS); A. T. & T. 50th Anniversary Program, April 28, 1935 (American Telephone & Telegraph, CBS).
- ***SANGSTER, MARGARET.** Script writer. (R) Arnold Grimm's Daughter, 1937-40 (General Mills, Inc., successively CBS, NBC Red and Blue); Ellen Randolph, 1940 (Colgate-Palmolive-Peet, NBC Red).
- ***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); Lanny Ross Program, 1939-40 (Campbell Soup Co., CBS).
- SAVITT, JAN.** Conductor, violinist, composer and arranger. Born in Petrograd, Russia; son of a drummer in the Imperial Regimental Band of the Czar. Studied under Carl Flesch, and won a scholarship to the Curtis Institute of Music, in Philadelphia, continuing his studies there on two subsequent scholarships. Later joined the Philadelphia Orchestra. After two years with that organization he formed the Savitt String Quartet which won the Philharmonic Society's Gold Medal in competition with similar groups. He then organized his Top Hatters orchestra which was first aired over KYW, Philadelphia, for which station he was later musical director. (R) Top Hatters (sustaining, NBC Red and Blue). (F) Warner Bros. shorts. (V) Hotel engagements and tours. (PR.)
- SAYRE, WYN.** Singer (Doring Sisters). Born Lakeview, Ia., July 18, 1913; h. 5 ft. 4 in.; w. 115; dark hair, blue eyes; e. Lakeview High School and Grinnell College, Ia. (Bachelor of Music degree). Entered radio in the fall of 1932, following a CBS audition. (R) Swift & Co.-Olsen & Johnson, 1933 (Swift & Co., CBS); House by the Side of the Road, 1935 (S. C. Johnson, NBC Red); Then and Now, 1936 (Sears, Roebuck, CBS); Carnation Contented Hour, 1937 (Carnation Co., NBC Red); Smiling Ed McConnell, 1937 (Acme White Lead & Color Works, NBC Blue); It Can Be Done, 1937, NBC Blue, and 1939, CBS (Household Finance); Double Everything, 1938 (Wm. Wrigley, Jr., Co., CBS); Laugh Liner, 1938 (Wm. Wrigley, Jr., Co., CBS); Uncle Walter's Dog House, 1939 (Brown & Williamson, NBC Red); Plantation Party, 1939-40 (Brown & Williamson, NBC Blue); Avalon Time, 1939-40 (Brown & Williamson, NBC Red); Home Town, Unincorporated, 1939-40 (Brown & Williamson, NBC Red); Show Boat, 1940 (Brown & Williamson, NBC Blue). (V) Occasional appearances in the Midwest, 1934-37.
- SCHIPA, TITO R.** Singer (concert, operatic). Born Lecce, Italy, Jan. 2, 1891; h. 5 ft. 6 in.; w. 155; dark brown hair, brown eyes; e. Seminary in Lecce; m. Antoinette Michel; two children, Elena, 17, and Liana, 10. Awarded Great Cross of the Order of the Crown of Italy, Great Officer of the Order of SS. Maurizio a Lazzaro, Officer of the Legion of Honor and many others. Has appeared with the Metropolitan and Chicago opera companies 20 years. First radio appearance in 1926. (R) Magic Key of RCA (Radio Corp. of America, NBC Blue); La Rosa Concerts, 1939-40 (La Rosa & Sons, Mutual); also Lucky Strike, Ford, General Motors programs. (F) Five films, made in Italy; Paramount shorts. (PR) RCA Victor, since 1922.

PROFESSIONAL RECORDS—Continued

SCHMIDT, REINHOLD. Bass (Continental Quartet). Born Philadelphia, Pa.; h. 5 ft. 11½ in.; w. 170; light brown hair, blue eyes. Made his first appearance at the age of 16 singing Sir Tristan in "Martha" with the Philadelphia Operatic Society; currently sings with the Chicago City Opera. First radio appearance in 1925. (R) Contented Hour, 1932-40 (Carnation Milk, NBC Red); others.

SCHNABEL, STEFAN. Actor (straight, heavy, character). Born Berlin, Germany, Feb. 2, 1912; son of Artur Schnabel, pianist; h. 5 ft. 11 in.; w. 185; brown hair, gray eyes; e. University of Berlin, and Bonn; m. Joan March, actress; one daughter, Susan, 6 months. First radio appearance in 1937. (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 (Serval, 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, 1938-40 (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); John's Other Wife (BiSoDol, Old English Wax, NBC Red); Second Husband (Bayer Aspirin, CBS); Stella Dallas (Charles H. Phillips, NBC Red); Campbell's Playhouse (Campbell Soup Co., CBS); Sky Blazers (Continental Baking, CBS); Hilda Hope, M.D. (Wheatena, NBC Red); Life and Love of Dr. Susan (Lever Bros., CBS); My Son and I (General Foods, CBS); others. (F) UFA (Germany) (f) (L) Shows in London and New York, including Julius Caesar and Shoemaker's Holiday for Orson Welles (f).

SCHREIBER, MIGNON. Actress, writer. Born Chicago, Ill., Oct. 27, 1907; h. 5 ft.; brunette; e. University of Chicago, and Northwestern University School of Speech. After graduation from college, she studied under a dramatic teacher, then spent a year in stock. Entered radio in 1933. (R) Guiding Light, 1937-40 (P & G, NBC Red); The Right to Happiness, 1939-40 (P & G, successively NBC Blue and CBS).

SCHULLINGER, KARL W. Producer for Lord & Thomas, New York. Born New

York City, March 28, 1902; e. Lawrenceville School, and Princeton University; m. Davie T. Schullinger; one son, James K. (junior usher, CBS, Hollywood). First radio work in 1931 when he was transferred from the management of Victor Recording on the Pacific Coast. Associate CBS producer, 1935-38. (R) Melody Puzzles, 1937-38 (American Tobacco, Mutual and later NBC Blue); Kay Kyser's College of Musical Knowledge, 1938-40 (American Tobacco, NBC Red); Your Hit Parade, 1938-40 (American Tobacco, CBS); others locally. (F) Shorts.

***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, 1938-40 (Pepsodent Co., NBC Red).

SCHWARZKOPF, COL. H. NORMAN. Narrator, interviewer. Born Newark, N. J., Aug 28, 1895; h. 5 ft. 10 in.; w. 175; blonde hair, blue eyes; e. U. S. Military Academy; married; three children. Was formerly head of the New Jersey State Police; currently in the administrative phase of the life insurance business. First radio appearance in 1921. (R) Gang Busters, 1938-40 (Colgate-Palmolive-Peet, CBS).

SCOTT, ASHMEAD. Writer, director, producer. Born Philadelphia, Pa., Nov. 27; h. 5 ft. 10½ in.; w. 190; brown hair, grey-blue eyes; e. Massachusetts Normal Art School; m. Tig Turner, actress; one son, Ashmead, III, composer, actor, writer. Stage director; proprietor of a summer theatre; author of mystery stories; lecturer. Entered radio about 12 years ago with Young & Rubicam, Inc.; subsequently partner, McKnight-Scott-Jordan, independent program producers; currently free lance. (R) Author of material for various stars. Texaco Star Theatre, 1939 (Texas Co., CBS); Blondie, currently (R. J. Reynolds Tobacco Co., CBS); originator, writer and producer of Your Witness, a sustaining program; many others. (L) David Belasco's Gold Diggers; stage sets for The Cat and the Canary; staged and acted in more than 300 stock productions.

***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)

PROFESSIONAL RECORDS—Continued

Theatre appearances. (PR) Brunswick. (Also composer and arranger).

SCOTTY. See Scott Wiseman.

***SEABROOK, GAY.** Comedienne. (R) Park Avenue Penners, 1937-38 (R. B. Davis for Cocomalt, CBS); Joe Penner, 1938-39 (General Foods for Huskies, CBS); Tip Top Show, 1939-40 (Ward Baking, NBC Blue); 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 productions, Crime Marches On (New York); Three Men on a Horse (Australia) (s, f). (V) Theatre appearances.

SEAGER, ALLAN. Script writer. Born Adrian, Mich., Feb. 5, 1906; e. University of Michigan (A.B. degree), and Oxford University, England (A.B. degree). Currently instructor in English, University of Michigan; writer, short stories; Rhodes scholar, 1930. First radio work in 1937 at the request of the Neisser-Meyerhoff advertising agency. (R) Scattergood Baines, 1937-40 (Wm. Wrigley, Jr., Co., CBS).

SEAMAN, LADDIE. Actor. Born Reading, Pa., March 10, 1918; h. 5 ft., 8 in.; w. 145; blonde hair; e. grammar school and private high school. At the age of eight he began appearing on NBC's Children's Hour, True Story, and Jolly Bill and Laddie, and afterwards, in The Silver Flute, Dixie Circus, Lives of Great Composers, Real Folk and many others. (R) Hilltop House (Colgate-Palmolive-Peet, CBS); Pepper Young's Family (P & G, NBC Red and Blue); When a Girl Marries, 1939-40 (Prudential Insurance, CBS). (L) Courage, with Janet Beacher.

SECKLER, BILL. See Six Hits and a Miss.

SEDELL, AMY. Dramatic actress. Born New York City, June 16, 1920; h. 5 ft., 6½ in.; w. 110; dark brown hair and eyes; e. Creston Junior High and Walton High for Girls. Entered radio via a CBS audition in 1928. (R) Kate Smith's Bandwagon, 1937 (General Foods, CBS); Easy Aces, 1937 and '39 (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, 1938-39 (Pacific Coast Borax Co., NBC Blue); Big Sister, 1939 (Lever Bros, CBS); Jer-

gens Journal, 1939 (Jergens Lotion, NBC Blue); Tune Up Time, 1939 (Ethyl Gasoline, CBS); Gang Busters, 1939 (Colgate-Palmolive-Peet, CBS); Tuesday Night Party, 1939 (Lever Bros, CBS); Hobby Lobby, 1939 (Fels & Co., NBC Blue); Mr. Keen, Tracer of Lost Persons, 1939 (BiSoDol, NBC Blue); Honolulu Bound, 1939 (Dole Pineapple, CBS). (LS) WMCA, WEAF, 1937.

SETTLEMIER, WESTON. Producer, supervisor. Born Dawson, Yukon Territory, Canada, Aug. 14, 1901; e. University of California (A.B. degree, 1922) and Harvard University (M.B.A. degree, 1924; m. Mary Louise Settlemier; two children, Grant, 8, and Brock, 6. Executive secretary, The Historical Coinings Society; member American Numismatic Society and American Numismatic Association; author of March of Money, historical coinings album. Entered radio as sales promotion manager of MJB Co. and staff member of Lord & Thomas advertising agency. (R) Demi-Tasse Revue, 1930-34 (MJB Coffee, NBC Pacific); Small Black Revue, 1930-31 (MJB Coffee, CBS Pacific); I Want a Divorce, 1938-39 (S & W Fine Foods, CBS).

SEYMOUR, ANNE. Actress (dramatic leads), director. Born New York City, Sept. 11; daughter of May Davenport Seymour, actress; h. 5 ft., 6½ in.; w. 135; brown hair and eyes; e. Cathedral School of St. Mary's and American Laboratory Theatre School. Appeared with Helen Hayes in To The Ladies at the age of 12. First radio appearance in 1932 as result of an audition for lead in radio stock company, WLW, Cincinnati. (R) Starred in Grand Hotel, 1933-37 (Campana Sales, successively NBC Blue and Red) and Story of Mary Marlin, 1937-40 (P & G, NBC Red and Blue); appearances on First Nighter (Campana Sales, CBS); It Can Be Done (Household Finance, CBS), Knickerbocker Playhouse (P & G, CBS); Welch Presents Irene Rich (Welch Grape Juice, NBC Blue); Arch Oboler's Plays (NBC); The Inside Story (Ralston Purina, NBC Blue); director for various transcribed programs, 1937-40. (L) Summer stock 1928-29; Jitney Players, 1929; Bulgakov's At The Bottom and Seagull, 1930; Ethel Barrymore's School for Scandal, 1931 (f).

SEYMOUR, DAN. Announcer, commentator, M.C. Born New York City; e. Montclair Academy and Amherst College (A.B. degree). Active in dramatics at prep school and college, and in 1933 traveled in Europe with a stock company. First radio appearance in Boston in June, 1935. (R) Bobby Benson & Sunny Jim, 1936

PROFESSIONAL RECORDS—Continued

- (Hecker H-O Products, CBS); Major Bowes Original Amateur Hour, 1936-37 (Chrysler Corp., CBS); News, 1937 (Baume Bengue, CBS); The Monday Night Radio Show, 1938 (The Brewers' Assn, CBS); Benny Goodman's Swing School, 1937-38, and Benny Goodman's Orchestra, 1938-39 (R. J. Reynolds Tobacco for Camel Cigarettes and Prince Albert, CBS); Aunt Jenny's Real Life Stories, 1937-40 (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); Meet the Dixons, 1939 (Campbell Soup Co., CBS); Stop Me If You've Heard This One, 1939-40 (Quaker Oats, NBC Red); Tune-Up Time, 1939-40 (Ethyl Gasoline, CBS); Young Man With a Band, 1939-40 (Columbia Recording Corp, CBS); others. (F) Columbia (narrator, commentator), 1937; shorts.
- SEYMOUR, KATHARINE.** Script writer. Born Hampton, Va.; h. 5 ft. 4½ in.; w. 125; brown hair and eyes; e. Barnard College (A. B. degree). Co-author (with J. T. W. Martin) of How to Write for Radio, 1931; author of Practical Radio Writing, 1938. After graduation from college she became associated with WEAf, New York; when NBC was formed, in 1926, she was made assistant script editor, and remained as script writer and editor until 1935, when she resigned to free lance. (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); Lorenzo Jones, 1938 (Charles H. Phillips, NBC Red); Light of the World, 1940 (General Mills, NBC Red and Blue); sustaining shows, including The Family Goes Abroad (NBC, 1929-30); many others. (LS) WMCA, WOR, New York.
- SHARBUTT, DEL.** Announcer, producer. Born Cleburne, Tex., Feb. 16, 1912; h. 6 ft.; w. 155; light brown hair, gray-green eyes; e. Texas Christian University; m. Meri Bell, singer; two children. Owns half-interest in a radio production firm, and a one-third interest in a music publishing business; writes popular music. First radio appearance in 1929 via WBAP, Fort Worth, as singer; later branched into announcing. (R) Laverder and Old Lace, 1934-36 (Bayer Aspirin, CBS and NBC Blue); Guy Lombardo and His Orchestra, 1934-38 (Bond Bread, CBS); Jack Pearl, 1935 (Frigid-
aire, 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, 1938-40 (Colgate-Palmolive-Peet, CBS); Hour of Charm, 1938-40 (General Electric, NBC Red); Melody and Madness, 1938-39 (Old Gold Cigarettes, CBS); Colgate Ask-It-Basket, 1938-40 (Colgate-Palmolive-Peet, CBS); Lanny Ross Program, 1940 (Campbell Soup for Franco-American Spaghetti, CBS). (F) Shorts.
- SHAW, ARTIE.** Orchestra leader. Born May 23, 1911; h. 5 ft. 10 in.; w. 160; black hair, blue eyes; e. New York University, and Columbia University. First radio work as a studio musician. (R) Melody and Madness, 1938-39 (P. Lorillard Co. for Old Gold Cigarettes, CBS); Burns and Allen, 1940 (Geo. A. Hormel & Co., NBC Red). (F) M-G-M (s); shorts. (V) Theatre and hotel appearances. (PR) RCA Victor, Bluebird.
- SHEEHAN, TESS (Maria Theresa).** Actress. Born Ann Arbor, Mich., Feb. 29, 1888; h. 5 ft. 3 in.; w. 130; mixed gray hair, green eyes; e. St. Mary's College and Academy, Munroe, Mich. First radio appearance following an NBC audition in 1931. (R) Just Plain Bill, 1937 (Anacin, Kolynos, NBC Red); Personal Column of the Air, 1937 (P & G, NBC Red and Blue); Pepper Young's Family, 1937-39 (P & G, NBC Red and Blue); Pretty Kitty Kelly, 1938 (Continental Baking, CBS); The Goldbergs, 1938 (P & G, CBS); This Day Is Ours, 1939 (P & G, CBS); Young Dr. Malone, 1939-40 (General Foods, NBC Blue); My Son and I, 1939-40 (General Foods, CBS); Woman of Courage, 1939-40 (Colgate-Palmolive-Peet, CBS); locals show, WWJ, Detroit, 1934. (GA) Town Hall Tonight, 1940 (Bristol-Myers, NBC Red); Bob Crosby's Camel Caravan, 1940 (R. J. Reynolds Tobacco, NBC Red). (L) Stock, 1908. (V) 1907.
- SHELTON, GEORGE.** Comedian, writer. Born New York City, March 4, 1890; h. 5 ft. 4 in.; w. 150; brown hair and eyes; e. public school. First radio appearance on the Chesterfield program, 1933. (R) Musical That Satisfies, 1933 (Chesterfields, CBS); 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). (L) Keep Moving (f). (V) Shelton, Tyler and Sharples, George Shelton & Co., Tom Howard and George Shelton; per-

PROFESSIONAL RECORDS—Continued

- sonal appearances. (Works as team with Tom Howard.)
- SHEPHERD, ANN.** Actress. Born Chicago, Ill., Jan. 15, 1915; h. 5 ft. 1 in.; w. 102; brown hair, blue eyes; e. University of Chicago and Goodman Art Theatre. First radio appearance in 1939, following experience on the legitimate stage. (R) Kate Smith Hour (General Foods, CBS); Ellen Randolph (Colgate-Palmolive-Peet, NBC Red); Grand Central Station (Lambert Pharmacal, CBS); Aunt Jenny's Real Life Stories (Lever Bros., CBS); Hilda Hope, M.D., 1939-40 (Wheatena Corp., NBC Red); Joyce Jordan—Girl Interne, 1939-40 (General Foods, CBS). (F) RKO, Universal (f). (L) The Gentle People (replaced Sylvia Sydney), Having a Wonderful Time (road company) (s,f).
- SHERDEMAN, TED E.** Writer, producer. Born Lincoln, Nebr., June 21, 1904; e. University of Nebraska and Creighton University; m. Anna Stone, radio actress; one daughter, Stephaney, 3½. After graduating from college, where he studied journalism, he worked three years as police reporter for the old Omaha Bee-News. Subsequently was stage pianist, advertising man, marionette builder and commercial illustrator, and helped Henry Fonda to found the Omaha Community Playhouse. Entered radio in 1927 as singing pianist in Omaha; in 1934 he was radio executive for Stack-Goble advertising agency, and since then has been associated with CBS Chicago, and NBC, Chicago and Hollywood, as producer; more recently turned to writing, his first network serial being *Candid Lady*. (R) Edgar Guest in *Welcome Valley*, 1936-38 (Household Finance, NBC Blue); *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*, 1938-39 (Pepsodent Co., NBC Red); *Those We Love*, 1939-40 (Standard Brands, NBC Red); many others as NBC staff producer in Chicago and Hollywood. Successive winner of NBC Hollywood directors awards with writing and direction of *Cannon Will Not Fire* and *Children's Front*, in *Idea Mart* series; conceived *Your Health* for American Medical Association; currently writing and producing *Monsieur le Capitaine*, detective mystery heard over NBC Blue. (F) Original screen story for 20th Century-Fox.
- SHERMAN, FLOYD.** Singer. Born St. Louis, Mo., Dec. 3, 1908; h. 5 ft. 7½ in.; w. 160; dark brown hair and brown eyes; m. Beulah Sherman; one daughter, Carolyn, 7. First radio appearance with a vocal group under the direction of Andre Kostelanetz in 1934. (R) *Heinz Magazine of the Air*, 1937 (H. J. Heinz Co., CBS); *Johnny Presents*, 1937-40 (Philip Morris & Co., CBS, NBC Red); *The Songshop*, 1937-38 (Coca-Cola, CBS); *Sealtest Rising Musical Stars*, 1938 (Sealtest, Inc., NBC Red); *Cities Service Concert*, 1938-39 (Cities Service, NBC Red). (LS) *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); others.
- SHERMAN, RANSOM.** Comedian, script writer, M.C. Born Appleton, Wis., Oct. 15, 1898; h. 5 ft. 11 in.; w. 167; blonde hair, blue eyes; e. Northwestern University, University of Michigan, Ripon College and Lewis Institute; married and has two children. First radio appearance in 1931. Formerly one of the *Three Doctors*, but currently appearing as a single. (R) *Sunbrite Smile Parade*, 1938-39 (Swift & Co., NBC Blue); *Quick-silver*, 1939-40 (Tums, NBC Red).
- SHIELD, ROY.** Orchestra leader, music arranger; musical director, NBC, Chicago. Concert pianist at the age of 15; once toured as accompanist for Eva Gautier. Joined Victor Talking Machine Co. in 1922 and, in 1929, became manager of the Hollywood offices. While in Hollywood, he did musical arrangements for film comedies. Entered radio in June, 1931, as musical director for NBC, San Francisco. In September of the same year, he was transferred to his present post in Chicago. (R) *Interesting Neighbors*, 1937-38 (F. W. Fitch Co., NBC Red); *Win Your Lady*, summer show, 1938 (Jergens-Woodbury Sales, NBC Blue); *Inside Story*, 1939 (Ralston Purina, NBC Blue); *This Amazing America*, 1940 (Greyhound Bus Lines, NBC Blue); numerous others. (V). (PR).
- SHIELDS, FREDERICK.** Director, actor, announcer. Born Kansas City, Mo., May 18, 1904; h. 5 ft. 9 in.; w. 165; dark hair, blue eyes; e. Missouri University; m. Nancy Leach Shields (radio actress). First radio appearance as announcer on WDAF, Kansas City, in 1928. (R) Currently: *Lux Radio Theatre* (Lux Soap and Flakes, CBS); *Dr. Christian* (Chesebrough Mfg., CBS); *Woodbury's Hollywood Playhouse* (Jergens - Woodbury Sales, NBC Blue); *Texaco Star Theatre*

PROFESSIONAL RECORDS—Continued

(Texas Co., CBS); Big Town (Rinso, CBS); Adventures of Dr. Hunt, 1940 (Albers Bros., CBS). (F) Shorts.

SILKRET, NATHANIEL. Conductor. Born New York City, Jan. 1, 1895; m. Anne Finston. Son of a New York musician of Austrian birth, he received musical training at an early age, and could play the clarinet at the age of six. That same year he joined the New York Boys' Symphony. At 16 he was a member of Walter Damrosch's New York Symphony Orchestra, and a year later became the conductor's assistant. Later became arranger and conductor for the old Victor Talking Machine Co. (now RCA Victor), and subsequently manager of their foreign department. First radio appearance with his salon orchestra, which had previously made many recordings. (R) Battle of the Sexes (Cummer Products, NBC Red); numerous others. (L) Concert appearances. (F) Supervision of sound. (PR).

SHIRLEY, TOM. Announcer, actor, and director. Born Chicago, Ill., Dec. 19, 1905; 6 ft.; w. 220; dark brown hair, blue eyes; e. St. Ita's Parochial School, Nicholas Senn High School, and Northwestern University (A. B. degree); m. Dorothy Shirley. First radio appearances through Cecil B. DeMille, with whom he was associated for 10 years as actor and assistant director. (R) First Nighter, 1932-33 (Campana Sales, NBC Red); Myrt and Marge, 1933-36 (Wrigley Chewing Gum CBS); 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, 1938-40 (Anacin, Kolynos, NBC Red); Doc Barclay's Daughters, 1939-40 (Personal Finance Co., CBS); Smilin' Jack, 1939 (Tootsie Rolls, Mutual); Stepping Along, 1939 (Enna Jettick, WABC, N. Y.); Aldrich Family on Kate Smith Hour, 1938-39 (General Foods, CBS); Billy and Betty, 1939-40 (Corn Kix, CBS); numerous others. (F) Associated with Cecil B. DeMille, 1920-29, as assistant director and actor (f); shorts. (L) With Thomas Wilkes; Frederick and Fanny Hutton, 1924-26. (V) Squaring the Circle, one year; Willard Mack's sketch, Your Friend and Mine, one year; theatre appearances.

SHREDNIK, MILTON. Musical director, pianist, arranger. Born Brooklyn, N. Y., Aug. 4, 1907; h. 5 ft. 5½ in.; w. 160; brown hair and eyes; e. Institute of Musical Art (now Julliard), N. Y.; m.

Frances Smith Shrednik; twins, Anthony L. and Anne V., aged 4. Started in radio as staff pianist at WEVA, New York, in 1927. Currently associated with KOA, Denver. (R) Lovely Lady, 1940 (Chamberlain Laboratories, NBC Red); Colorado's Hour, 1938 (Colorado Chain Stores Assn., Colorado State Network). (LS) Programs for Ford Motor, 1934; Merchants Biscuit Co., 1935-36; Roi-Tan Cigars, 1937.

SIGNALEER QUARTET. See Richard Davis, Grant Kirby, Harry Stanton and Bob Stevens.

***SILVERS, LOUIS.** Musical director. (R) Al Jolson, 1934 (General Motors, NBC Red); Lux Radio Theatre, 1936-40 (Lever Bros. for Lux, CBS). (F) Currently general musical director, 20th Century-Fox. (L) Musical director for Al Jolson, 10 years (score for Jazz Singer); George M. Cohan, 2 years; producer of Hasty Pudding shows at Harvard, 10 years. (V) Musical director for Gus Edwards, 10 years.

SIMMONS, ADDISON. Writer, producer. Born Boston, Mass., April 9, 1902; e. Phillips Exeter Academy, Harvard College (B. S. degree, 1924) and Harvard Law School (LL.B. degree, 1928). Entered radio in 1933, following five years of fiction writing for magazines. Author of a novel, Death on the Campus, published in 1935. (R) Grand Hotel, 1933-37 and 1940 (Campana Sales, 1933-37, NBC Blue; 1940, CBS); First Nighter, 1933-37 and 1939-40 (Campana Sales, 1933-37, NBC Red; 1939-40, CBS); Chase & Sanborn Program, 1937 (Standard Brands, NBC Red); Hollywood Hotel, 1937-38 (Campbell Soup, CBS); Grand Central Station, 1939 (Lambert Pharmaceutical, CBS). (LS) WBBM and WGN, Chicago, 1939. (F) Paramount. (Also see his listing under Program Producers.)

SIMMONS, EDWARD E. Writer, producer, M.C. for Wade Advertising Agency, Chicago. Born Rochester, Pa., Sept. 16, 1908; e. high school; m. Ida Lee Simmons; two children, Thomas Earl, and Edward Lee. Entered radio Nov. 25, 1929, with WJAK, Marion, Ind., as all-round man (musician, announcer, writer, salesman, bookkeeper, etc.). (R) as producer: Station ERZA, October, 1938, to April, 1939 (Alka-Seltzer, NBC Red); as producer, writer, M.C.: Alec Templeton Time, since September, 1939 (Alka-Seltzer, NBC Red).

SIMMONS, ROBERT. Tenor (Revelers

PROFESSIONAL RECORDS—Continued

- Quartet).** Born Fairplay, Mo., September 25, 1904; h. 5 ft. 9½ in.; black hair, brown eyes; e. Washington University, St. Louis, Boston University and the New England Conservatory; m. Patti Pickens (formerly of the Pickens Sisters, singers). Originally a member of the St. Louis Municipal Opera Company. He was faculty member of the Boston University and musical director of a church, before going to Europe for a year of study. Shortly after his return to New York in 1929, he auditioned at NBC and received a contract. Has appeared on many network programs as a soloist and, more recently, as a member of the Revelers Quartet. (R) Cities Service Concert, 1933-38 (Cities Service, NBC Red); R & R Entertainers, currently (Richardson & Robbins, NBC Red and Blue); others. (L) Concerts and oratorios.
- SIMMS, GINNY (Virginia E.).** Singer with Kay Kyser's orchestra. Born San Antonio, Texas; h. 5 ft. 5 in.; w. 120; brown hair, blue eyes; e. Fresno State College (Sigma Phi Gamma). (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, 1938-40 (American Tobacco for Lucky Strike Cigarettes, NBC Red). (F) RKO (f). (V) Appearances with Kay Kyser. (PR) Brunswick, Vocalion, Columbia.
- *SINGLETON, PENNY.** Radio and film actress. (R) Blondie, 1939-40 (R. J. Reynolds, CBS). (F) M-G-M, Republic, United Artists, Warner Bros., Columbia.
- SISSON, TED (Edgar G. Sisson, Jr.).** Producer and director for Pedlar & Ryan, Inc., New York City. Born Chicago, Ill., Nov. 4, 1902; e. Princeton University. Radio engineering, 1921-28; phonograph recording, 1928-32; production department, NBC, 1932-36; Lord & Thomas, 1936-38; Pedlar & Ryan, since 1938. (R) Jack Benny programs, 1933-34 (Chevrolet Motors, 1933-34, General Tire, 1934, NBC Red); Jell-O Program Starring Jack Benny, 1935 (General Foods, NBC Red); 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), 1939-40.
- SIX HITS AND A MISS (Pauline Byrnes, Bill Seckler, Vincent Degán, Marvin Bailey, Howard Hudson, Mack McLean).** Swing style singers. (R) Your Hollywood Parade, 1937-38 (American Tobacco for Lucky Strikes, NBC Red); Pepsodent Program Starring Bob Hope, 1938-40 (Pepsodent Co., NBC Red). (F) Universal, Warner Bros., M-G-M (f); shorts. (PR) Brunswick.
- SIZER, ALICE.** Singer (the Music Maids). Born Tacoma, Wash., December 20; h. 5 ft. 4¼ in.; w. 118; brown hair, blue eyes; e. Lincoln High School, Tacoma; m. Edward J. Ludes, sound engineer, NBC Hollywood. First radio appearance on a Tacoma station with a trio she had formed. (R) With the Williams Sisters trio: Al Pearce & His Gang, 1935 (Pepsodent, NBC Red) and Woodbury Show, 1935 (Andrew Jergens, CBS); with the Rhythmettes trio: Hollywood Hotel, 1938 (Campbell Soup, CBS); Signal Carnival, 1936 (Signal Oil, NBC Red); Good News, 1938 (General Foods, NBC Red); with Kay Thompson's Rhythm Singers: Tune-Up Time, 1939 (Ethyl Gasoline, CBS); with the Music Maids: Kraft Music Hall, 1939-40 (Kraft Cheese Co., NBC Red). (V) Theatre appearances. (PR) Decca, with Bing Crosby.
- SKELTON, RED (Richard).** Comedian. Born Vincennes, Ind., July 18, 1913, son of a clown with the Hagenbeck-Wallace circus; h. 6 ft. 2 in.; dark red hair, brown eyes; married. Appeared in 1927 as a mammy singer in a medicine show, and later in tent shows, stock and vaudeville. (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.
- SKYLAND SCOTTY.** See Scott Wiseman.
- SLATER, BILL.** Sports commentator, M.C., children's programs. Born Parkersburg, W. Va., Dec. 3, 1902; h. 6 ft. 1 in.; w. 200; brown hair, blue eyes; e. West Point (1924), University of Minnesota (1932), Columbia University (M.A. degree, 1935); m. Rebecca Martin Slater. Headmaster of The Adelphi Academy in Brooklyn, N. Y.; took up radio as an avocation in 1931, as sports broadcaster over WCCO, Minneapolis; has appeared in films since 1937. (R) Gold Medal Fast Freight, 1931-33 (General Mills for Gold Medal Flour, CBS); Bicycle Party, 1936-37 (Cycle Trades of America, NBC Red); Yale Football Games, 1937 (Socony-

PROFESSIONAL RECORDS—Continued

- Vacuum, Yankee Network); Football broadcasts, 1937-40 (Atlantic Refining, NBC, CBS and Mutual); replaced Jim McWilliams, as M.C., April, 1939, on Jim McWilliams' Question Bee (George Washington Coffee Refining, NBC); Junior Spotlight, 1940 (Bamberger's Department Store, WOR, New York). (Sustaining sports broadcasts, WCCO, Minneapolis-St. Paul, CBS and NBC, 8 years). (F) Sports shorts, sports voice for Paramount News, 1937-40.
- SLATER, TOM (Thomas G.)** Announcer and producer, Mutual Broadcasting System and WOR, New York. Born Parkersburg, W. Va., June 7, 1907; h. 5 ft. 10 in.; w. 168; light brown hair, blue eyes; e. Northwestern, Miami and Ohio universities; m. Helen Slater; one son, Tom K., 1½. Entered radio via WHIO, Dayton; previously handled college publicity and dramatic direction. (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 (Vadscio Products, Mutual); Melody Puzzles, 1938 (American Tobacco for Lucky Strike Cigarettes, Mutual); Kitty Keene, 1939 (P & G, transcriptions); Johnson Family, 1939 (Ramsdell, Inc., Mutual); Don't You Believe It, 1939 (Sensation Cigarettes, Mutual); Dick Robertson Orchestra, 1939 (Hygrade Sylvania, WOR); Raymond Gram Swing, 1939-40 (White Owl Cigars, Mutual); Jack Berch Songs, 1939-40 (Sweetheart Soap, Mutual).
- SLOANE, ROBERT.** Director, actor, writer. Born New York City, July 21, 1912; h. 5 ft. 11 in.; w. 158; brown hair and eyes; e. Dartmouth College (graduate cum laude; Phi Beta Kappa). Entered radio in 1933 as an actor after appearing in several Broadway productions. Author of a play, Howdy Stranger, as well as a screen original for Warner Bros. (R) As actor: The Shadow, 1933 (Blue Coal, NBC Red); Central City, 1938-39 (P & G for Oxydol, NBC Red); Her Honor, Nancy James, 1939 (International Cellucotton for Kleenex, CBS); Betty and Bob, 1939-40 (General Mills, NBC Red); Whizzer, 1939-40 (Chicago Daily News, WMAQ); as director: Billy and Betty, 1939-40 (General Mills, NBC Red, 1939; CBS, 1939-40) (F) Warner Bros. as writer. (L) Twentieth Century, 1932-33; Heat Lightning, 1933; Come What May, 1934; Substitute for Murder, 1935; May Wine, 1935-36; others.
- SMALL, MARY.** Singer. Born Baltimore, Md., May 10, 1922; h. 5 ft. 5 in.; w. 117; brown hair, blue eyes; e. private schools in Baltimore. Received vocal training from her father. First radio appearances via WBAL and WFBR, in Baltimore. First network appearances as a guest on the Rudy Vallee program. (R) Ben Bernie and All the Lads, 1938-40 (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 since 1933.
- SMALLEY, JACK.** Producer for Batten, Barton, Durstine & Osborn. Born St. Paul, Minn., Oct. 12, 1901; e. University of Minnesota; m. Elizabeth Acker; two sons, John, 12, and Thomas, 3. First radio work via position in advertising agency. (R) It Happened in Hollywood, 1939-40 (George A. Hormel & Co., CBS).
- SMITH, JACK.** See Four Squires.
- SMITH, JACK.** Singer. Born Seattle, Wash., Nov. 16, 1914; h. 6 ft. 1¾ in.; w. 195; dark blond hair, hazel eyes; e. Hollywood High School; m. Victoria Smith. First broadcast with Gus Arnheim at the Coconut Grove, Hollywood, as a member of the Three Ambassadors. First commercial program for MJB Coffee in 1931. (R) Let's Listen to Harris, 1933-34 (Cutex Nail Polish, NBC Blue); Kate Smith's New Star Revue, 1934-35 (Hudson-Terraplane Motors, CBS); Kate Smith's A & P Bandwagon, 1936-37 (Great Atlantic & Pacific Tea Co., CBS); Kate Smith's Variety Hour, 1937-38 (General Foods, CBS); as a member of Swing 14: Johnny Presents, 1939-40 (Philip Morris & Co., Ltd., NBC Red and CBS), Breezing Along, 1939-40 (Philip Morris, NBC Blue) and Your Hit Parade, 1939-40 (Lucky Strike Cigarettes, CBS); others, not current. (F) Shorts. (V) Theatre appearances with Johnny Green's orchestra, 1939. (PR) Royale (with Johnny Green).
- SMITH, KATE (Kathryn Elizabeth).** Singer, commentator, mistress of ceremonies. Born Greenville, Va., May 1, 1909; h. 5 ft. 10 in.; brownish blonde hair, brown eyes; e. Business High, Washington, D. C. From 1926-31 she appeared in several musical comedies, and also sang for phonograph records. In this connection she met Ted Collins, then an executive with the Columbia Recording firm. He urged her to try radio broadcasting. She made her first appearance in May, 1931. Collins subse-

PROFESSIONAL RECORDS—Continued

- quently became her manager, and largely due to his suggestions and coaching she gradually changed her style from a straight singer to commentator and mistress of ceremonies. Author of an autobiography, *Living in a Great Big Way*, 1938; contributor to many publications; *Texas Ranger*; colonel on the staff of the governor of New Mexico; only private citizen a member of the Legion of Valor. (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*, 1938-40 (General Foods Corp., CBS); *Kate Smith—Noondays Chats*, 1938-40 (General Foods Corp., CBS); also sustaining commentator, CBS; numerous guest appearances. (F) *Paramount* (s). (L) *Honeymoon Lane*, 1926-27 (F) *Hit the Deck*, 1928 (s); *Flying High*, 1929-30 (s). (V) Single act in many theatres throughout the country; *Swanee Revue*, 1933-34; appearances for sponsor (A & P), 1935-36; night club appearances. (PR) *Columbia Phonograph Co.*, RCA Victor, *Columbia Phonograph Co.*
- SMITH, MAX (Maxwell H.)**. Singer (soloist and with *Marie and Her Merry Men*). Born Des Moines, Ia., Jan. 23, 1913; h. 5 ft. 9 in.; w. 150; red hair, blue eyes; e. Johnson Bible College, Knoxville, Tenn., and Chapman College, Los Angeles; m. Helen Leyser. First radio appearance via a Hollywood station in 1932. (R) *Parties at Pickfair*, 1936 (National Ice Advertising, CBS); *Vick's Open House*, 1936 and '37 (Vick Chemical, CBS); *Ry-Krisp Presents Marion Talley*, 1936-38 (Ralston Purina, NBC Red); *Kraft Music Hall*, 1936-39 (Kraft Cheese Co., NBC Red); *Gilmore Circus*, 1937-39 (Gilmore Oil, NBC Red); *Amos 'n' Andy*, 1938 (Campbell Soup, NBC Red); *The Wonder Show—Jack Haley*, 1938-39 (Continental Baking, CBS); *Joe E. Brown*, 1938-39 (General Foods, CBS); *Woodbury's Hollywood Playhouse*, 1938-39 (Jergens-Woodbury, NBC Blue); *Texaco Star Theatre*, 1939 (Texas Co., CBS); *Al Pearce and His Gang* (as a member of the *Merry Men*), 1939-40 (Hawaiian Pineapple Co., 1939-40, CBS); *R. J. Reynolds*, 1940, CBS; others, including guest appearances and transcriptions. (F) *Shorts and cartoons*; *M-G-M*, RKO, Universal, 20th Century-Fox, Leon Schlesinger and Walt Disney.
- SMITH, VERNE BRYCE**. Actor, announcer. Born Omaha, Neb., July 7, 1913; h. 6 ft. 1 in.; w. 190; dark brown hair, blue-gray eyes; e. Bancroft grade school, Westport High School, Kansas City Junior College; m. June Benoit Smith. First radio appearance in Kansas City, Mo., in 1930 as result of an amateur musical comedy. (R) *A Tale of Today*, 1937-39 (Princess Pat, Ltd., CBS); *Arnold Grimm's Daughter*, 1937-39 (General Mills, CBS and NBC Red); *Betty and Bob* (General Mills, NBC Red and Blue); others. (LS) via WGN and WBBM, Chicago. (F) Commercial films.
- SMOLEN, VIVIAN**. Dramatic actress. Born New York City, March 7; daughter of Max Smolen, musician; h. 5 ft. 4 in.; w. 115; light brown hair, blue eyes; e. James Madison High School, Brooklyn. First radio appearance in 1930 as poetry reader on NBC Children's Hour. (R) *Stella Dallas*, 1938-40 (Charles H. Phillips Chemical Co. for Milk of Magnesia, NBC Red); *David Harum*, 1938-39 (B. T. Babbitt for Bab-O, NBC Red); *Doc Barclay's Daughters*, 1939-40 (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); *Short Short Story* (Campbell Soup, CBS); *Ellen Randolph* (Colgate-Palmolive-Peet, NBC Red) and other programs.
- SMOOTHIES, THE** (Charles Ryan, Little Ryan and Arlene Johnson). (R) *Time to Shine*, 1939 (Griffin Mfg., CBS).
- SMOOTHIES, THE** (Charles Ryan, Little Ryan and Lilyan Perron.) (R) *Vocal Varieties*, 1936-39 (Tums, NBC Red). (See also separate listing for Lilyan Perron).
- SMYTHE, J. ANTHONY**. Actor. Born San Francisco, Calif., Dec. 18; h. 5 ft., 10 in.; w. 175; black hair, brown eyes; e. St. Ignatius College, S. F. (now University of San Francisco) (A.B. degree). First radio appearance in 1930 following an illness which prevented continuation of stage work. (R) *Carefree Carnival*, 1930-32 (Crazy Water Co. for Crazy Water Crystals, NBC Blue); *Smythe* wrote, directed and played in the *Jitter Smythes* sketch, which was a part of this program; *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, 1935-40, NBC Red); *I Love a Mystery*, since Jan.

PROFESSIONAL RECORDS—Continued

1939 (Standard Brands for Fleischmann's Foil Yeast, NBC Red). (L) Leading man on dramatic stage for 20 years, principally with Florence Reed, Holbrook Blinn, and Maude Fulton.

SOSNIK, HARRY. Orchestra leader, composer, pianist, conductor. Born Chicago, Ill., July 13, 1906; h. 5 ft., 11½ in.; w. 146; brown hair, blue eyes; e. American Conservatory of Music; m. Mary Elizabeth Sosnik. First radio appearance as an accompanist in 1924. Author of *Lazy Rhapsody*, a tone poem, musical compositions for the piano such as *Tranquility* and *Modern Satire*, as well as many popular songs. Currently musical director for Decca Records. (R) *Pennzoil Parade*, 1932-33 (Pennzoil Co., CBS); *Swift Review*, 1933-34 (Swift & Co., CBS); *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*, 1937-40 (Jergens-Woodbury Sales Corp., NBC Blue); *Joe E. Brown*, 1938-39 (General Foods, CBS). (V). (PR) Decca.

SOUBIER, CLIFFORD (Hursell Clifford Saurbeer). Character comedian. Born Brantford, Ont., June 25, 1891; parents were troupers with a medicine show; h. 5 ft., 7 in.; sandy hair, blue eyes; e. Christ's Church Cathedral, Hamilton, Ont.; married. Has been on the stage since the age of four and has appeared in medicine shows, tent shows, carnivals and dramatic stock. First radio appearance in 1930. (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); *Story of Mary Marlin* (P & G, NBC Red and Blue); *Lone Journey*, 1940 (P & G, NBC Red). (F) Warner Bros. (f). (L) 1910-30. (V) Theatre appearances.

SOULE, OLAN E. Actor. Born LaHarpe, Ill., Feb. 28, 1910; h. 5 ft., 10½ in.; w. 135; brown hair, hazel eyes; e. Theodore Roosevelt High School, Des Moines; m. Norma Soule; one daughter, Jo-Ann, 1. Played stock in Des Moines. Entered radio in 1933 as result of an audition at WGN, Chicago. (R) *Little Orphan Annie*, 1933-34 (Ovaltine, NBC Red); *Jack Armstrong*, 1933-34 (General Mills, NBC Red); *Betty & Bob*, 1933-34 (General Mills, NBC Red and Blue); *Today's Children*, 1933-34 (Pillsbury, NBC Red);

Myrt & Marge, 1933-34 (Wrigley Gum, CBS); *Romance of Helen Trent* (Edna Wallace Hopper and Louis Philippe, CBS); *Couple Next Door*, 1935-36 (P & G, Mutual); *Amos 'n' Andy*, 1936 (Pepsodent, NBC Red); *Story of Mary Marlin*, 1936 (Kleenex, NBC Red); *While the City Sleeps*, 1936 (Dari-Rich, NBC Red); *Junior Nurse Corps*, 1936 (Swift & Co., CBS); *We are Four*, 1936-37 (Libby, McNeill & Libby, Mutual); *A Tale of Today*, 1936-37 (Princess Pat, Ltd., NBC Red); *Bachelor's Children*, 1935-40 (Cudahy Packing Co., for Old Dutch Cleanser, CBS, 1936-40; 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); *It Can Be Done*, 1938-39 (Household Finance, CBS); *Stepmother*, 1938-39 (Colgate-Palmolive-Peet, CBS); *Backstage Wife*, 1938-39 (Dr. Lyon's Toothpowder, NBC Red); *Curtain Time*, 1939 (General Mills, Mutual); *Trouble with Marriage*, 1939 (P & G, NBC Blue); *Midstream*, 1939-40 (P & G, NBC Red). (L) Dramatic stock; *Morgan Wallace*, *Ralph Bellamy*, *E. G. Gifford* (f).

SOUVAINE, HENRY. Producer; president of Henry Souvaine, Inc., artists bureau and production firm. Born Salt Lake City, Utah; m. Geraldine Souvaine. (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); *Bicycle Party*, 1937 (Cycle Trades of America, NBC Red); *Ben Bernie and All the Lads*, 1938 (U. S. Tire Dealers Mutual Corp., CBS); *Your Family & Mine*, 1938-39 (Sealtest, Inc., NBC Red); *Jim McWilliams' Question Bee*, 1938-39 (George Washington Coffee Refining Co., NBC Blue).

SPARGROVE, WILLIAM E. Announcer, commentator, NBC, New York. Born Belle Plaine, Ia., Dec. 10, 1908; h. 6 ft.; w. 150; brown hair, grey eyes; e. Ohio State University, Columbus. Joined the staff of KSO, Des Moines, when that station opened in 1932; in 1935 joined KWCR, Cedar Rapids, which later merged with WMT, Waterloo; remained at WMT for a year as program director, then returned to KSO where he handled production, newscasts and an-

PROFESSIONAL RECORDS—Continued

- nouncing for two years. Joined NBC in February, 1938. (R) True or False, 1938-40 (J. B. Williams Co., NBC Blue); Cook's Travelogues, 1938 (Thomas Cook & Son, NBC Red); Esso News, 1938-40 (Esso Gasoline, NBC Blue); Inside Story (Ralston Purina, NBC Blue); Rudy Vallee program, 1939 (Standard Brands, NBC Red); Chase & Sanborn Hour, 1939 (Standard Brands, NBC Red); also transcriptions for Fleischmann's Yeast, Planters Peanuts, Lux Soap, New York State Milk Marketing Bureau, Lucky Strike Cigarettes.
- SPARKS, JEFFERSON (JEFF).** Announcer, M. C., producer, writer. Born New York City, May 31, 1905; h. 5 ft. 8 in.; w. 170; black hair, brown eyes. First radio appearance in 1927 when a radio laboratory for which he was doing technical work built an experimental broadcast station and named Sparks studio director and chief announcer. Has also engaged in lecture work (chiefly on The Humorous Side of Radio); written magazine articles; written several songs; cartoonist, caricaturist. (R) Death Valley Days, 1931 (Pacific Coast Borax Co., NBC Blue); 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); Marriage License Romances, 1939-40 (local sponsors; Mutual). (LS) Winx Varieties, 1937 (Winx Mascara, WOR, New York); Transradio News, 1940 (Harvester Cigars, WOR). (V) Theatre appearances.
- SPEAKS, MARGARET.** Soprano. Born Columbus, Ohio, October 23; h. 5 ft. 6½ in.; w. 130; blonde hair, blue eyes; niece of Oley Speaks, famed songwriter; e. Ohio State University (A. B. degree). Once sang in a Columbus motion picture theatre; auditioned for WOR, New York, in 1927 and made her first radio appearances there. (R) Voice of Firestone, 1934-40 (Firestone Tire & Rubber Co., NBC Red). Has also made numerous concert appearances. (PR) Victor.
- SPITALNY, PHIL.** Orchestra leader. Born Odessa, Russia, 1900. Was a musician in local orchestras with his brother, Len, then went to Boston where he became director of a 50-piece orchestra in a theatre. After two years he organized his all-girl orchestra which has subsequently appeared via radio, films, and the stage. (R) General Electric Hour of Charm, 1936-40 (General Electric, NBC Red); previously, Nestlé Choco-
- lateers. (F) M-G-M. (V) Theatre appearances.
- SPRAGUE, RUTH.** Dramatic actress. Born San Francisco, Calif., Sept. 23, 1919; h. 5 ft. 4 in.; w. 104; honey colored hair, brown eyes; e. High School of Commerce, San Francisco. Started in radio at the age of 10 when she played the lead in Snow White and The Seven Dwarfs with a children's group via NBC. (R) Shell Show, 1934 (Shell Oil, CBS); Wheatenaville, 1934-35 (Wheatena, CBS); Sperry program, 1934-35 (Sperry Flour, NBC Pacific Coast Red); Death Valley Days, 1935-36 (Pacific Coast Borax, NBC Blue); Albert Payson Terhune Dog Dramas, 1936 (Spratt's Patent, Ltd., NBC Blue); Breakfast with Folger, 1936 (Folger's Coffee, NBC Pacific); Winning the West, 1937 (Occidental Insurance, NBC Pacific); 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, 1938-40 (Wesson Oil & Snowdrift, NBC Pacific Coast Red); Woman's Magazine of the Air, 1938-40 (participation, NBC Pacific Coast Red); I Want a Divorce, 1938-39 (S & W Fine Foods, NBC Red); I Love a Mystery, 1939 (Standard Brands, NBC Red); Mine to Cherish, 1940 (Albers Bros., NBC Red); others. (L) Alice in Wonderland, 1935; The Bluebird, 1936; Counsellor-at-Law, 1938 (f). (V) Theatre appearances.
- STAFFORD, GENE.** Writer, producer. Born Fulton, N. Y., June 11, 1904; h. 6 ft.; w. 175; brown hair, blue eyes; e. Syracuse University, School of Journalism; m. Charlotte Chain, actress. First radio appearance in 1925, when asked to read news dispatches for the Syracuse Post Standard, on which he was then a reporter. (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 (Nestlé's Everready Cocoa, NBC Red); K-7, 1939 (various sponsors, coast-to-coast transcriptions); others, including programs for Hearst Newspapers, American Rolling Mills and Crosley, 1938. (F) shorts.
- STAFFORD, HANLEY.** Actor (dramatic, comedy). Born Hanley, Staffordshire, England, Sept. 22, 1904; h. 5 ft. 11 in.; w. 170; brown hair, blue eyes; e. England and Canada; m. Vyola Vonn, radio and film actress, and singer. Entered radio in 1932 by way of dramatic try-outs and auditions in Hollywood. (R) Eno Crime Clues, 1935-36 (Harold F. Ritchie & Co., NBC Blue); Palmolive

PROFESSIONAL RECORDS—Continued

- 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 Blue and CBS); Thatcher Colt, 1936-37 (Packer's Tar Soap, NBC Red); Woodbury's Hollywood Playhouse, 1937-40 (Jergens-Woodbury Sales Corp., NBC Blue); Big Town, 1937-40 (Lever Bros. Co., CBS); Thrills, 1937-38 (Union Oil Co., NBC Red); Good News, with Fanny Brice, as comedy team, 1938-40 (General Foods Corp., NBC Red); Blondie, 1940 (R. J. Reynolds, CBS); many others. (F) Paramount. (L) Several shows including Double Dummy (Mark Hellinger), 1936; production, stock and road, 1924-32.
- STANFORD, ANTONY.** Producer, writer, director. Born Gatesville, Tex., Feb. 19, 1900; m. Peggy Paige, actress. First radio appearance as an actor on the First National Pictures program via WJZ in 1927; after an interval with another local station as announcer and program director, he became director of production for NBC in 1931, and later became associated with the J. Walter Thompson advertising agency. (R) Exploring America with Conoco, 1931-32 (Continental Oil, NBC Red); Maxwell House Show Boat, 1932-33 (General Foods, NBC Red); Jergens Journal-Walter Winchell, 1935 (Andrew Jergens, NBC Blue); Floyd Gibbons, 1935 (Johns-Manville, NBC Blue); Lux Radio Theatre, 1935-36 (Lever Bros., NBC Blue, 1935; CBS, 1936); Rudy Vallee program, 1935-39 (Standard Brands, NBC Red); Nash Speedshow, 1937 (Nash Motors, CBS); Texaco Star Theatre, 1939-40 (Texas Co., CBS); others, not current. (L) Abie's Irish Rose, 2 years; The Come On Man, 1929; stock; numerous others, since 1911. (V) Various dramatic sketches; last appearance with Peggy Paige (Mrs. Stanford) in Bull Dog Sampson, 1927.
- STANTON, ANDREW T.** Announcer, actor. Born Phila., Pa., July 22, 1892; h. 5 ft. 11½ in.; w. 195; brown hair and eyes; e. Drexel Institute, University of Pennsylvania; m. Delphia S. Stanton. First radio appearance in 1924, as vocalist over WCAU, Philadelphia. (R) Bachelor's Children, 1936 (Dutch Cleanser, CBS, Mutual); Little Orphan Annie, 1936 (Ovaltine, NBC Red); Pretty Kitty Kelly, 1937-40 (Continental Baking Co., CBS); dramatized commercials on Kay Kyser's College of Musical Knowledge (American Tobacco, 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. (PR) RCA Victor.
- *STANTON, HARRY.** Bass (Signaleer Quartet). (R) Signal Carnival, currently (Signal Oil, NBC Pacific Red); others, as soloist.
- STARK, CHARLES.** Announcer. Born Reading, Pa., Sept. 11, 1912; h. 5 ft. 8 in.; w. 140; brown hair, blue-gray eyes; e. Reading (Pa.) public schools, University of Pennsylvania, and Fagan School of Dramatic Arts; m. Marie Stark; one son, Charles B., Jr. Also writer; director, radio department, Fagan School of Dramatic Arts. First radio appearance in 1929 via WEEU, Reading. (R) Scattergood Baines, 1939 (William Wrigley, Jr., Co., CBS); Gang Busters, 1940 (Colgate-Palmolive-Peet, CBS); My Son and I, 1940 (General Foods, CBS); Strange As It Seems, 1940 (Colgate-Palmolive-Peet, CBS). (F) Paramount Newsreel, trailers, shorts. (V) Theatre appearances.
- STEELE SISTERS.** See Lucille Audrey Bell, Kathleen Nelson and Lois Mae Nolte.
- STEELE, PETER.** Commercial continuity editor, Mutual Broadcasting System. Born Springfield, Mass., April 21, 1918; e. schools in Connecticut, North and South Carolina, France and Switzerland, Roxbury Prep School, Cheshire, Conn., and Brown University; m. Marjorie Jean Brittain. Son of Wilbur Daniel Steele, playwright and author; stepson of Norma Mitchell Steele, playwright and actress; New England Saber champion and first president of the New England Intercollegiate Fencing Association. Joined CBS in September, 1938, as writer, producer, television research and program service associate; currently commercial continuity editor, Mutual. (R) Myrt & Marge (produced the show once in 1938) (Colgate-Palmolive-Peet, CBS); Your Hit Parade (assistant producer and producer of the short wave broadcast, 1938-39) (Lucky Strike Cigarettes, CBS); sustaining shows; currently writes and produces Sing a Song of Safety for WOR.
- STEELE, TED (G. Thornton Steil).** Novachordist, singer, pianist, announcer, M.C. Born Hartford, Conn., July 9, 1917; h. 6 ft. 1½ in.; w. 170; ash blond hair, blue-gray eyes; e. New England Conservatory of Music, Trinity College, Morse Business College, Hartford. First radio appearance via WEEI, Boston, where he was asked to accompany the Collegians

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- trio. He later organized his own orchestra in Boston. Composer of original music for his own programs; has recorded some of this music for theme use. (R) Society Girl, 1939-40 (Corn Products Refining, CBS); Strange As It Seems, 1939-40 (Colgate-Palmolive-Peet, CBS); Campbell's Short, Short Story, 1940 (Campbell Soup, CBS); others locally.
- STERLING, LEN.** Announcer, actor, M.C. Born Chicago, Ill., July 15, 1916; h. 5 ft. 9 in.; w. 175; blond hair, blue eyes; e. Purdue and Northwestern universities. First radio appearance in 1934 as result of dramatic activities at Purdue. (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, the People (Sanka Coffee, CBS); Our Gal Sunday (Anacin, Kolynos, CBS); Pretty Kitty Kelly (Continental Baking, CBS); Grand Central Station, 1939 (Listerine, CBS); Edwin C. Hill, 1939 (Metropolitan Life Insurance, Mutual); One of the Finest, 1939-40 (Gordon Baking, NBC Red and Blue); others. (LS) Household Finance News, 1937 (Household Finance Corp., WABC, New York). (F) Narrator for newsreels, industrial films, travelogues.
- STERN, BILL.** Sports announcer. Born Rochester, N. Y., July 1, 1907; h. 5 ft. 10½ in.; brown hair and eyes; e. Hackley School, Tarrytown, N. Y., Cascadilla School, Ithaca, N. Y., and Pennsylvania Military College (B.S. degree); m. Harriet May Stern. Active in college athletics. Played with a stock company in Rochester for a while, then became sports announcer for WHAM in 1925; in 1931 he became assistant stage manager of the Roxy Theatre, N. Y., and in 1932 was stage director of the Music Hall, N. Y. Meantime he began broadcasting football for NBC, and in 1935 became that network's official sports announcer. In 1938 he also began doing sports comment for M-G-M's News of the Day. (R) Pontiac Varsity Show, 1934 (Pontiac Motors, NBC Red); Radio City Music Hall, 1935 (sustaining, NBC); Championship Fights on NBC Blue for RCA, 1936-38, and Adam Hats, 1937-40; Carnival of Champions, 1937; Louis-Galento fight, 1939 (Schick Razor, NBC Blue); also sports for B. F. Goodrich, 1939, Colgate-Palmolive-Peet, 1939-40 and Twenty Grand Cigarettes, 1940. (NBC's official sports announcer, 1935-40). (F) M-G-M Newsreels, 1938-40. (V) Stage director, 1930-35; appearances with own band.
- STEVENS, BOB.** First tenor (*Signaleer Quartet*). Born in Nevada, Mo. Formerly staff artist on KPO-KGO, San Francisco. (R) Signal Carnival, currently (Signal Oil, NBC Pacific Red); others, as a soloist.
- STEVENS, LEITH.** Composer, conductor. Born Mount Moriah, Mo., Sept. 13, 1909; h. 6 ft.; w. 190; light brown hair, hazel eyes; e. Horner Institute, Kansas City, and Julliard Musical Foundation, New York; m. Mary McCoy, lyric soprano and actress. Former pianist with Madame Ernestine Schumann-Heink, Lambert Murphy and Raoul Vidas. Entered radio in summer of 1930 as vocal arranger at CBS, New York. (R) Death Valley Days, 1933-35 (Pacific Coast Borax, NBC Blue); Big Town, 1939-40 (Lever Bros., CBS); others, since 1930, including programs for General Motors, 1930; Star Shoes, 1930; Regal Shoes, 1930; Paramount, 1931; Richfield Oil, 1931; Molle, 1933; Bourgeois, 1933; Frigidaire, 1934; Pinaud, 1934; Consolidated Edison, 1935; Heinz, 1936; General Motors, 1936. Started the Saturday Night Swing Club, which was a CBS sustaining program for nearly 3 years, on June 13, 1936. Composer of special scores used on Columbia Workshop and other CBS programs.
- STEWART, BLANCHE.** Comedienne. (R) Role of Cobina on Pepsodent Program Starring Bob Hope, 1939-40 (Pepsodent, NBC Red); Al Pearce & His Gang, 1940 (Camels, CBS). (V) Appearances with Bob Hope, 1940.
- STEWART, MICHAEL (Harry Ernst Mamma).** Singer (bass). Born Dayton, O., Oct. 26, 1915; h. 6 ft.; w. 200; dark brown hair, blue eyes; e. Cincinnati College of Music (Bachelor of Music degree) and University of Cincinnati; m. Allene Roper, pianist. First radio appearance as a member of a WLW staff quartet, May 15, 1934. (R) Lilac Time, 1935-37 (Pinaud, NBC Red); Smoke Dreams, 1935-39 (H. Fendrich for La-Fendrich and Charles Denby Cigars, NBC Blue); Vocal Varieties, 1936-39 (Lewis-Howe for Tums, NBC Red); Plantation Party, 1938-40 (Brown & Williamson Tobacco for Bugler Tobacco NBC Blue); Uncle Walter's Dog House, 1939-40 (Brown & Williamson for Raleigh Cigarettes, NBC Red); Show Boat, 1940 (Brown & Williamson for Avalon Cigarettes, NBC Blue). (V) Theatre appearances.
- STEWART, PAUL.** Actor, director for

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Ward Wheelock Co., New York. Born New York City, March 13, 1908; e. De Witt Clinton High School and Columbia University; m. Peg La Centra, radio singer. First professional engagement in 1919 as singer and dancer in a musical revue at the Palm Garden in New York; subsequently toured in stock, appeared on Broadway, and in film shorts. Entered radio in 1932 via WLW, Cincinnati. (R) True Story programs, 1934-38 (Macfadden Publications, NBC Red and Blue, CBS); Easy Aces, 1935-40 (American Home Products for Anacin, NBC Blue); Rudy Vallee program, 1935-38 (Standard Brands, NBC Red); Tommy Dorsey's Orchestra, 1936-38 (Brown & Williamson Tobacco for Raleigh and Kool Cigarettes, NBC Blue); March of Time, 1934-38 (Servel, Inc., and Time, Inc., NBC Blue); The Goldbergs, 1936-40 (P & G, currently CBS); Gang Busters, 1937-40 (Colgate-Palmolive-Peet, CBS); Cavalcade of America, 1936-40 (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); Campbell's Short Short Story, 1940 (Campbell Soup, CBS); others. (F) Shorts. (L) Subway Express, 1929-30; East of Broadway, 1932; Two Seconds, 1931-32; Wine of Choice, 1937-38 (f); See My Lawyer, 1940 (f). (V) Theatre appearances.

STEWART, PHIL (Philip R.). Narrator, commentator, actor. Born Glasgow, Scotland, April 22, 1904; son of Georgina Philipps, British concert pianist; h. 5 ft. 6½ in.; w. 145; dark brown hair, grey eyes; e. general education in Glasgow, graduate work at Northwestern University. Writer of song lyrics, short stories, articles and a book on the origin, meaning and history of given names; compiler of a poetry anthology. Won honorable mention in the 1933 diction award given by the American Academy of Arts and Letters. Entered radio in Chicago in 1929. (R) Paul Whiteman's Painters, 1931 (Allied Paint Groups, NBC Blue); Lady Esther Serenade, 1932 and 1936-8 (Lady Esther Co., NBC Red, 1932 and 1936-38; CBS, 1936-38); Guy Lombardo and His Orchestra, 1938 (Lady Esther Co., CBS); Romance of Helen Trent, 1934 (Edna Wallace Hopper, CBS); Elgin Campus Revue, 1935 (Elgin Watch, NBC Red); Dealer in Dreams, 1940 (Los Angeles Soap Co., CBS Pacific); other network, local and sustaining programs.

STIDGER, DR. WILLIAM. Speaker. Born

Moundsville, W. Va., March 16, 1885. Originally reporter for the Moundsville Echo, he later studied for the ministry and became pastor in a San Francisco church. Also served as pastor in a Detroit church, and wrote feature stories for the Detroit Times. Resultantly the International News Service put him on its staff to cover the activities of Henry Ford, his friend. Formerly head of the School of Preaching, Boston School of Theology. First radio appearances in 1922, via WWJ, owned by the Detroit News. Also lecturer, and author of the following books: Giant Hours with Poet Preachers, 1918; Flames of Faith, 1922; A Book of Sunsets, 1923; Preaching Out of the Overflow, 1929. (R) Getting the Most Out of Life, 1937-40 (Standard Brands for Fleischmann's Foil Yeast, Yankee Network, Sept., 1937, to June, 1938; NBC Blue since June, 1938).

STOKES, HAROLD. Conductor, composer; musical director for WGN, Chicago. Born Nokomis, Ill., Jan. 10, 1905; h. 5 ft. 8½ in.; w. 164; brown hair, blue eyes; e. Soldan High School, Missouri University, and Beethoven Conservatory, St. Louis; m. Esther Ross; one daughter, Nancy Ann. First radio appearance via WGN, Chicago, conducting Jean Goldkette's Victor orchestra; subsequently was staff conductor for NBC Chicago for six years; for the past five years has been musical director for WGN, Chicago. Composer of popular songs; program writer and producer. (R) Harold Stokes Orchestra, 1937 (W. A. Sheaffer Pen Co., Mutual); Lifetime Revue, 1938 (W. A. Sheaffer Pen Co., Mutual); Play Broadcast, 1940 (Illinois Meat Co., Mutual); also, in the past, Studebaker Champions (Studebaker Motors, NBC Red); Carnation Contented Hour (Carnation Co., NBC Red); Armour Hour (Armour & Co., NBC Blue), and programs for Skelly Oil, General Tires, National Tea and others. (F) Background music for commercial shorts. (V).

STONE, EZRA (Ezra Feinstone). Actor. Born New Bedford, Mass., Dec. 2, 1918; h. 5 ft 4 in.; w. 145; brownish-red hair, brown eyes; e. Oak Lane Country Day School, John Sartain Grammar School, Manumit Private School, and American Academy of Dramatic Arts. Has directed two plays on Broadway, is assistant casting director for George Abbott, and faculty instructor in the American Academy of Dramatic Arts. First radio appearance at the age of 10 via the Horn & Hardart program, WCAU, Philadelphia, Pa. (R) Kate Smith's Hour, 1937 (General Foods, CBS); Al-

PROFESSIONAL RECORDS—Continued

drich Family, summer 1939 (General Foods, NBC Red); Aldrich Family, 1939-40 (General Foods, NBC Blue). (LS) Horn & Hardart, 1928-34. Has also done programs for Tastyeast, and appearances with Rudy Vallee in 1937. (F) Paramount (s). (L) Parade; Three Men on a Horse; Brother Rat; What a Life; See My Lawyer (s,f). (V) Aldrich Family tour, 1940.

STOOPNAGLE, COLONEL LEMUEL Q.

(F. Chase Taylor). Attended the University of Rochester where he was captain of the football team. Later worked for a stock firm which crashed in 1929. Entered radio via a local station where he teamed with Budd Hulick as Stoopnagle & Budd (this combination was recently severed, and Taylor and Hulick now appear separately). (R) Tastyeast Gloomchasers, 1931 (Tastyeast, CBS); Ivory Soap Program, 1932 (Procter & Gamble, CBS); Pontiac Program, 1932-34 (General Motors, CBS); Camel Caravan, 1934 (R. J. Reynolds Tobacco Co., CBS); Schlitz Spotlight Revue, 1934 (Schlitz Beer, CBS); The Gulf Program, 1934 (Gulf Refining Co., CBS and NBC Red); Devoe & 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, 1933 summer show (Bristol-Myers, NBC Red); Quixie Doodle Contest, 1939-40 (Mennen Co., Mutual). (GA) RCA Magic Key, Maxwell House Showboat, For Men Only, Packard Mardi Gras, A & P Bandwagon; others. (F) Paramount; shorts. (V) Stoopnagle and Budd.

***STORDAHL, ALLEN.** Singer (the Three Esquires). (R) Tommy Dorsey's Orchestra, 1936-39 (Brown & Williamson for Raleigh and Kool Cigarettes, NBC Blue). (V) Theatre appearances. (PR) RCA Victor (with Tommy Dorsey's Orchestra).

STORDAHL, AXEL (Odd Stordahl). Arranger for Tommy Dorsey. Born New York City, Aug. 8, 1913; h. 5 ft. 9½ in.; w. 165; blonde hair, blue eyes; e. Port Richmond High School, Staten Island, N. Y. (R) Tommy Dorsey's Orchestra (Brown & Williamson Tobacco Corp. for Raleigh and Kool Cigarettes, NBC Red).

STRAHORN, LEE P. Writer, producer. Born Spokane, Wash., Nov. 14, 1908; e. Columbia University. Free lance writer,

lecturer. First radio work in 1936, doing publicity and acting as talent scout for Lord & Thomas. (R) Various commercials, 1937-38; Woman's Magazine of the Air, 1938-40 (participating program, NBC Pacific Red).

STRATTON, CHESTER (Chet). Actor.

Born Paterson, N. J., July 31, 1912; son of Margaret and Neil Stratton, actors; h. 5 ft. 11 in.; w. 160; light brown hair, blue eyes; e. Eastside High School, Alabama and Rutgers universities. Has appeared in Chautauqua, repertory, and stock. First radio appearance in 1935, impersonating Gary Grant on Borden's 45 Minutes in Hollywood. (R) The O'Neills, 1935-40 (Procter & Gamble for Ivory Soap, NBC Red and Blue, 1935-39, CBS, 1938); Johnny Presents, 1937-38 (Philip Morris & Co., NBC Red, CBS); Aunt Jenny's Real Life Stories, 1937-38 (Lever Bros. for Spry, CBS); Hilltop House, 1938 (Colgate-Palmolive-Peet, CBS); Her Honor, Nancy James, 1938-39 (Kleenex, CBS); Smilin' Jack, 1939 (Sweets Co. of America, for Tootsie Rolls, Mutual), also appearing currently on Against the Storm (P & G, NBC Red), Society Girl (Corn Products Refining, CBS), Light of the World (General Mills, NBC Red and Blue), Gang Busters (Colgate-Palmolive-Peet, CBS) and Woodbury's Hollywood Playhouse (Jergens-Woodbury Sales, NBC Blue). (F) Warner Bros. shorts. (L) Productions by Brock Pemberton, Kenyon Nicolson, Robert Rockmore, Frank Merlin, Hymen Adler (f). (V).

STRIKER, FRAN (Francis N.). Author.

Born Buffalo, N. Y., Aug. 19, 1903; h. 5 ft. 11 in.; w. 190; brown hair, gray eyes; e. Lafayette high school, Buffalo, and University of Buffalo; m. Janet Striker; three children, Robert, 9, Donald, 7, Francis, 2. Author of several books; author of Lone Ranger cartoons for King Features. First radio appearance as musician via WGR, Buffalo, in 1922; became an announcer in Buffalo in 1925. (R) Author of The Lone Ranger, 1933-40 (currently sponsored by Bond Bread, Weber Baking and others, Mutual); author of The Green Hornet, 1936-40 (locally sponsored, Mutual, 1939; currently NBC Blue sustainer). (F) Republic and Universal (Lone Ranger and Green Hornet stories).

STRONACH, ALEXANDER, JR. Producer.

For Young & Rubicam, Inc. Born New York City, July 22, 1905; e. Castle School, Sidney, Australia, University of Virginia; not married. Currently also a short story writer. First

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radio work resulted from his experience as a film actor, publicity writer, and night club singer. (R) We, the People, 1938-40 (General Foods, CBS); Aldrich Family, 1940 (General Foods, NBC Blue); Kate Smith's Variety Hour, 1940 (General Foods, CBS); My Son and I, 1940 (General Foods, CBS); Fun in Print, 1940 (International Silver, CBS). (F) Silent films. (V) Night clubs.

STRONG, BOB (Robert G.). Orchestra leader, arranger. Born Kansas City, Mo., Dec. 21, 1907; h. 6 ft.; w. 160; brown hair and eyes; e. Wichita (Kans.) High School, and Kansas State College; m. Dorothy Marie Strong. Appeared with Jean Goldkette orchestra via WGN, Chicago, 1928; formed his own band for two Brown & Williamson Tobacco programs last year; currently also playing dance engagements. (R) Studebaker Champions, 1929 (Studebaker Corp., NBC Red); Skellodians, 1929 (Skelly Oil, NBC Red); Sheaffer Lifetime Revue, 1931-32 (Sheaffer Pen, WEA, N. Y.); Carnation Contented Hour, 1935-39 (Carnation Co., NBC Red); Uncle Walter's Dog House, 1939-40 (Brown & Williamson for Sir Walter Raleigh, NBC Red); Avalon Time, 1939-40 (Brown & Williamson for Avalon Cigarettes, NBC Red); Show Boat, 1940 (Brown & Williamson, NBC Blue).

STUDEBAKER, HUGH. Actor, singer, organist. Born Ridgeville, Ind., May 31, 1900; h. 5 ft. 10½ in.; w. 160; dark brown hair, green eyes; m. Bertina Studebaker. First radio appearance in 1928, doing a song and piano act on a Council Bluffs Ia., station; later was organist for Ted Malone; began dramatic work in Chicago in 1933. (R) Romance of Helen Trent, 1935-36 (Edna Wallace Hopper, CBS); Bachelor's Children, 1935-40 (Old Dutch Cleanser, CBS, Mutual); Backstage Wife, 1936-37 (Dr. Lyon's Toothpowder, NBC Red); Story of Mary Marlin, 1936-37 (Kleenex, NBC Red); Fibber McGee & Molly, 1936-39 (S. C. Johnson & Son, NBC Red); Lucky Girl, 1937 (Peter Hand Brewing, Mutual); 8 programs for Household Finance, 1938 (Household Finance Co., CBS); Grandma Travels, 1938-39 (Sears, Roebuck transcriptions); Curtain Time, 1938-39 (General Mills, Mutual); First Nighter, 1938-39 (Campana Sales, NBC Red, CBS); Road of Life, 1939 (P & G, NBC Red, CBS); Midstream, 1939-40 (P & G, NBC Red); Show Boat, 1940 (Brown & Williamson, NBC Blue). (V) Marion Male Quartet, 1920-27.

SULLIVAN, FRED. Character actor, narrator. Born Indianapolis, Ind., Dec. 2, 1880; son of Kathryn Card Sullivan, actress; h. 6 ft.; w. 175; gray hair, blue eyes; e. public schools and Indiana Medical College; m. Ada C. Winstanley Sullivan. After 30 years on the legitimate stage, he made his first radio appearance on a local station at the windup of a stock season in Minneapolis; subsequently went to Chicago, where he was signed by NBC. (R) Today's Children, 1937-38 (Pillsbury Flour Mills, NBC Red); Story of Mary Marlin, 1937-40 (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; May, 1938 to March, 1939, by Kellogg Co., NBC Red and Blue); It Can Be Done, 1937-38 (Household Finance Co., NBC Blue); Inside Story, 1938-39 (Ralston Purina Co., NBC Blue). (F) Shorts: commercials. (L) Other 30 years with New York Theatre Guild, H. W. Savage, David Belasco, J. K. Hackett (10 years), H. G. Fiske, Klaw and Erlanger and others; several years of dramatic stock. (V) Nature's Nobleman. The Bishop's Candlesticks, and act with Lillian Burkhart (all dramatic sketches).

SULLIVAN, PAUL. News commentator. Born St. Louis, Mo., Sept. 1, 1908; h. 6 ft.; w. 165; blonde hair, blue eyes; e. Christian Brothers College, Benton College of Law, and Xavier University; m. Margaret Flynn. First radio appearance in 1931 following an audition. (R) News, 1937 (Kentucky Club Tobacco, WLW, Cincinnati); News, 1938 (Sinclair Gasoline, WLW); Paul Sullivan Reviews The News, 1939-40 (Brown & Williamson Tobacco Corp., CBS); also narrator of Let's Explore Ohio, series of transcriptions for Standard Oil of Ohio. (V) Theatre and club appearance. (Currently associated with WHAS, Louisville).

SUMMERS, EARL. Musical director. Born Wheeling, W. Va., Aug. 14, 1893; h. 5 ft., 4 in.; w. 160; brown hair, gray eyes; e. Wheeling public schools and Elliot Business College; m. Catharine Elizabeth Summers; three sons, Earl, Jr., 23 (violinist), James, 21, Charles, 17. Musical director for various theatres in Wheeling and Washington, D. C., 1920-29; assistant conductor, Wheeling Symphonic Society. First radio appearance in 1928 via

PROFESSIONAL RECORDS—Continued

WWVA, Wheeling, for which he became musical director in 1938. (R) Musical Steelmakers, 1936-40 (Wheeling Steel Corp., Mutual); others locally.

SUMNER, WILLIAM. Organist. Born Eddyville, Ia., May 21, 1908; h. 5 ft., 10½ in.; w. 130; brown hair, blue eyes; e. Tulsa University and Bush and Weaver conservatories. Entered radio in 1935. (R) Hymns of All Churches, 1937-40 (General Mills, CBS, 1937-38; NBC Red and Blue, 1938-40). (LS) Chicago Motor Club, WBBM; International Harvester, WLS, Chicago; Olson Rug, WGN, Chicago.

***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, 1937-40 (Colgate-Palmolive-Peet, CBS); Big Sister, 1938-40 (Lever Bros., CBS). (L) Stock; Graustark; The Wolf; American Tragedy; Great Power; One Way Street.

SWENSON, KARL. Actor (leads, comedy, romantic, character). Born Brooklyn, N.Y., July 23, 1910; h. 5 ft., 10 in.; w. 165; blonde hair, blue eyes; e. Randolph-Macon Academy and Marietta College; m. Virginia Swenson; two children, Peter, 5, and David, 2. Entered radio in 1935. (R) Cafe of the Red Dagger, 1936 (Spud Cigarettes, Mutual); March of Time, 1936-38 (Time, Inc., NBC Blue); Coronet-on-the-Air, 1937 (Coronet Magazine, NBC Blue); Cavalcade of America, 1937-38 (E. I. du Pont, CBS); Our Gal Sunday, 1937-40 (Anacin, Kolynos, CBS); Lorenzo Jones, 1938-40 (Chas. H. Phillips Chemical Co., NBC Red); There Was a Woman, 1938 (Glass Container Assn. of America, NBC Blue); Grand Central Station, 1938 (Lambert Pharmacal Co., NBC Blue); Spy Secrets, 1938 (Cummer Products for Energine, NBC Red); The Mighty Show, 1938-39 (Penick & Ford for My-T-Fine Dessert, CBS); Mr. Keen, Tracer of Lost Persons (Kolynos, NBC Blue); Aunt Jenny's Real Life Stories (Lever Bros., CBS); Court of Missing Heirs (Sterling Products, CBS); others, including transcriptions, local and regional shows. (L) Miracle at Verdun

(Theatre Guild); One Sunday Afternoon; New Faces; Fools Rush In.

SWING, RAYMOND GRAM. News analyst. Born Cortland, N.Y., March 25, 1887; h. 5 ft., 11½ in.; w. 170; brown hair, blue eyes; e. Oberlin College and Conservatory of Music (non-graduate); m. Betty Gram Swing; five children, Peter Gram, Sally Gram, John Temple, Albert George, and Elizabeth F. Began newspaper work in Cleveland in 1906; later at Orrville, Ohio, Richmond, Ind., Indianapolis and Cincinnati; Berlin correspondent for Chicago Daily News, 1913-17; examiner, War Labor Board, 1918; Berlin correspondent, New York Herald, 1919-22; director of foreign service, The Wall Street Journal, 1922-24; with London Bureau of Philadelphia Public Ledger and New York Evening Post, 1924-25, and London correspondent of the same papers, 1926-34; member, board of editors, The Nation, 1934-36; New York correspondent, London News Chronicle, 1936-37. Author of Forerunners of American Fascism and How War Came; contributor to various magazines and periodicals; occasional lecturer and newsreel commentator. (R) News commentator on American affairs for the British Broadcasting Corp. since 1935; commentator on foreign affairs, 1935-36 (American School of the Air, CBS); commentator on foreign affairs for Mutual, since 1936 (sponsored by White Owl Cigars, 1939-40); commentator on American affairs for the Canadian Broadcasting Corp., 1938. (F) Pathe (commentator on the war since March, 1940).

T

TANNER, EARLE. Tenor (*Continental Quartet*). Born Mt. Vernon, Ill., Aug. 4, 1900; h. 6 ft.; w. 205; brown hair, blue eyes; e. public and high schools, Mt. Vernon, and James Milliken University, Decatur, Ill.; m. Muriel Tanner; one daughter, Muriel, 6. First radio appearance in 1921 via KYW (then in Chicago); staff tenor and announcer for the same station from 1928 to 1934; joined the *Continental Quartet* in October, 1936. (R) *Contented Hour*, 1936-40 (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, and some of the earliest transcriptions made, 1929. (F) 1925-28, as singer. (L) Oratorio work in

PROFESSIONAL RECORDS—Continued

- the Midwest. (V) Theatre appearances, 1926-27.
- TANNER, PEARL KING.** Character actress. Born Eureka, Calif., Nov. 3; h. 5 ft. 5½ in.; w. 125; gray hair, blue eyes; e. Oakland (Calif.) High School, Ely's School, New York City; m. Ernest S. Tanner. Originally an actress in stock and repertory, she was asked by KGO, San Francisco, to play in Cecil B. DeMille's radio drama *Royal Mounted* in 1923. (R) *Eno Crime Club*, 1932 (Harold F. Ritchie & Co., CBS); *Death Valley Days*, 1935-38 (Pacific Coast Borax Co., NBC Blue); *Hawthorne House*, 1935-40 (Wesson Oil & Snowdrift, NBC Red); others. (F) *Selig Studio* (f); shorts. (L) *Stock*.
- TANSEY, JIMMY.** Actor. Born Omaha, Nebr., July 20, 1910, of theatrical parents; h. 5 ft. 7½ in.; light brown hair, green eyes; e. Christian Brothers Prep School, and college. School vacations were spent in stock, carnivals, and tent shows. After graduation, he joined parents touring the Middle West in stock and vaudeville. First Broadway appearance with Bert Lytell in *Brothers*. First radio appearance in 1930. Was singing, dancing, and playing ukulele in a night club when he met Jane West, author of *The O'Neills*. Appeared in a number of her radio presentations and eventually obtained the leading male role in the current series. (R) *The O'Neills* (P & G, NBC Red). (L). (V).
- TARPLIN, MAURICE.** Dramatic actor, narrator. Born Boston, Mass., April 1, 1911; h. 5 ft. 8 in.; w. 158; brown hair, grey eyes; e. Phillips Exeter, Harvard University, and William & Mary College; m. Catharine S. Tarplin. Entered radio in 1933, after three seasons in stock. (R) *Gang Busters*, 1936-40 (Palmolive Shave Cream, CBS); *Believe It or Not*, 1937-38 (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); *Magic Key of RCA*, 1939 (Radio Corp. of America, NBC Blue); *Strange as It Seems*, 1939 (Palmolive Shave Cream, CBS); *Hobby Lobby*, 1939 (Fels & Co., NBC Blue); *Kate Smith Hour*, 1939 (General Foods, CBS); *Sky Blazers*, 1939-40 (Wonder Bread, CBS); others. (F) *Shorts*. (L) *Stock*, 3 seasons. (Has also done considerable slide-film work and voice dubbing; has wide repertoire of impersonations).
- TAUB, SAM (Samuel Sidney Life).** General sports and blow-by-blow fight an-
- nouncer. Born New York City, Sept. 10, 1886; h. 5 ft. 2 in.; w. 145; brown hair and eyes; e. P. S. 23 and DeWitt Clinton High School, New York City; m. Bessie Taub; four children: Amelia, 28; Harold, 26; Joseph, 24; Bernice Marion, 15. Formerly sports editor of the *Morning Telegraph*; currently editor of a boxing column for the *Daily Racing Tab*; first radio appearance in 1922 via WOR, New York (sports talk). (R) *Madison Square Boxing Bouts*, for past 8 years (Adam Hats, NBC Blue since 1937; previously local). (LS) *Hour of Champions*, currently (Adam Hats, WHN, New York). (F) *Fight shorts*; film narrator for fights and wrestling bouts.
- TAYLOR, DEEMS.** Music commentator, critic, composer. Born New York City, Dec. 22, 1885; e. Ethical Culture School, and New York University (A.B. degree, 1906); div. Mary Kennedy; one daughter. Wrote for college dramatics, and later studied harmony with Oscar Coon; one-time assistant to Franklin P. Adams, conductor of the *Conning Tower* column and was Sunday magazine editor for the *New York Tribune*. He served as War correspondent for the *Tribune*, and on his return became associate editor of *Collier's Weekly*. In 1921 his music criticisms began appearing in the old *New York World*. In 1927 he became editor of *Musical America*, and in 1931 was music critic of the *New York American*. Composer of *The King's Henchmen* (with Edna St. Vincent Millay as librettist), and *Peter Ibbetson* (both operas); composer of symphonic poems and cantatas. His first radio appearance was in 1927 when *The King's Henchmen* was produced via radio; he was narrator for this performance, and became the first intermission commentator in 1931 when NBC began broadcasting from the Metropolitan Opera. (R) *Chesterfield Presents*, 1937-38 (Liggett & Myers Tobacco Co., CBS); *Philharmonic Symphony Orchestra* (CBS sustaining); *Musical American*, 1940 (Westinghouse Electric & Mfg., NBC Blue). Is also author of numerous articles and books, his most recent being *Of Men and Music*.
- TAYLOR, F. CHASE.** See Colonel Lemuel Q. Stoopnagle.
- TAYLOR, JOHN.** Director and program supervisor, Compton Advertising, Inc., New York. Born New York City, Sept. 12, 1899; e. Stuyvesant High School, Boonton (N. J.) High School, and Amherst College (A.B. degree); m. Fredrika Fox. Served with the A.E.F., and received a citation from Gen. Persh-

PROFESSIONAL RECORDS—Continued

ing. Was an actor and stage manager (for a time with the Theatre Guild), 1923-35. Entered radio in 1935 as program director for the Blackman Co. (now Compton Advertising). (R) Uncle Charles Winniger's Tent Show, 1935 (P & G, NBC Red); Home Sweet Home, 1935-36 (P & G, NBC Red); Capt. Tim's Adventure Stories, 1936 (P & G, NBC Blue); The O'Neills, 1936-39 (P & G, NBC Red and Blue); The Guiding Light, 1937-39 (P & G, NBC Red); Story of Mary Marlin, 1937-39 (P & G, NBC Red and Blue); This Day Is Ours, 1938-39 (P & G, CBS); Life Can Be Beautiful, 1938-39 (P & G, successively NBC Red and CBS); Against the Storm, 1939 (P & G, NBC Red); others. (L).

TAYLOR, M. SAYLE ("Voice of Experience"). Inspirational speaker; round-table discussions on human problems. Born Louisville, Ky., Aug. 16, 1889; h. 5 ft. 7 in.; w. 150; brown hair, hazel eyes; e. William Jewell College (LL.D. degree), Pacific University (Doctor Humanities), University of Washington. Originally a lecturer on psychology, he made his first radio appearance in 1924 in connection with platform work. Believed to have had one of the very first radio question-and-answer periods and audience participation programs in 1924. Lectured on Juvenile Delinquency over seven Chautauqua circuits; his lectures on Incompatibility are said to have aggregated over 4,500,000 paid admissions, while his books (The Male Motor, Voice of Experience, Making Molehills of Mountains, A Notebook of Intimate Problems, Life Must Go On) had sales in excess of 3,000,000, in addition to the 11,000,000 sale of his monographs. Columnist, Paul Block Syndicate. (R) Voice of Experience, since 1933 (Wasey Products, 1933-36, CBS; Wasey Products, 1936-37, NBC Red; Lydia Pinkham Co., 1937-39, Mutual). (F) Series of 10 shorts for Columbia. (V) Voice of Experience, 1934-35.

***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, 1938-40 (P & G, NBC Red, CBS); Woman in White, 1938-40 (Pillsbury Flour Mills, NBC Red); Manhattan Mother, 1938-39 (P & G, CBS); Backstage Wife, 1939 (Dr. Lyon's Toothpowder, CBS); Right to Happiness, 1939-40 (P & G, successively NBC Blue and CBS); others. (L) Stock. (V) 1927-34.

TEMPLETON, ALEC. Pianist, improviser, satirist. Born Cardiff, South Wales, July

4, 1910; h. 5 ft. 10 in.; w. 150; brown hair, blue eyes; e. private tutors, Worcester College, Royal Academy of Music and Royal College of Music; L.R.A.M., A.R.C.M. Studied the pipe organ at Worcester College under Sir Ivor Atkins; Sir Henry Walford Davies, Master of the King's Music, also aided in advancing his studies. First entered radio at the age of 12, when he auditioned for the British Broadcasting Corp. His novelty musical acts were presented by the BBC almost daily for more than 12 years. Soon after his arrival in the U. S., while appearing at night clubs, he was invited to make guest appearances on many NBC broadcasts; signed for first commercial in 1935. (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); Alec Templeton Time, 1939-40 (Miles Laboratories, NBC Red). (F) Has written several musical numbers for Paramount. (V) Theatre and club engagements. (PR).

TESSMAN, ABBOTT. Announcer. Born Wadena, Minn., Sept. 2, 1909; h. 6 ft.; w. 170; brown hair, blue eyes; e. University of Minnesota and Carleton College; m. Marie A. Tessman. First radio appearance in 1932. (R) Standard Symphony, 1938 (Standard Oil of California, NBC Pacific Red); Good Morning Tonight, 1938-40 (Albers Bros. Milling, NBC Pacific Red); Hawthorne House, 1939-40 (Wesson Oil & Snowdrift, NBC Pacific Red).

THOMAS, LOWELL. News commentator. Born Woodington, Ohio, April 6, 1892; black hair, blue eyes; e. University of Northern Indiana (B.Sc. and M.A. degrees), University of Denver (A.B. and M.A. degrees), Princeton University (M.A. degree), Grove City College (Litt.D. degree), Albright College (L.L.D. degree) and St. Bonaventure College (Litt.D. degree); m. Frances Ryan; one son, Lowell, Jr., 17. Knight, French Legion of Honor; Fellow of the American Geographical Society and of the Royal Geographical Society; member English-Speaking Union (hon. life),

PROFESSIONAL RECORDS—Continued

Kappa Sigma, Tau Kappa Alpha, Phi Delta Phi, Sigma Delta Chi and Alpha Epsilon; Mason. Author of *With Law-rence in Arabia, 1924; The First World Flight, 1925; The Sea Devil, 1927; The Hero of Vincennes, 1929; This Side of Hell, 1932; The Untold Story of Exploration, 1935; Adventures Among Immortals, 1937; others*; contributor to newspapers and magazines; lecturer. Reporter on the Chicago Journal until 1914, professor of oratory, Chicago Kent College of Law, 1912-14; instructor in English, Princeton University, 1914-16. Chief of civilian mission sent to Europe by President Wilson to prepare historical record of the World War; associate editor of *Asia Magazine, 1919-23*; accompanied the Prince of Wales (now the Duke of Windsor) on a tour of India, 1922; historian of first world flight, 1924; four-year lecture tour of the world. First radio appearance in 1930. (R) Lowell Thomas (*Literary Digest, 1930 to June, 1932, NBC Blue; Sun Oil Co., since June, 1932, NBC Blue*); television news commentator for *Sun Oil, 1940*. (F) Newsreels, travelogues, commercials and shorts: 20th Century-Fox, London Films, Ltd., Columbia, Grand National and Educational.

THOMPSON, BILL (Nick de Populus and Old Timer). Dialect comedian. Born Terre Haute, Ind., July 8, 1913; h. 5 ft., 9 in.; dark brown hair, brown eyes; e. private tutors and high school in Chicago. His parents were in musical comedy and vaudeville, and at the age of five he had his own vaudeville role as Master Billy Thompson, and was also billed as Jackie Coogan's double. During the World War entertained soldiers in hospitals, and received a medal from the government for selling \$2,000,000 worth of Liberty Bonds. Was working at *A Century of Progress* in 1934, when NBC staged auditions there, and won a prize with a sketch involving 10 dialects. Joined NBC and its Jamboree and Breakfast Club programs. (R) Fibber McGee & Molly (S. C. Johnson, NBC Red). (V).

THOMPSON, DONALD. Producer, actor, writer. Born Albia, Ia., Feb. 1, 1903; h. 6 ft., 2½ in.; w. 200; brown hair, blue-green eyes; e. Drake University, Des Moines (Liberal Arts degree, Sigma Delta Chi). Author of fiction, detective stories and syndicated radio scripts. Started in radio about 1930 with a program producing company (now extinct) called the Penthouse Players; chief announcer and producer, WOV, New York, 13 months; chief announcer, producer and special script writer, WBNX-WMSG-WCDA,

New York, six months; announcer, producer and continuity writer, WTIC, Hartford, 1933; announcer, producer, WMCA, New York, 1934; production manager, WHO, Des Moines, August, 1935 to September, 1937; production director, NBC Chicago, September, 1937 to January 1, 1939; currently free lance. (R) As actor: *March of Time, 1931 (Time, Inc., CBS), Ipana Troubadours, 1934 (Bristol-Myers, NBC Red), Manhattan Mother, 1939 (P & G, CBS); Bachelor's Children, 1939 (Old Dutch Cleanser, CBS); Midstream, 1939 (P & G, NBC Red); Houseboat Hannah, 1939 (P & G, NBC Red and Blue); Guiding Light, 1939 (P & G, NBC Red); Right to Happiness, 1939 (P & G, NBC Blue); Carters of Elm Street, 1939 (Wander Co., NBC Red); Kitty Keene, Inc., 1939 (P & G, NBC Red); as producer: *Vic & Sade, 1938 (P & G, NBC Red and Blue); Madame Courageous, 1938 (Glidden Co., NBC Blue); Betty Crocker, 1938 (General Mills, NBC Red and Blue); as announcer: Those Happy Gilmans, 1939 (General Mills, NBC Red and Blue); as producer and announcer: Ken-L-Time (Ken-L-Ration, transcriptions); many others, including network and local shows and transcriptions. (F) Silent films, 1925-26, for Universal and M-G-M; trailers and commercials as actor and narrator, 1927-33. (L) *Killers, 1928; The Criminal Code, 1930; The Constant Sinner, 1931; Trade Winds, 1931; others (f).***

***THOMPSON, KAY.** Singer. (R) *Chesterfield Program (Liggett & Myers Tobacco Co., CBS); The Monday Night Show (The Brewers' Radio Show Association, CBS); Tune-Up Time, 1939 (Ethyl Gasoline, CBS).*

THORGERSEN, ED. Sports commentator. Born Elizabeth, N. J., June 19, 1902; h. 6 ft.; w. 175; brown hair, blue eyes, e. Boston University; married and has three children. Entered radio in 1927 at NBC, where he handled commercials, special events, sports, etc. Assigned to create a newsreel Sports Section by 20th Century-Fox in 1932. (R) *Elgin Football Revue, 1936 (Elgin Watch Co., CBS); Ed Thorgeresen's Football Dope, 1937 (Sun Oil Co., NBC Blue); Highlights in the World of Sports, 1938 (Sinclair Refining Co., CBS); Ed Thorgeresen—Sports, 1939 (Congress Cigar Co., Mutual); others, including numerous sports and special events broadcasts. (F) 20th Century-Fox, Republic (f); shorts; Fox Movietone News.*

THORNTON, GLADYS. Actress. Born Madison, Fla., March 8; h. 5 ft. 4 in.; w. 119; light brown hair, gray eyes; e. Academy of Speech Arts, Boston. Lec-

PROFESSIONAL RECORDS—Continued

turer for Theatre Guild for four years; lecturer for John Golden and Channing Pollock; free lance newspaper reporter for Nassau Daily Star, Long Island. First radio appearance on the Halsey Street Playhouse, via WOR, New York. (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 (International Cellucotton for Kleenex, CBS); Hilltop House (Colgate-Palmolive-Peet, CBS); Life Can Be Beautiful (P & G, CBS); My Son and I (General Foods, CBS); When a Girl Marries (Prudential Insurance, CBS); Eno Crime Clues (Harold F. Ritchie & Co., NBC Blue); The Shadow (Blue Coal, Mutual); Society Girl (Corn Products Refining, CBS); numerous others. (L) Stock.

THREE ESQUIRES. See Earl Hagen, Jack Leonard and Allen Stordahl.

THREE HARMONICS. See Beverly, Jude Freeland and Helen Jackson.

THREE JESTERS. See Guy Bonham, Red Latham and Wamp Carlson.

***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, 1936-40 (General Electric for Mazda Lamps, NBC Red). (F) Shorts. (L) Goin' Places, 1935 (f). (V) 5 years. (PR) RCA Victor.

TIBBALS, WALTER A. Producer for The Biow Co., New York City. Born Red Bank, N. J., Aug. 2, 1911; m. Marjory Tibbals. Entered radio in 1933 with WNEW, New York. (R) For Philip Morris & Co., Ltd.: Johnny Presents, since 1936 (NBC Red, 1936-40; CBS, 1937-40, Mutual, 1938-39), Breezing Along, 1939-40 (Mutual, 1939; NBC Blue, 1939-40), Name Three, 1939-40 (for Dunhill Cigarettes, 1939, Mutual; for Revelation Tobacco, 1939-40, Mutual); also spot programs for Sweets Co. of America, 1939-40, and others.

TIBBETT, LAWRENCE. Baritone. Born Bakersfield, Calif.; h. 6 ft. 1 in.; w. 195; brown hair, grey eyes; e. Manuel Arts High School and Junior College, Los

Angeles; m. (1) Grace Mackay Smith, two sons, Laurence (actor) and Richard (twins); m. (2) Jennie Marston Burgard, one son, Michael. Studied voice under Joseph Dupuy and Basil Ruysdael, Los Angeles, and Frank La Forge, New York; hon. Mus. M., University of Southern California, 1928; Mus. D., New York University, 1934; gold medal for "good diction on the stage" by American Academy of Arts and Letters, 1933; Litteris et Artibus medal, Sweden, 1937. First appeared on the concert stage at Los Angeles, 1917; operatic debut in the Hollywood Bowl, singing part of Amonasro in Aida, September, 1923; debut with the Metropolitan Opera Co., New York, as Valentine in Faust, November 30, 1923. Has made concert tours from coast to coast. First radio appearance in Los Angeles in 1922 (first grand opera singer to appear on a commercial series). (R) Atwater Kent Radio Hour, 1929-31 (Atwater Kent, NBC Red); 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); appearances on Ford Sunday Evening Hour, 1937-40 (Ford Motors, CBS); The Circle, 1939 (Kellogg Co., NBC Red); numerous guest appearances. (F) Metro-Goldwyn-Mayer; 20th Century-Fox (s). (L) Grand Opera, Metropolitan (New York), San Francisco, Los Angeles, Chicago, and European opera companies since 1923 (s); concert tours. (PR) RCA Victor.

TILTON, MARTHA. Singer with the Benny Goodman Orchestra. Born Corpus Christi, Tex., Nov. 14, 1915; h. 5 ft. 1 in.; w. 95; ash blonde hair, blue eyes; e. Fairfax High School, Los Angeles; m. Leonard K. Vannerson, manager of the Benny Goodman orchestra. (R) Benny Goodman's Camel Caravan, 1937-39 (R. J. Reynolds, CBS, June 1937 to June, 1939; NBC Red, July to Dec., 1939). (F) Paramount, RKO (f); shorts. (V) Tour with Benny Goodman. (PR) RCA Victor.

TINNEY, CAL (Calvin L.). Humorist, M. C. Born on a farm in Pontotoc County, Okla., Feb. 2, 1908; h. 5 ft., 7 in.; w. 165; brown hair, blue eyes; e. Oklahoma public schools; m. Mary Maxine Noble; two children, David N. and Scott. Magazine writer; author of a book, Is It True What They Say About Landon; lecturer; author of "Man of the Week," weekly feature for McNaught Syndicate. Produced several radio programs in Kansas

PROFESSIONAL RECORDS—Continued

- and Oklahoma; made his first network appearance in 1932. (R) March of Time, 1932 (Time, Inc., CBS); Voice of America, 1933 (Underwood Elliott Fisher Co., CBS); Maxwell House Show Boat, 1934 (General Foods, NBC Red); Vanity Fair, 1937 (Campana Sales, NBC Blue); Youth vs. Age, 1939-40 (Sloan's Liniment, NBC Red); originated, but did not appear on, Stop-Me-If-You've Heard-This-One, 1939-40 (Quaker Oats, NBC Red); others, including sustaining shows.
- TODD, DICK.** Baritone. Born Montreal, Que., Aug. 4, 1914; h. 6 ft.; w. 190; red hair, blue eyes; e. McGill College. First radio appearance on sustaining show in 1933, as result of an audition. (R) Melody and Madness, 1938-39 (P. Lorillard for Old Gold Cigarettes, CBS); Magic Key of RCA, 1938 (Radio Corp. of America, NBC Blue); Avalon Time, 1939-40 (Brown & Williamson, NBC Red); Show Boat, 1940 (Brown & Williamson, NBC Blue). Canadian network programs, 1937-38. (F) Shorts. (V) Theatre appearances. (PR) RCA Victor, Bluebird.
- TOM, DICK & HARRY.** See Marlin Hurt, Bud Van Dover and Gordon Van Dover.
- TOMLINSON, EVERETT F.** Writer. Born New York City, July 14, 1914; e. Los Angeles City College; m. Wanda Eileen Tomlinson; one daughter, Anne. (R) Marco Brainteasers, 1938 (CBS Pacific); Gateway to Hollywood, 1939 (Wm. Wrigley, Jr., Co., CBS); Dutch Boy Answer Auction (CBS Pacific).
- TOVROV, ORIN.** Writer. Born Chicago, Ill., April 30, 1911; e. University of Chicago; m. Marjorie Schutz Tovrov. Began writing for radio in 1935. (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, 1938-40 (P & G, NBC Red). (F) RKO, 1933. (L) Assistant stage manager, Gilbert & Sullivan Cycle, New York, 1934.
- TREADWELL, BILL (William F.).** Writer, producer. Born New York City, Jan. 3; mother, known as Gertrude Barton, was opera singer; h. 6 ft.; w. 190; brown hair, blue eyes; e. Manhattan College (B.S. and Master's degrees); m. Dorothy Benson, actress. Started radio work while still in college. Writer of syndicated theatrical column, Treadin' the Town; editor of radio column, Dial Well; originator of comic cartoon character, Gabby Scoops, and author of play based on that character. (R) Uncle Don (various
- sponsors including Borden's Ice Cream, Greenwich Savings Bank, Maltex Cereal; Mutual and locally over WOR); also local shows for Holland House Coffee; spot announcements on Gabby Scoops for Charms. (F) Monogram; shorts. (L) (V).
- TREMAYNE, LESTER.** Dramatic actor, singer, announcer. Born London, England, April 16, 1913; son of Dolly Tremayne, English film actress; h. 5 ft. 11 in.; w. 155; auburn hair, blue-grey eyes; e. private tutors in England, schools in New York, Chicago, Iowa, Oklahoma, Kansas City, and Northwestern University; m. Eileen Palmer, radio actress. First professional appearance at the age of four, when he worked in an English film with his mother under the direction of his uncle, Alex Butler, producer and director. After his arrival in this country, he played stock, tent shows and poetic drama with little theatres in the Middle West; subsequently played leads in Stury's (Munich, Germany) Shadow productions and worked in two marionette theatres for a year. First radio appearance in 1931. Member of the Board of Directors of the Chicago branch of AFRA, 1938-39. (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 and 1940 (Campana Sales, NBC Red 1936-37; CBS, 1940); 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). (F) English films, as child actor; shorts, commercials. (L) Gates of Paradise, 1932; The Messiah, 1933 (s); stock and little theatres. (V) WLS Road Show Units, theatre appearances.
- TRENDLER, ROBERT (Bob).** Conductor, pianist, arranger. Born Cincinnati, Ohio, May 11, 1912; son of Katherine Trendler, soprano and owner of Westwood Conservatory, Westwood, Cincinnati; h. 6 ft.; w. 185; light brown hair, green eyes; e. Vienna Staat Conservatory; m. Annette Bretzlaff, member of WGN girl trio. First radio appearance at the age of 11, as accompanist for his mother who was soloist on WLW when that station opened. Later became staff pianist on the same station. Has played in many orchestras,

PROFESSIONAL RECORDS—Continued

and has been arranger for the Carnation Contented Show, for Smiling Ed McConnell, voice coach for the Tom, Dick and Harry trio and the Doring Sisters, and has provided musical arrangements for many musical shows originating in Chicago in recent years. (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); Carnation Contented Program, 1937 (Carnation Milk, NBC Red); Vanity Fair, 1937 (Campana Sales, NBC Blue); Harold Stokes' Orchestra, 1937 (W. A. Sheaffer Pen Co., Mutual); Sunday Afternoon with Smiling Ed McConnell, 1937-38 (Acme White Lead & Color Works, NBC Blue); Double Everything, 1938 (William Wrigley, Jr., Co., CBS); Laugh Liner 1938 (Wm. Wrigley, Jr., Co., CBS); Sunbrite Smile Parade, 1938-39 (Swift & Co. for Sunbrite Cleanser, NBC Blue); It Can Be Done, 1939 (Household Finance, CBS); Home Town, Unincorporated, 1938-40 (Brown & Williamson, successively NBC Blue and Red); Avalon Time, 1939-40 (Brown & Williamson, NBC Red); Plantation Party, 1939-40 (Brown & Williamson, NBC Blue); Uncle Walter's Dog House, 1939-40 (Brown & Williamson, NBC Red); others.

TREVOR, CLAIRE. Actress. Born New York City; h. 5 ft. 4 in.; blonde hair, hazel eyes; e. American Academy of Dramatic Arts and Columbia University; m. Clark Andrews, radio producer. Has appeared in stock, on Broadway, and in films. (R) Big Town, 1937-39 (Lever Bros. for Rinso, CBS); Old Gold Don Ameche Show, 1940 (P. Lorillard, NBC Red). (F) Fox, 20th Century-Fox, Paramount, United Artists, 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, KEN (Kenneth H.). Novelty musician, singer (**Hoosier Hot Shots**). Born Arcadia, Ind., Sept. 13, 1903; h. 5 ft. 8½ in.; w. 142; brown hair and eyes; e. Muncie High and Dayton Electrical Engineering College; m. Ruth Trietsch; one daughter, Gloria Joan. Formerly in vaudeville; made first radio appearance in January, 1932. (R) National Barn Dance, since 1934 (Miles Laboratories for

Alka-Seltzer, NBC Blue); Station EZRA Uncle Ezra, 1935-39 (Alka-Seltzer, NBC Red); Uncle Ezra's Sunday Afternoon in Rosedale, 1938-39 (Alka-Seltzer, NBC Red); also transcriptions. (F) Republic, 1939 (f); shorts. (L) Featured in Sis Hopkins, Way Down East. (V) Buz-zington Rube Band and Rustic Revelers, 1918-1929. (PR) Columbia (128 records, including 20 of the unit's own selections).

TRIETSCH, PAUL E. (Heezie). Novelty musician and singer (**Hoosier Hot Shots**). Born Arcadia, Ind., April 11, 1905; h. 6 ft.; w. 155; brown hair and eyes; e. high school in Cowan, Ind.; m. Bessie M. Burke; one son, Paul E., Jr., 7. Formerly in vaudeville. First radio appearance in 1932, when the Hoosier Hot Shots made a guest appearance via WOWO, Fort Wayne. Several years later they transferred to WLS, Chicago, and in 1934 became members of the National Barn Dance. (R) National Barn Dance, 1933-40 (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) Republic (f); shorts. (L) Sis Hopkins and The Old Homestead, 1927-28 (f). (V) Buz-zington's Rustic Revelers, 12 years; Hoosier Hot Shots, 7 years. (PR) Columbia, Brunswick, Vocalion, Banner, Perfect. (Plays the washboard and all novelty instruments used in the Hoosier Hot Shots act.)

TROTTER, JOHN SCOTT (John S., Jr.). Musical director. Born Charlotte, N. C., June 14, 1908; h. 6 ft.; w. 200; brown hair, grey eyes; e. Charlotte public schools, and University of North Carolina. After eight years as pianist and arranger for Hal Kemp (his college classmate), he went to Hollywood in 1935 to write the orchestration for a Bing Crosby film. Later became musical director for the American Record Co., resigning in 1937 to take over the music on the Kraft program. (R) Kraft Music Hall, since July 8, 1937 (Kraft Cheese Co., NBC Red). (F) Columbia, Major, Universal, Paramount. (PR) American Record Co. (as musical director), 1936-37; Decca.

TROUT, ROBERT. News reporter, special events commentator, announcer, CBS. New York. Born Wake County, N. C.; h. over 6 ft.; black hair, brown eyes. Joined staff of WJSV, Washington, after finishing schooling in 1931. Formerly CBS Presidential announcer. (R) Professor Quiz, 1937-40 (Nash-Kelvinator Corp., 1937-38, CBS; Noxzema Chemical

PROFESSIONAL RECORDS—Continued

Co., 1938-39, CBS; P & G, 1939-40, CBS); Bob Trout, 1939-40 (Noxzema Chemical Co., CBS); Pet Milky Way, 1939-40 (Pet Milk, CBS). (Has covered world news events for the past 7 years, and is heard currently on Headlines and Bylines, sustaining.)

TRUE, HAROLD. News commentator, announcer, WXYZ, Detroit. Born Hornell, N. Y., April 1, 1894; 5 ft. 11½ in.; w. 180; brown-gray hair, brown eyes; e. Cleveland Law School; m. Altha K. True; three children, Evelyn True Smeby, 22, Harold, Jr., 17, and Rita, 15. First radio appearances in 1923 as singer and announcer. Currently production manager of WXYZ. Operator of a 300-acre dairy farm. (R) The Lone Ranger, 7 years (Bond Bread, Silvercup Bread and others, Mutual); The Day in Review, 10 years (Socony-Vacuum Oil, Alka-Seltzer and Sweetheart Soap); others. (F) Narrator for commercial shorts, 6 years.

TUCKER, ORRIN. Orchestra leader. Born St. Louis, Mo., Feb. 17, 1911; h. 5 ft. 10 in.; w. 160; brown hair, grey eyes; e. Northwestern University, Evanston, Ill., and North Central College, Naperville, Ill. Organized his first band while a student at Northwestern; continued with a five-piece orchestra while enrolled in the pre-medical course at North Central College. While playing at the Spanish Gardens in Naperville during the Chicago's Century of Progress Exposition, Gus Edwards heard him and gave him a job for a nine-piece band in New Orleans. The new aggregation (he picked up four other musicians en route) opened in New Orleans, then toured the South and Midwest, finally arriving at Chicago's Edgewater Beach Hotel. It was during this period his band was first heard on the air, via remote broadcasts. (R) Your Hit Parade, 1940 (Lucky Strike Cigarettes, CBS). (GA) Fitch Bandwagon (Fitch Shampoo, NBC Red); Young Man With a Band (Columbia Records, CBS). (F) Shorts. (V) Theatre and hotel engagements. (PR) Columbia.

TUCKER, SOPHIE (nee Abuza). Singer, actress. Born Boston, Mass., Jan. 13, 1884; h. 5 ft. 4 in.; w. 178; light hair, blue eyes; e. Brown School, Hartford, Conn.; div. L. Tuck, Frank Westphal, Albert Lackerman; one son, Bert. She first appeared as a singer in her father's cafe in 1905; in 1909 she began her vaudeville career which continued to 1939. Her vaudeville songs were of the rhythmic, popular type, known as "coon" songs in 1909, then as "rag" songs, and

later as "jazz" or "syncopation." She was often referred to in the 1910-12 vaudeville days as "The Mary Garden of Ragtime," and in 1919 was billed as "Everybody's Favorite." Vaudeville reviewers, in commenting on her various acts and production numbers, often referred to length to her gowning, which was elaborate and of the "shimmery" type. Her vaudeville career has been frequently interspersed with legitimate stage and cabaret appearances, both here and abroad. (R) Sophie Tucker & Her Show, 1938-39 (American Tobacco for Roi-Tan Cigars, CBS). (F) Warner Bros.; M-G-M; British Lion (s.f.) (L) Ziegfeld Follies of 1909; Merry Mary, 1911; Louisiana Lou, 1912; Shubert Gaieties, 1919; Earl Carroll Vanities, 1924; Follow a Star, 1930; Leave It to Me, 1938-39 (s). (V) 1909-1939. (PR) RCA Victor, Brunswick, Decca; others previously.

TUFTS, NATE. Producer for Ruthrauff & Ryan, Inc., New York City. Born Waltham, Mass.; e. Colgate University. Entered radio in July, 1932, as continuity writer for J. Walter Thompson. (R) The Shadow, 1938-39 (D. L. & W. Coal Co., Mutual); Quaker Party, 1938-40 (Quaker Oats, NBC Red); Stop Me If You've Heard This One, 1939 (Quaker Oats, NBC Red); Vox Pop, 1939-40 (Penn Tobacco, CBS); others, not current.

TUNE TWISTERS. See Jack Lathrop. Andy Love and Bob Wacker.

TUTTLE, LURENE. Dramatic actress. Born Pleasant Lake, Ind., Aug. 20; Daughter of C. U. Tuttle, minstrel man; h. 5 ft. 3½ in.; w. 104; copper colored hair, grey eyes; e. Monrovia high, Pasadena Junior College and University of Southern California; m. Melville Ruick, announcer; one daughter, Barbara Joan. Trained for the stage from childhood, she had many roles in plays produced by her father, her first appearance being at the age of five. Later played stock and appeared in Helen Hayes' Hollywood production of To the Ladies. First radio appearance on the Hollywood Hotel. (R) Hollywood Hotel, four years (Campbell Soup, CBS); Silver Theatre (International Silver, CBS); Lux Radio Theatre (Lever Bros., CBS); Good News (General Foods, NBC Red); Big Town (Lever Bros., CBS); Chase & Sanborn Program (Standard Brands, NBC Red); Dr. Christian (Chesebrough Mfg., CBS); Blondie (R. J. Reynolds, CBS); Joe E. Brown (General Foods, CBS); Hedda Hopper's Hollywood (California Fruit Growers Exchange,

PROFESSIONAL RECORDS—Continued

CBS); One Man's Family (Standard Brands, NBC Red); others. (L) Six seasons as leading lady in stock; 12 productions in Los Angeles and Hollywood.

TWERP, JOE. Comedian, writer, actor. Born Milwaukee, Wis., Jan. 10; h. 5 ft. 7 in.; w. 150; brown hair, blue eyes; son of E. W. Boyes, carnival-tent show performer and singer; e. public schools in New York and Oregon, and University of Oregon; m. Mary Twerp. Also cartoonist and short story writer. Made his first radio appearance in 1932 as result of his cartoon strips. Member, Delta Sigma; Beta Sigma Alpha. (R) Merry-makers, 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); Al Jolson Program, 1938 (Lever Bros., CBS); Joe E. Brown, 1938-39 (General Foods, CBS); It Happened in Hollywood, 1940 (George A. Hormel & Co., CBS). (F) M-G-M, Paramount, Columbia, 20th Century-Fox, RKO (f). (L) All God's Chillun Got Wings (O'Neill). (V) Theatre appearances; also act called "Joe Twerp."

TWO BEES AND A HONEY. See Murray Kane, Hal Kanner, Lilyan B. Perron.

U

UNCLE DON. See Don Carney.

UNCLE EZRA. See Patrick J. Barrett.

UNDERWOOD, CECIL P. Producer, director; radio director, Needham, Louis & Brorby, Hollywood. Born Vienna, Mo., Jan. 3, 1900; e. public schools in Spokane, Wash.; m. Harriette M. Underwood; three children, Doris, Don and Jack. Entered radio as a local station announcer, producer and director in October, 1924. (R) Del Monte Coffee Program, 1930 (California Packing, NBC Red); Love Stories, 1934 (Wm. R. Warner, NBC Blue); Pabst Blue Ribbon Malt Program, 1934 (NBC Red); Jack Benny, 1934 (General Tire & Rubber, NBC Red); Armour Program, 1934 (Armour & Co., NBC Blue); Shell Chateau, 1934-36 (Shell Oil, NBC Red); Red Trails, 1935 (American Tobacco, NBC Blue); Jell-O Program Starring Jack Benny, 1935-36 (General Foods, NBC

Red); Vick's Open House, 1935-36 (Vick Chemical, NBC Red); Texaco Program, 1936 (Texas Co., NBC Red); Laugh with Ken Murray, 1936 (Lever Bros., CBS); Al Jolson Program, 1936-37 (Lever Bros., CBS); Fibber McGee & Molly, 1937-40 (S. C. Johnson, NBC Red); Johnson's Wax Presents Alec Templeton, 1939 (S. C. Johnson, NBC Red); others, not current.

UPTON, MONROE. Writer, comedian. Born Bardon, Ore., Aug. 15, 1898; h. 6 ft.; w. 180; brown hair, blue eyes; e. high school, Roseburg, Ore.; m. Magdalena Mondragon, writer. Entered radio as an engineer, then, in 1926, as announcer, writer, and comedian on KFRC, San Francisco. (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, 1938-40 (General Foods, NBC Red, 1938-39; Hawaiian Pineapple Co., CBS, 1939-40; Camel Cigarettes, CBS, 1940). (F) Republic, 1938. (V) Act as Lord Bilgewater, with Al Pearce & His Gang, since 1930.

***UTTAL, FRED.** Announcer, M.C., producer, script writer. (R) Big Sister, 1936-40 (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 Container Assn. of America, NBC Blue); Kay Kyser's College of Musical Knowledge, 1938-39 (Lucky Strike Cigarettes, NBC Red); Chesterfield Program, 1939 (Liggett & Myers Tobacco, CBS); Steinie Bottle Boys, 1937-38 (Glass Container Assn. of America, NBC Blue); What's My Name?, 1939 (Bristol-Myers); others.

V

VAIL, LESTER. Director, producer. Born Denver, Colo., June 29, 1900; h. 5 ft., 11 in.; w. 170; black hair, brown eyes; e. public schools and Stanford University (A.B. degree); m. Elizabeth Bruce, former actress; two daughters, Margaret Jean, 8, and Barbara Ellen, 3. First radio work resulted from his five-year experience in the theatre. (R) David Harum, 1936-40 (B. T. Babbitt, NBC Red); John's Other Wife, 1937-40 (Old English Floor Wax, BiSoDol, NBC Red);

PROFESSIONAL RECORDS—Continued

- Famous Actors' Guild, 1936-37 (Bayer Aspirin, NBC Blue); Second Husband, 1937-38 (Bayer Aspirin, CBS); Vitalis Program Featuring George Jessel, 1939-40 (Bristol-Myers, NBC Red). (F) M-G-M, 1930-31 (f). (L) In New York, 1925-30 (f).
- VAIL, MYRTLE.** See Myrt & Marge.
- VALENTINE, LEW. M.C., actor (Dr. I.Q.)** Born San Benito, Tex., Aug. 5, 1912; h. 5 ft., 7 in.; w. 167; brown hair and eyes; e. Texas University; m. Bernyce Valentine; one son, Gary L., 3. First radio appearance as singer and announcer in 1929. (R) Dr. I. Q., 1939-40 (Mars Inc., successively NBC Blue and Red); Life of Mary Sothorn, 1936 (Lehn & Fink for Hinds, Mutual), Mennen Jury Trials, 1935 (Mennen Co., Mutual); others, not current, including programs for Gebhardt Chili Powder, 1934-36. (V) Theatre appearances.
- VALLEE, RUDY (Hubert Prior Vallee).** Orchestra leader, singer, M. C., actor. Born Island Pond, Vt., July 28, 1901; h. 5 ft. 10½ in.; w. 175; light brown hair, blue eyes; e. Westbrook (Me.) High School, Maine University (1 year), Yale University (graduate, 1927); not married (div). While in high school he began playing the saxophone, taking up this avocation with such enthusiasm that he changed his name from Hubert Prior to Rudy (after Rudy Wiedoeft, famed saxophone player). While at Yale he organized his own orchestra, which in the summer of 1926 played at the Savoy Hotel, London, and there made its first first radio appearance via the British Broadcasting Corp.; in February, 1928, the orchestra (Connecticut Yankees) made its first U. S. radio broadcast when WABC, New York, picked it up on a remote from the Heigh Ho Club, N. Y. Author, Vagabond Dreams Come True; also author of many magazine articles on radio, and a long series for Radio Stars. Member ASCAP; American Legion; Societe des 40 Hommes et 8 Chevaux; Sigma Alpha Epsilon; New York Athletic Club; Lambs; Friars; Elks; Academy of Motion Picture Arts & Sciences; Amateur Cinema League; National Assn. of Performing Artists. Lt. Commander on staff of Gov Braun (Me.). (R) Fleischmann Hour (later called Royal Gelatin Hour and Royal Desserts Program), Oct. 24, 1929-39 (Standard Brands, NBC Red); one of the longest commercial runs in radio history, during which time Vallee never failed to place among the 10 highest-rating programs in the C.A.B. averages, an unparalleled record); Rudy Vallee Sealtest Program, 1940 (Sealtest, Inc., NBC Red). (F) RKO, Fox, and Warners, 1929-39 (s); shorts. (L) George White's Scandals, 1931, 1936. (V) Theatre, hotel and night club appearances. (PR) Velvetone, RCA Victor, Columbia, Durium, Bluebird, U. S. Record.
- *VAN DOVER, BUD. (Tom, of Tom, Dick and Harry Trio).** Singer, comedian, actor. (R) Tom, Dick and Harry, 1937 (Fels & Co., Mutual); Plantation Party, 1938-40 (Brown & Williamson Tobacco, NBC Blue); Avalon Time as soloist (Brown & Williamson, NBC Red). (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, 1938-40 (Brown & Williamson Tobacco Co., NBC Blue). (LS) WGN, Chicago.
- VAN DYK, JAMES.** Dramatic actor. Born Brooklyn, N.Y., Nov. 14, 1894; h. 5 ft., 7 in.; w. 160; gray hair, brown eyes; e. Montclair (N.J.) High School, Cornell University; m. Marian Lincoln Van Dyk; three children, Marian, 17, James, 15, Ann Frances, 12. First radio appearance in 1934. (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); Manhattan Mother, 1940 (P & G, CBS); also frequently on Easy Aces (Anacin, NBC Blue); Gang Busters (Colgate-Palmolive-Peet, CBS); others. (F) Commercials.
- VAN DYNE, WAYNE.** Tenor. Born Northville, Mich., June 8, 1910; h. 5 ft. 9½ in.; w. 178; dark brown hair, brown eyes; e. University of Michigan, Detroit University, and Detroit Institute of Musical Art; m. Viola M. Van Dyne. Formerly singer in churches, and later singer for WJR, Detroit. (R) Your Parlor Playhouse, 1937 (Lovely Lady Cosmetics, Mutual); Sunbrite Smile Parade, 1938-39 (Swift & Co., NBC Blue); NBC Jamboree, 1939 (sustaining), Home Town Unincorporated, 1939-40 (Raleigh Cigarettes, NBC Red). (V) Theatre appearances, 1938.
- VAN HARVEY, ART.** Actor. Formerly appeared in vaudeville; later was associated with an advertising agency; then turned to radio, making his first appearance about 1928 as a result of an audi-

PROFESSIONAL RECORDS—Continued

- tion. (R) Role of Vic in Vic & Sade, 1934-40 (Procter & Gamble, NBC Red and Blue, 1934-40; CBS, May to November, 1938); others. (V).
- VAN NOSTRAND, JOHN J., JR. (Jack).** Writer and producer; supervisor of Hollywood production for Young & Rubicam, Inc., advertising agency. Born San Francisco, Calif., Aug. 24, 1905; e. San Francisco schools and University of California; m. Julie Dillon, actress. As result of writing for local publications, he joined the writing staff of KHJ, Los Angeles, in 1932; from 1935-36 he was production manager of KFRC, San Francisco; in 1937 he was associated with the Lord & Thomas advertising agency; since 1937 he has been with Young & Rubicam. (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); Silver Theatre, 1939-40 (International Silver, CBS); Screen Guild Theatre, 1939-40 (Gulf Oil, CBS); Jell-O Program Starring Jack Benny, 1939-40 (General Foods, NBC Red); Lum and Abner, 1939-40 (General Foods, CBS).
- VAN STEEDEN, PETER.** Orchestra leader. Born in the Netherlands; e. New York University; m. Margery Van Steeden. First radio appearance with college orchestra, Van and His Collegians, via WEAf, New York, in 1923. (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) What's My Name? 1939 (Bristol-Myers, NBC Red); The Vitalis Program, 1940 (Bristol-Myers, NBC Red). (F) Shorts (Warner Bros.). (V) Various hotels and clubs.
- VANDA, CHARLES.** See listing under Executive Biographies.
- VASS FAMILY.** See Emily, Frank, Louisa, Sally and Virginia Vass.
- VASS, EMILY.** Singer, actress (Vass Family). Born Greenville, S. C., Sept. 10, 1922; h. 5 ft. 3 in.; w. 108; chestnut hair, grey-green eyes; e. Lincoln High School. First radio appearance, as a member of the Vass Family, following an audition for Madge Tucker of NBC, in 1932. (R) Paul Whiteman's Orchestra, 1935 (Kraft Cheese, NBC Red); Ben Bernie & All the Lads, 1937-38 (American Can, NBC Blue); National Barn Dance, 1938-39 (Miles Laboratories for Alka-Seltzer, NBC Blue); National Barn Dance, 1938-39 (Alka-Seltzer, NBC Blue); Sensations and Swing, 1940 (Old Gold Cigarettes, NBC Red); others, including transcriptions. (GA) With Joe Cook, Paul Whiteman, Fred Allen, and others. (Individual members have also appeared on various other programs). (F) RKO (f). (V) Theatre appearances, 1939.
- VASS, FRANK.** Actor, singer (Vass Family). Born Greenville, S. C., April 16, 1914; h. 5 ft. 7½ in.; w. 140; brown hair, blue eyes; e. Wofford College, Spartanburg, S. C., and University of North Carolina. (For further details, see listing under Emily Vass).
- VASS, LOUISA.** Singer, actress (Vass Family). Born Greenville, S. C., May 17, 1919; h. 5 ft. 4 in.; w. 112; ash blonde hair, blue eyes; e. Horace Mann and Lincoln High School and University of Wisconsin. (For further details, see listing under Emily Vass).
- VASS, SALLY.** Singer, writer, actress (Vass Family). Born Greenville, S. C., Oct. 7, 1912; h. 5 ft. 1½ in.; w. 103; blonde hair, green eyes; e. Charlotte Junior College and Queens Chicora College, Charlotte, N. C. (For further details, see listing under Emily Vass).
- VASS, VIRGINIA.** Singer, actress (Vass Family). Born Greenville, S. C., Aug. 20, 1915; h. 5 ft. 2 in.; w. 100; blonde hair, hazel eyes; e. Horace Mann School, New York City; m. Robert Scott, actor. (For further details, see listing under Emily Vass.)
- VENDIG, IRVING.** Script writer. Born Holly Springs, Miss., Oct. 11, 1902; e. University of Chicago High School, and University of Illinois; m. Phyllis Vendig; one daughter, Laurie Ann, 8. Author of children's plays, including Forest Theatre, Don Kent, Cortez, Upside Down Family. Radio writing resulted from a series of children's plays which he wrote and which were produced in a professional children's theatre, 1936. (R) David Adams, 50 scripts, 1936 (P & G, WBBM, Chicago); Houseboat Hannah, 605 scripts 1936-39 (P & G, transcriptions until Sept., 1938, when it became NBC Red and Blue); Judy and Jane, 1936-40, 900 scripts (Folger Coffee, transcriptions).

PROFESSIONAL RECORDS—Continued

VENUTA, BENAY. Singer, mistress of ceremonies, actress. Born San Francisco, Calif., Jan. 27, 1912; h. 5 ft. 7¼ in.; w. 135; blonde hair, blue-grey eyes; e. Hollywood High School and the Beaupre, Geneva, Switzerland; m. Armand Deutsch. Appeared as singer in a Fanchon and Marco production at the age of 13. Entered radio in 1930 when she was engaged by KPO, San Francisco, as a singer and script writer; subsequently wrote, directed, produced, sang, and acted as mistress of ceremonies on her own sustaining show over Mutual for three and a half years. (R) Shell Chateau, 1935 (Shell Oil, NBC Red); The Vitalis Program, 1940 (Bristol-Myers, NBC Red); others. (GA) Kraft Music Hall (Kraft Cheese Co., NBC Red); Hobby Lobby (Fels & Co., CBS). (L) Anything Goes, 1935; Orchids Preferred, 1937; Kiss the Boys Goodbye, 1939 (s, f). (V) Theatre appearances.

VERA VAGUE. See Barbara Jo Allen.

VERRILL, VIRGINIA CATHERINE. Actress, singer. Born Santa Monica, Calif., Nov. 20, 1916; daughter of Charles McLean, violinist, and Aimee McLean Verrill, radio and stage actress; 5 ft. 2½ in.; w. 105; black hair, green eyes; e. Hollywood High School, John Marshall. Also violinist and dancer; since the age of 12 has been a voice-double for many film stars, especially in singing roles. First radio appearance was at the age of 11 when her mother, then publicity director for KFI, Los Angeles, got her small roles to keep her out of mischief after school. Winner of scholarship award to the Scripps Girls School. (R) Log Cabin Jamboree, 1937-38 (General Foods for Log Cabin Syrup, NBC Red); Wonder Show-Jack Haley, 1938-39 (Continental Baking, CBS); Home Town, Unincorporated, 1939-40 (Brown & Williamson Tobacco, NBC Red); Uncle Walter's Dog House, 1939-40 (Brown & Williamson Tobacco, NBC Red); Show Boat, 1940 (Brown & Williamson Tobacco, NBC Blue); many others. (F) Sam Goldwyn (f); shorts for Paramount and Warner Bros. (V) Vocals by Verrill since 1933; personal appearances, 1936-39. (PR) Decca.

VICKLAND, MEL (Paul Melvin Vickland). Announcer, baritone. Born Topeka, Kans., July 27, 1913; h. 5 ft. 11 in.; w. 157; brown hair, blue eyes; e. University of Minnesota and College of the Pacific; m. Natalie Park, radio actress. First radio appearance in the early 1930's, singing with a college quartet over WCCO, Minneapolis-St. Paul. (R) Standard Symphony, 1937 (Standard

Oil of California, NBC Pacific Red); other Coast shows for Sperry Flour, 1936; General Foods, 1940; also transcriptions; writes and produces educational programs. (L) The Drunkard, 1933-34; The Desert Song, 1934; Student Prince, 1934. (V) Theatre appearances.

VINCENT, CHICK (Vincent Colangelo). Producer, director, Transamerican Broadcasting & Television Corp. Born New York City, Aug. 29, 1911; e. Theodore Roosevelt High School and St. John's College (one year); m. Ann Fusari. Entered radio in 1931 as assistant to Kenn Sisson, musical arranger, and later (1935) was a member of the WLW production staff. (R) Singin' Sam, 1936 (Barbasol Co., NBC 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, 1938-40 (P & G, NBC Red and Blue, CBS); This Day Is Ours, 1938-40 (P & G, successively CBS and NBC Blue); Bert Lytell in Golden Theatre Group, 1939 (Lewis-Howe for Tums, NBC Blue); The Parker Family, 1939-40 (Andrew Jergens, NBC Blue); The Light of the World, 1940 (General Mills, NBC Red and Blue); also transcriptions for Libby, McNeill & Libby, 1937; Gruen Watch, 1938-39; Royal Baking Powder, 1938-39; Ipana Toothpaste, 1939.

VINSON, OWEN (Max M. Vinsonhaler). Director, producer. Born Belaire, Kans., May 10, 1903; e. East Denver High School, Denver College of Music, and University of Denver (A.B. degree); m. Pauline Hopkins, script writer. First radio work while a university student; program director, KOIL, Omaha, 1932-33; production manager, Affiliated Broadcasting Co., 1936-37; program director, WLW, Cincinnati, 1938-39. (R) The Mad Hatterfields, 1937-38 (Nestle Lion Brand Milk, WLW line to New York); True Detective Mysteries, 1937-38 (Macfadden Publications, 1937-38; Lambert Pharmacal Co., 1938; Mutual); Woman in White, 1939-40 (Pillsbury Flour, NBC Red); Road of Life, 1939-40 (P & G, NBC Red, CBS). (L) Dramatic stock as stage manager, actor and director, 1924-31.

VOICE OF EXPERIENCE. See M. Sayle Taylor.

VOLA, VICKI. Dramatic actress. Born Denver, Colo., Aug. 27, 1916; h. 5 ft. 2 in.; w. 110; auburn hair, brown eyes. At the age of 16 was signed by a stock company for an ingenue role, and toured for the next two years in the vicinity

PROFESSIONAL RECORDS—Continued

of Denver. Auditioned at KLZ, Denver, in 1932; her first role was in a series of Bible programs. (R) Howie Wing, 1938-39 (Kellogg Co., CBS); Easy Aces, 1939 (Anacin, NBC Blue); True Story (Macfadden Publications, NBC Blue); Valiant Lady, 1939 (General Mills, NBC Red and Blue); Vic and Sade (P & G for Ivory Soap, NBC Red and Blue); I Want a Divorce, 1938-39 (S & W Fine Foods, NBC Red and CBS); Dr. Kate, 1938-39 (Sperry Flour, NBC Pacific Red); Aunt Jenny's Real Life Stories, 1939 (Lever Bros. for Spry, CBS); Death Valley Days, 1938-39 (Pacific Coast Borax, NBC Red); Lux Radio Theatre (Lever Bros., CBS); First Nighter (Campana Sales, NBC Red); Calling All Cars (Rio Grande Oil, CBS); Brenda Curtis, 1939-40 (Campbell Soup, CBS); District Attorney, 1940 (Pepsodent, NBC Blue); The Man I Married, 1940 (Oxydol, NBC Red); Manhattan Mother, 1940 (P & G, CBS); others, including network programs originating in Hollywood during 1934-38.

VON ZELL, HARRY. Announcer, actor, M. C.; production executive, Young & Rubicam radio department. Born Indianapolis, Ind., July 11, 1906; h. 5 ft., 11 in.; w. 195; blonde hair, blue eyes; e. various California elementary and high schools, U.C.L.A.; m. Minerva von Zell; one son, Kenneth Harry, 11. First radio appearance in 1927 as singer on KMIC, Inglewood, Calif.; subsequently became staff announcer on a Hollywood station and in 1928 was chosen by Paul Whiteman to handle the commercial on the Whiteman program. (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); Lorna Fantan, 1933 (P. Lorillard for Old Gold, 1933); Will Rog-

ers, 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); Feen-A-Mint Amateur Hour, 1934-35 (Feen-A-Mint, 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, CBS); Good Gulf Gazette, 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 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, 1937-40 (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); Aldrich Family, 1939-40 (General Foods, NBC Blue); Eddy Duchin, 1938-39 (Pall Mall Cigarettes, NBC Red); Gulf Screen Guild (New York shows), 1939 (Gulf Refining, CBS). (F) Pathe News; Warner Bros. and Paramount shorts. (V) M. C. of stage units.

VOORHEES, DON. Musical director. Born Allentown, Pa., July 26, 1903. Studied music at an early age, and when he was 12, had his own orchestra. Began playing with a theatre orchestra at 15, and was its director from 1917 to 1919. Music director for many musical comedies and reviews, 1920-27. In 1925, while directing music for Earl Carroll's Vanities, he formed a radio unit that was broadcast from the Carroll Theatre. Directed music for the first Show Boat programs and was with Ed Wynn when the latter first appeared on the air. (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, and several others.

PROFESSIONAL RECORDS—Continued

W

- ***WACKER, BOB.** Singer (the **Tune Twisters**). (R) Gulf Musical Playhouse, July to Sept., 1939 (Gulf Oil, CBS); Calling America, since Oct., 1939 (cooperative program, Mutual); others, including local shows and transcriptions.
- ***WAIN, BEA.** Singer. (R) Quaker Party, 1938-39 (Quaker Oats Co., NBC Red); Your Hit Parade, 1939-40 (Lucky Strikes, CBS). (F) Shorts. (V) Appearances with Larry Clinton's Orchestra. (PR) RCA Victor, with Larry Clinton. (Married to Andre Baruch, announcer).
- WALD, JOHN R.** News commenator, announcer. Born Hastings, Minn., Sept. 6, 1908; h. 5 ft. 11 in.; w. 169; red hair, blue eyes; e. University of Minnesota; m. Jean C. Wald; one daughter, Susan Ann, 6. First radio appearance in 1929 with the KSTP Players, KSTP, Minneapolis-St. Paul; from 1929 to 1937, he was chief announcer for the same station. (R) As announcer: Pabst Blue Ribbon Malt Program, 1935 (Pabst Blue Ribbon Malt Co., NBC Red); Magic Key of RCA, 1936 (Radio Corporation of America, NBC Blue); Waltz Time, 1936 Charles H. Phillips Chemical Co., CBS); as news commentator: Richfield Reporter, 1937-40 (Richfield Oil Corp., NBC Pacific Red). (F) M-G-M, 20th Century-Fox; shorts (voice work and commenting). (L) Stock, 1928-29.
- WALL, LUCILLE.** Dramatic actress. Born Chicago, Ill.; sister of Mildred and Geraldine Wall, both of the stage; h. 5 ft. 7 in.; light brown hair, brown eyes; e. Sacred Heart Academy, Washington, and American Academy of Dramatic Art, New York. Has appeared in stock, and in several Broadway productions. Entered radio in 1927 via WJZ, New York, playing with Frederic March on the Collier Hour. Subsequently known for four years as The Collier Love Story Girl. (R) Currently: Your Family and Mine (Sealtest, Inc., successively NBC Red and CBS); Lorenzo Jones (Chas. H. Phillips Chemical Co., NBC Red).
- WALL, PEGGY (Margaret B.)** Dramatic actress. Born Spokane, Wash., Feb. 24, 1917; h. 5 ft. 2 in.; w. 108; honey colored hair, grey-green eyes; e. Thornton Township High School and Goodman Theatre. First radio appearance in 1934, in The Romance of Helen Trent. (R) Rich Man's Darling, 1936-37 (Kissproof, Outdoor Girl Cosmetics, Jo-Cur, CBS); 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, 1935-38 (Caldwell Syrup, transcriptions); Stepmother, 1938-40 (Colgate-Palmolive-Peet, CBS); others, not current. (L) Stock, 1934-37 (f).
- WALLACE, TOM.** Producer, director, M.C.; vice-president, Russel M. Seeds Advertising Agency, Chicago. Born Bisbee, Ariz., June 11, 1899; e. University of Arizona (Kappa Sigma); m. Angie M. Wallace; three children, Tom, Jr., 16, George, 14, and Marganne, 10. Served in the U. S. Navy during the World War. Entered radio as a singer; chief announcer for KNX, Hollywood, for three years; formerly head of his own advertising agency. (R) Lifetime Revue, 1938 (W. A. Sheaffer Pen Co., Mutual); Avalon Time, 1938-40 (Brown & Williamson Tobacco Corp., NBC Red); Plantation Party, 1938-40 (Brown & Williamson Tobacco Corp., NBC Blue); role of Uncle Walter on Uncle Walter's Dog House, 1939-40 (Brown & Williamson Tobacco Corp., NBC Red).
- WALLENSTEIN, ALFRED FRANZ.** Musical director and conductor. Born Chicago, Ill., Oct. 7, 1898; h. 5 ft. 10 in.; w. 157; brown hair, hazel eyes; m. Virginia Wallenstein. Began study of the cello at the age of eight; toured as soloist at the age of 13; in 1916 he became a member of the San Francisco Symphony; in 1917 he toured Central and South America as accompanist for Pavlowa; in 1919 he became a member of the Los Angeles Philharmonic Orchestra; then toured South America as soloist and studied under Klengel in Leipzig; from 1923-29 he was solo cellist of the Chicago Symphony Orchestra; he was head of the cello department, Chicago Musical College, 1927-29; in 1929 he became solo cellist with the New York Philharmonic under Toscanini; guest conductor of symphony orchestras. First radio appearance in 1923. Currently also general musical director of WOR, New York. (R) National Dairy Virtuosos, 1931 (National Dairy Products, NBC Blue); The Voice of Firestone, 1937-40 (Firestone Tire & Rubber Co., NBC Red).
- WALLINGTON, JAMES.** Announcer. Born Rochester, N. Y., Sept. 15, 1907; h. 6 ft. 2 in.; w. 190; brown hair, blue eyes; e. University of Rochester and Union College (A.B. degree); m. Betty Jane Cooper, dancer; two children, Barbara

PROFESSIONAL RECORDS—Continued

Jane, 3, James C., 2. First radio appearance in October, 1928, via WGY, Schenectady. (R) Chase & Sanborn program, 1930-35 (Standard Brands, NBC Red); Eddie Cantor, 1936-37 (Lehn & Fink for Pebeco Toothpaste, CBS); Texaco Town, 1937-38 (Texas Co. for Texaco Gasoline, CBS); Texaco Star Theatre, 1938-40 (Texas Co., CBS); numerous others, including programs for Fleischmann's Yeast, 1930-35, Swift & Co., 1930-35, B. F. Goodrich, 1930-34, Sun Oil, 1931-35. (F) Republic, Columbia (f); shorts. (V) With own unit, 1932-35.

WALLISER, BLAIR. Producer, writer. Born Chicago, Ill., Sept. 18, 1908; e. Northwestern University (Phi Beta Kappa). First radio appearance via WGN, Chicago, in 1929. (R) As director: Romance of Helen Trent, 1933-40 (Edna Wallace Hopper, CBS); Just Plain Bill, 1934-35 (Kolynos, CBS); We are Four, 1935-37 (Munsingwear, Mutual); Backstage Wife, 1935-40 (Dr. Lyon's Toothpowder, NBC Red); Curtain Time, 1937-39 (General Mills, Mutual); Fifth Row Center, 1939-40 (sustaining, Mutual); as writer-director: Bob Becker's Chats about Dogs, 1934-40 (Morrell Packing, NBC Red); Lucky Girl, 1936-38 (Bristol-Myers, Mutual). (LS) As director: Rich Man's Darling, 1935 (Sterling Products, WGN, Chicago); Wife versus Secretary, 1936-37 (Bayer Aspirin, WGN and transcriptions); as writer-director: Harold Teen, 1930-32 (Colgate-Palmolive-Peet, WGN); Secret Three, 1933-35 (3 Minute Cereal, transcriptions).

WALPOLE, HELEN. Writer, actress. Born Birmingham, Ala., Feb. 1, 1916; h. 5 ft. 3 in.; w. 110; reddish blonde hair, blue eyes; e. public schools in Alabama and private school. After studying with Eva Le Gallienne's apprentice group in New York, and taking lessons in stagecraft from Frances Robinson Duff, she appeared in the Broadway production of Brief Moment; subsequently toured in The Barretts of Wimpole Street and played ingenue leads in New York. First radio appearance on the Lux Radio Theatre in 1936; began writing for radio at the suggestion of Alexander Woollcott. (R) As actress: Lux Radio Theatre, 1936 (Lever Bros., CBS); Just Plain Bill, 1938 (Anacin, Kolynos, NBC Red); Lorenzo Jones, 1938 (Charles H. Phillips, NBC Red); Dr. Christian, 1938-39 (Chesebrough Mfg., CBS); Death Valley Days, 1938-40 (Pacific Coast Borax, successively NBC Red and Blue); as script writer: Our Gal Sunday, 1939 (Anacin, CBS); Amanda of Honeymoon

Hill, 1940 (Charles H. Phillips, NBC Blue). (F) Shorts. (L) Barretts of Wimpole Street (tour), Stage Door, Spring in Autumn, Cradle Song and others; stock.

WALTER, WILMER. Actor (character leads). Born Philadelphia, Pa., Feb. 9, 1884; h. 5 ft. 10 in.; blonde hair; e. high school and business college in Philadelphia. After graduation, he went into the wholesale leather business. A friend playing in Pawn Ticket 210 offered him a part. He played it, and later went into stock. Toured the U. S., Canada, the West Indies and South America playing the title role in Ben Hur and starring in other productions. Also played several seasons in vaudeville and appeared in films. Entered radio over 12 years ago. (R) March of Time, 1932-34 (Time Magazine, CBS); Helen Hayes in Bambi, 1935-37 (General Foods for Sanka Coffee, NBC Blue); The Gumps, 1936-37 (Corn Products Refining Co., CBS) and 1937-38 (Lehn & Fink for Pebeco Tooth Paste, CBS); Court of Human Relations, 1938 (Vadco Sales Corp., Mutual); David Harum, 1936-40 (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. Staff announcer, KSFO, San Francisco. Born Salt Lake City, Utah, Nov. 11, 1913; h. 5 ft. 8 in.; w. 150; blonde hair, grey-blue eyes; e. Oakland (Calif.) High School, and Marin Junior College; m. Mary Ellen Herrick, radio actress. Entered radio in 1935, when he joined the staff of KSFO. (R) Sperry Flour programs, 1937-38 (Sperry Flour, CBS); Good Afternoon, Neighbors, 1937 (Durkee Famous Foods, CBS); Gilmore Oil program, 1937 (Gilmore Oil, Western network); 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); Union Oil Program, 1939-40 (Union Oil, CBS).

WALTON, SIDNEY ROBERT. Announcer, writer, producer. Born Washington, D. C., May 30, 1915; h. 6 ft.; w. 150; m. Rosalie London, radio actress; one daughter, Judy, 3. (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); Sidney Walton, Music, currently (Air Conditioning Training Corp., NBC Blue); By Kathleen Norris, currently (General Mills, CBS). (F) Paramount

PROFESSIONAL RECORDS—Continued

(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).

WARD, ALAN. Director for Arthur Kudner, Inc., New York City. Born St. Joseph, Mo., Sept. 4, 1904; e. University of Iowa (A. B. degree) and one year at Harvard University (Baker's 47 Workshop). Started in radio as an actor, worked into production and finally joined the Arthur Kudner advertising agency as director. (R) Red Davis (Beech-Nut Packing, NBC Red and Blue); Mary and Bob's True Stories, 1938-39 (Macfadden Publications, NBC Blue); Goodyear Farm Radio News, 1938-39 (Goodyear Tire and Rubber, NBC Red and Blue); others, including six years as actor on Collier's Radio Hour (Crowell Publishing, NBC Blue). (L) Ten years; productions for the Theatre Guild, the Shuberts and others.

WARD, CHARLES O. (Gable). Musician (clarinet), character parts, singer (**Hoosier Hot Shots**). Born Knightstown, Ind., Nov. 26, 1905. He was a member of school glee clubs, orchestras and bands, and upon graduation formed his own band. After a short interval in vaudeville he joined with three others in the present organization and made tours with them. First radio appearance in 1932 when the Hoosier Hot Shots made a guest appearance on WOWO, Fort Wayne. Several years later they transferred to WLS, Chicago, and in 1934 became regular members of the National Barn Dance. (R) National Barn Dance, 1934-40 (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 Revelers, 10 years; theatre appearances. (PR) American Record Corp.

WARING, FRED (Frederick Malcolm Waring). Conductor, producer (Fred Waring's Pennsylvanians). Born Tyrone, Pa.; brown hair, blue eyes; e. Penn State. President, Waring Mixer Corp.; part owner, Words and Music, Inc., publishing firm. Formed his first orchestra at the age of 18, made up of his bro-

ther Tom (piano), Fred Buck (banjo), his next-door neighbor Poley McClintock (drums) and himself (banjo). The Waring-McClintock Snap Band, as it was called, continued to function when Waring went to Penn State (founded by his great-grandfather, William G. Waring) to study architecture. In 1921 he played for the Junior Hop at the University of Michigan and christened the band Fred Waring's Pennsylvanians. While there, the band made its first broadcast via WWJ, Detroit, and also filled an engagement at a Detroit theatre. (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); Chesterfield Presents Fred Waring in Pleasure Time, 1940 (Chesterfields, NBC Red). (F) Warner Bros. (s); shorts. (L) Hello Yourself, 1928-29; Rah Rah Daze, 1930; New Yorkers, 1930-31. (V) Theatre engagements, since 1921. (PR) RCA Victor.

WARNER, GERTRUDE. Actor. Born West Hartford, Conn., April 2, 1917; h. 5 ft. 4½ in.; w. 120; light brown hair, hazel eyes; e. schools in Hartford. First radio appearances in a radio stock company at WTIC, Hartford, in 1935. (R) Against the Storm, 1939-40 (P & G, NBC Red); Valiant Lady, 1939-40 (General Mills, NBC Red and Blue); Light of the World, 1940 (General Mills, NBC Red and Blue); Campbell's Short, Short Story, 1940 (Campbell Soup Co., CBS).

WARNOW, MARK. Musical director for CBS, New York City. Born in Russia, April 10, 1901; h. 5 ft. 5 in.; w. 165; black hair, brown eyes; three children (by his deceased wife), Morton, 14, Elaine, 13, and Sandra, 6. Conducted the Massel Opera Company at the age of 19; later conducted the Music Box Revue and other shows. Started in radio as violinist in a house orchestra. (R) Evening in Paris, 1935 (Bourjois Sales, NBC Blue); The New Penny, 1935 (General Foods, NBC Blue); Chrysler Air Show, 1936 (Chrysler Corp., CBS); Bambi, 1936-37 (General Foods, NBC Blue); Your Hit Parade, 1937-40 (American Tobacco Co. for Lucky Strike Cigarettes, CBS); Jack Berch and His Boys, 1937 (Fels Co. for Fels Naptha Soap, CBS); We, The People, 1937-40 (General Foods for Sanka Coffee, CBS); New York on Parade, 1937-38 (Consolidated Edison Co., WEA, New York City); Heinz Magazine of the Air, 1938 (H. J. Heinz, CBS); Sophie Tucker and Her Show, 1938-39 (American Tobacco, CBS); others. (F) Shorts. (L) Music Box Revue and others.

PROFESSIONAL RECORDS—Continued

***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, 1937-40 (Procter & Gamble for Oxydol, NBC Red, 1937; WHN, N. Y., 1938; CBS, 1938-40). (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.

WATT, KENNETH L. (S. James Andrews). Writer, producer, director. Born New York City, Sept. 9, 1898; e. University of Michigan, and Northwestern University; one son, James, 9. Staff writer, Liberty Magazine; author of several books, as well as short stories; currently doing some writing for films. Started radio work in 1924 when the advertising agency, which then employed him as a copywriter, created a radio department and appointed him radio director. (R) Lorenzo Jones, 1938 (Charles H. Phillips, NBC Red); Second Husband, 1938 (Bayler Aspirin, CBS); Letters Home from the New York World's Fair, 1939 (Westinghouse, NBC Blue); Musical Americana, 1940 (Westinghouse, NBC Blue); many others.

WEBB, JANE. Dramatic actress (juvenile). Born Chicago, Ill., Aug. 13, 1925; h. 5 ft. 6 in.; w. 123; brown hair and eyes; e. currently high school student. Auditioned in May, 1936, and signed an NBC contract the following September. (R) Roles in Tom Mix and His Ralston Straight Shooters (Ralston Purina, NBC Blue); Story of Mary Marlin (P & G, NBC Red and Blue); Attorney-at-Law (Johnson's Wax, successively NBC Blue and Red); Grand Hotel (Campana Sales, successively NBC Blue, CBS); Public Hero No. One (Falstaff Brewing, NBC Red); Inside Story (Ralston Purina, NBC Blue); It Can Be Done (Household Finance, CBS); Guiding Light (P & G, NBC Red); Bachelor's Children (Old Dutch Cleanser, CBS and Mutual); others.

WEBB, KENNETH. Writer, director for Batten, Barton, Durstine & Osborn. Born New York City; e. Collegiate School, and Columbia University; m. Lorraine Frost, actress. Motion picture writer and director, 1919-30; author numerous stage plays, 20 revue sketches, and 50 vaudeville sketches; former president Eastern Division Motion Picture

Directors Assn.; president Radio Writers Guild; lecturer on radio writing, New York University; member Society of the Cincinnati. First radio work via Batten, Barton, Durstine & Osborn in 1933. (R) Blackstone Plantation series, 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, 1939-40 (Nehi Corp., CBS). (F) Vitagraph, Famous-Players-Lasky, Whitman Bennett, First National, Fox, United Artists, Pathe and others. (L) Author of One of the Family, 1925; The Houseboat on the Styx, 1928; Zombie, 1933; co-author of The Gay Divorcee, 1933; Birdie, 1934; 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, Rose of Italy, Bleaty, Bleaty, Klick Klick, many others.

WEBER, KARL. Actor, narrator. Born Columbus Junction, Ia., March 17, 1916; h. 6 ft. 1 in.; w. 170; black hair, brown eyes; e. Cornell College and University of Iowa (A.B. degree); m. Marjorie Williams. First radio appearance in June, 1937. (R) Story of Mary Marlin, 1937-40 (P & G for Ivory Soap and Snow, NBC Red and Blue); Girl Alone, 1938-40 (Quaker Oats, NBC Red); Woman in White, 1938-40 (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); Arnold Grimm's Daughter, 1939-40 (General Mills, NBC Red and Blue); Avalon Time, 1939-40 (Brown & Williamson Tobacco, NBC Red); This Amazing America, 1940 (Greyhound Bus Lines, NBC Blue); Cavalcade of America, 1940 (E. I. du Pont de Nemours, NBC Red and Blue).

WEBER, MAREK. Orchestra conductor, violinist. Born Vienna, Austria, Oct. 25, 1897. Studied under Joachim, the Hungarian violinist, and made his debut in 1909 in Vienna. Later played in cafes, and made phonograph records. Came to the U. S. in 1936 for a concert tour, but eventually decided to remain permanently. First radio appearance in 1937. (R) Magic Key of RCA, 1937-38 (Radio Corp. of America, NBC Red); Con-

PROFESSIONAL RECORDS—Continued

tented Hour, 1937-40 (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, MAURIE (Maurice E). Announcer, commentator. Born Gibbon, Nebr., April 22, 1916; h. 5 ft. 11 in.; w. 173; light brown hair, blue eyes; e. College of Puget Sound, Tacoma, and University of California at Los Angeles; m. Judith Russell, formerly of the stage. First radio appearance announcing a program from a church, of which he was a member; became associated with KVI, Tacoma, following an audition; shortly thereafter appointed program director. Has also done considerable radio writing, including Columbia's Camera Club, which he created and currently conducts. (R) Hometown Sketches, 1937 (Fels Naptha 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); Jimmie Fidler, 1938 (P & G, CBS); Sports Huddle, 1938-39 (Stephano Bros., CBS Pacific). (F) Shorts. (L) The Black Flamingo, 1938; Children of the Moon, 1934; The Pied Piper, 1935; The Dark Tower, 1935.

WEEMS, TED (Wilfred T.). Orchestra leader. Born Baltimore, Md.; h. 6 ft.; w. 185; blonde hair, blue eyes; e. West Philadelphia High School, and University of Pennsylvania. Learned to play the violin and trombone, and was director of the student band in high school. While at college he and his brother Art joined a small unit touring Pennsylvania. The pair then set out for New York and there organized an orchestra. Once co-owner of a cafe. Played at the inaugural ball of President Harding. (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); Beat the Band, 1940 (General Mills, NBC Red). (V) Theatre and hotel appearances.

WEIST, DWIGHT. Actor, announcer. Born Palo Alto, Calif., Jan. 16, 1910; h. 6 ft. 2½ in.; w. 190; light brown hair, blue eyes; e. Ohio Wesleyan University; m. Elizabeth Maxwell; two children. Gretchen C. and Richard M. First radio appearance during his junior year in col-

lege when he played in a program (for which he had also written the continuity) on a Columbus station; later took an announcer's audition, and remained with the station in that capacity for six months. (R) March of Time, 1932-39 (sponsored at various times by Servel, Remington, and Time, Life and Fortune magazines, NBC Blue, CBS); Forty-five Minutes in Hollywood, 1933 (Borden Sales, CBS); Cavalcade of America, 1936-39 (E. I. du Pont de Nemours, CBS); We, the People, 1938 (General Foods, CBS); Aunt Jenny's Real Life Stories, 1938-39 (Lever Bros., CBS); Believe It or Not, 1938-39 (General Foods, 1938, NBC Red; Nehi, Inc., 1939, CBS); Town Hall Tonight, 1938-39 (Bristol-Myers, NBC Red); The O'Neills (P & G, NBC Red); Baker's Broadcast (Standard Brands, NBC Blue); Shell Chateau (Shell Union Oil, NBC Red); News of Youth (Ward Baking, CBS); The Shadow, 1938-40 (Blue Coal, Mutual); Magic Key of RCA, 1939 (Radio Corp. of America, NBC Blue); Big Sister, 1939 (Lever Bros., CBS); Eddy Duchin & His Orchestra, 1939 (Pall Mall Cigarettes, NBC Red); By Kathleen Norris, 1939-40 (General Mills, CBS); The Court of Missing Heirs, 1939-40 (Ironized Yeast, CBS); One of the Finest, 1939-40 (Gordon Baking, NBC Red and Blue); Valiant Lady, 1940 (General Mills, NBC Red and Blue); Texaco Star Theatre, 1940 (Texas Co., CBS); When a Girl Marries, 1940 (Prudential Life Insurance, CBS); Sky Blazers, 1940 (Continental Baking, CBS); others, including transcriptions (The Heart of Julia Blake, 1939; The Career of Alice Blair, 1940; Meet Miss Julia, 1940; etc.) and sustaining features (Americans at Work, 1938-39, CBS; What Price America, 1939, CBS; American All—Immigrants All, 1939, CBS; Pursuit of Happiness, 1939-40, CBS). (F) Shorts. (L) 1931-32.

WELCH, ROBERT L. Production supervisor, Young & Rubicam, Inc., New York. Born Chicago, Ill., Nov. 23, 1909; e. Northwestern University; m. Templeton Fox, radio actress. Entered radio as writer and director, 1935; also author of magazine articles and short stories. (R) Director and supervisor: Kate Smith Hour, 1937-39 (General Foods, CBS); Hobby Lobby, 1937-38 (Hudson Motors, CBS); Aldrich Family (heard on the Kate Smith Hour, 1938-39, CBS; substituted for Jack Benny program, July to Oct., 1939, NBC Red; since Oct. 10 heard over the NBC Blue for Jell-O Desserts); Fred Allen program, 1940 (Ipana and Sal Hepatica, NBC Red); others. (F) RKO. as writer; 20 Century-Fox, as lyric

PROFESSIONAL RECORDS—Continued

writer and musical scores composer. (L) Own stock company, 1932-36. (V) Night club appearances as M.C. (also wrote material).

WELLES, ORSON. Writer, director, actor, producer. Born Kenosha, Wis., May 6, 1915; h. 6 ft. 2 in.; w. 200; brown hair and eyes; e. Todd School, Woodstock, Ill.; div. Virginia Nicolson; one son, Christopher, 2. Editor (with Roger Hill) of Mercury Shakespeare editions. For a short time engaged in painting and also as news-correspondent; made his first appearance on the stage in Dublin, in November, 1931; returning to America he toured with Katharine Cornell in Romeo and Juliet, 1933-34, and made his first New York appearance in the same play in December, 1934. In 1936 he became director of the Negro People's Theatre and produced a Negro version of Macbeth; in 1937 he was appointed a director of the Federal Theatre Project in New York and produced Horse Eats Hat and other plays; in the autumn of 1937, with John Houseman, he founded the Mercury Theatre; opened the Mercury (formerly the Comedy) on November 11, 1937, with a revival of Julius Caesar (in modern dress and without scenery), in which he appeared as Brutus. First radio appearance in 1936. Currently also directing and producing films. (R) The Shadow (Blue Coal, Mutual); Mercury Theatre of the Air, 1938 (sustaining, CBS); Campbell Playhouse, 1938-40 (Campbell Soup Co., CBS). (L) Candida, 1933-34; Panic, 1934; producer and director, Woodstock Summer Theatre, 1934; Ten Million Ghosts, 1936; Julius Caesar, 1937; Heartbreak House, 1938; Five Kings, 1939; others. (F) RKO (contract to write, direct, produce and star in three films). (PR) Columbia (Shakespearean records).

WELLINGTON, LARRY. Musician (piano, accordion and guitar), singer (**Louise Massey and The Westerners**). Formed own dance band while still in school; joined the Westerners in 1930 in Kansas City. (R) Log Cabin Dude Ranch, 1936-37 (Log Cabin Syrup, NBC Blue); Plantation Party; currently (Brown & Williamson for Bugler Tobacco, NBC Blue); others. (V) Personal appearances.

WELLS, SARAJANE. Actress. Born Owensboro, Ky., Dec. 8, 1914; h. 5 ft. 1 in.; w. 109; light brown hair, hazel eyes; e. Senn High School, Northwestern University, and Chicago Art Institute; m. O. V. Mahan, Jr. First radio appearance in 1930, following an audition. (R) Jack Armstrong, 1932-40 (General Mills,

Inc., NBC Red); Betty & Bob, 1933-35 (General Mills, CBS); Arnold Grimm's Daughter, 1936-39 (General Mills, NBC Red and Blue); Right to Happiness, 1939-40 (Procter & Gamble, successively NBC Blue, CBS); Guiding Light, 1938-40 (Procter & Gamble, NBC Red); Woman in White, 1938-39 (Pillsbury Flour Mills, NBC Red). (L) Child actress, Stuart Walker's Co., 1921; Little Theatre.

WEST, JANE. Script writer, actress. Born Humboldt, Tenn., February, 1891; h. 5 ft. 6½ in.; auburn hair, blue-gray eyes. Originally studied to be a singer, but her ambitions were halted by marriage and, subsequently, the care of twin daughters. Later toured in stock, musical comedy, and vaudeville, and once trouped with a circus. In 1930 she wrote a Pruney and Penny radio series (in which she played all the characters) and presented it via WMCA, New York. While presenting another of her programs on a Brooklyn station, was approached on the idea of writing an Irish show. Her current series, The O'Neills, was the result. (R) The O'Neills, 1935-40 (Procter & Gamble, NBC Red, Blue, CBS); others. (V) and (L) many years.

WETSTEIN, PAUL R., JR. Music arranger. Born Springfield, Mass., March 12, 1912; h. 5 ft. 9 in.; w. 155; brown hair; e. Dartmouth, 1933. (R) Tommy Dorsey's Orchestra, 1936-39 (Brown & Williamson, NBC Red); Camel Caravan with Bob Crosby's Orchestra, 1940 (R. J. Reynolds, NBC Red); also arrangements for Larry Clinton, Leo Reisman and Jan Savitt.

WHITE, D. ARDENNE. Singer, producer. Born Hopwood, Pa., Sept. 2, 1915; h. 5 ft. 11 in.; w. 170; brown hair, grey eyes; e. South Union High School, Uniontown, Pa., and Bethany College, Bethany, W. Va. (A.B. degree in music). (R) Musical Steelmakers (also called It's Wheeling Steel), currently (Wheeling Steel Corp., Mutual).

WHITE, DAVID W. Producer, director. Born Alexandria, Va., Jan. 3, 1905; e. University of Virginia, Charlottesville, and Richmond Art School; m. Janet C. White. Entered radio in 1927 as program director of the Mobiloil Concert; later worked into production and script writing. (R) Mobiloil Concert, 1927-33 (Socony-Vacuum Oil Co., NBC Red); Tea Time, with Julia Sanderson and Frank Crumit, 1933-35 (Bond Bread, CBS); Guy Lombardo & His Orchestra, 1935-38 (Bond Bread, CBS); Hour of Charm, 1939-40 (General Electric Co., NBC Red); others. (LS) Schaefer Re-

PROFESSIONAL RECORDS—Continued

vue, 1937-38 (F. & M. Schaefer Brewing, WOR and WEA, New York). (Currently associated with Batten, Barton, Durstine & Osborn).

WHITE, FRANCIA. Soprano. Born Greenville, Tex., Oct. 30, 1913; daughter of Phoebe Ara White, concert singer; h. 5 ft. 3 in.; w. 110; auburn hair, brown eyes; e. public schools and private tutors. Signed for her first radio series five years ago when a sponsor heard her sing in a film. (R) Music at the Haydn, 1935 (Colgate-Palmolive-Peet, NBC Red); Palmolive Beauty Box Theatre, 1935 (Colgate-Palmolive-Peet, NBC Blue); Vick's Open House, 1936 (Vick Chemical, CBS); Hollywood Mardi Gras, 1937-38 (Packard Motors, NBC Red); Cavalcade of America, 1938 (E. I. du Pont de Nemours, CBS); Ford Summer Hour, 1939 (Ford Motors, CBS); The Telephone Hour, 1940 (Bell Telephone System, NBC Red). (GA) Magic Key of RCA, 1935, '36, '37, '38 (Radio Corp. of America, NBC Blue); Texaco Star Theatre, 1938 (Texas Co., CBS); others. (F) Full-length pictures and shorts. (L) Grand Opera; Light Opera (revivals of Desert Song, New Moon, Blossom Time, Waltz Dream and others); concert appearances. (V) Personal appearances.

***WHITE, LEW.** Organist. (R) Travel Talks by Malcolm La Prade (Thomas Cook & Son, NBC Red); Benjamin Moore Triangle Club (Benjamin Moore & Co., NBC Red); Dr. Christian (Chesebrough Mfg. Co., CBS); Brenda Curtis (Campbell Soup Co., CBS); Grand Central Station (Listerine, CBS); Her Honor, Nancy James (Kleenex, CBS); Life Begins (Campbell Soup, CBS). (F) Shorts. (V) Theatres, exhibitions.

WHITEMAN, PAUL. Orchestra leader. Born Denver, Colo., in 1891, son of Wilberforce P. Whiteman, musician; m. (1) Vanda Hoff; one son, Paul, Jr.; m. (2) Margaret Livingston. Played viola in the Denver Symphony at the age of 17; organizer of first internationally known "jazz" band and was largely responsible for the introduction of "jazz" in Europe, which he toured in 1926. (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 Fol-

lies, 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. (PR) RCA Victor.

***WHITNEY, MARJORIE.** Singer (Four Note). (R) Transcriptions for National Eiscuit 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, with the Four Notes, 1933-40.

WIDMER, HARRIETTE KNOX. Actress (Negro characters). Born Water Valley, Miss., Aug. 28, 1893; h. 5 ft. 3 in.; w. 108; e. private schools; m. Sheldon Widmer; two children, J. K. Widmer and S. H. Widmer. First radio appearance in 1930, in a sketch she authored. (R) Grand Hotel, 1933-37 (Campana Sales, NBC Blue); The First Nighter, 1933-37 (Campana Sales, NBC Red); Tale of Today, 1935-38 (Princess Pat, Ltd., NBC Red); Amos 'n' Andy, 1935 (Pepsodent Co., NBC Red); Sinclair Minstrels, 1936 (Sinclair Refining Co., NBC Blue); Fibber McGee & Molly, 1937 (S. C. Johnson & Son, NBC Red); Couple Next Door, 1937 (Procter & Gamble, Mutual); Betty & Bob, 1937 (General Mills, CBS); Aunt Jemima in the Cabin at the Crossroads, 1937-38 (Quaker Oats Co., NBC Blue); Caroline's Golden Store, 1939-40 (General Mills, successively NBC Red and CBS); Carters of Elm Street, since Feb., 1939 (Wander Co. for Ovaltine, successively NBC Red and Mutual); others, since 1930.

WILCOX, HARLOW. Announcer, NBC. Hollywood. Born Omaha, Neb., March 12, 1900; (father played the cornet in the first Ringling Brothers show ever produced and was later a band leader; sister, Hazel, was a vaudeville and concert violinist); h. 6' ft.; w. 200; black hair, green eyes; m. Mari Wilcox. Studied voice for three years and left home in his 'teens for the stage. First radio appearance in 1930 via WGES, Chicago; joined NBC announcing staff in Chicago in January, 1934, later going to Hollywood. (R) Currently: Fibber McGee & Molly (S. C. Johnson & Son, Inc., NBC Red) and Old Gold Don Ameche Show (P. Lorillard & Co., NBC Red); Johnson's Wax Presents Alec Templeton, 1939 (S. C. Johnson & Son, Inc., Red); Attorney-at-Law, July to Aug., 1938 (S. C. Johnson & Son, NBC Red). (F) Commercial shorts. (V).

PROFESSIONAL RECORDS—Continued

- WILEY, HOWARD.** Production director, NBC, New York. Born Phila., Pa., June 30, 1905; e. Philadelphia Musical Academy (Bachelor of Arts and Music), studied organ with Pietro Yon, and instrumentation with Sylvan Levin and Emil Milnarski of the Curtis Institute; m. Henriette Wiley, singer; one son, Kenneth. Former theatre organist; started in radio in 1925 as program director of WWAD, Phila.; subsequently program director of WDAS, WPEN, WRAX and WCAU. (R) Kraft Music Hall (Paul Whiteman) (Kraft Cheese, NBC Red); Shell Chateau (Al Jolson) (Shell Oil, NBC Red); Vince Program with John Charles Thomas (Vince, NBC Blue); Lux Radio Theatre (Lever Bros., NBC Blue); Magic Key of RCA, 1935-39 (Radio Corp. of America, NBC Blue); General Electric Hour of Charm, 1936-40 (General Electric, NBC Red); Cities Service Concert, 1940 (Cities Service, NBC Red). (PR) Produced and balanced all RCA Victor Red Seal recordings of Frank Black and the NBC String Symphony (George Gershwin and Victor Herbert memorial albums).
- WILLIAMSON, MELVIN E. (Mel).** Writer-producer. Born Memphis, Tenn., March 8, 1900; e. Riverside (Calif.) Junior College and University of Texas (B.J. degree); m. Lorna Ladd Williamson, radio columnist; one daughter, Barbara, 12. Also newspaper writer, film booker and professional fencer. First radio work resulted from his association (as head) with the University of Texas drama department. (R) Calling All Cars, 1926-40 (Rio Grande Oil, CBS Pacific Coast). (V) Series of one-act plays; fencing act; personal appearances.
- WILLSON, MEREDITH.** Conductor; musical director, NBC Western Division. Born Mason City, Ia., in 1902. Went to New York at 14 to study music, and at 17 was flute soloist with John Philip Sousa's band. Traveled three seasons with Sousa, then became a member of the New York Philharmonic Orchestra for five years. Later directed a broadcasting system in the Northwest, conducted the Seattle Symphony, and wrote music for films. Joined NBC in 1932. (R) Signal Carnival, 1936-40 (Signal Oil Co., NBC Red); Good News, 1937-40 (General Foods for Maxwell House Coffee, NBC Red). (GA) With San Francisco Symphony, 1936-37, presenting own Symphony No. 1 in F Minor. (F). (Composer of O. O. McIntyre Suite, Song of Steel, Parade Fantastique, House of Melody, etc.; author of What Every Young Musician Should Know.)
- WILSON, BETH (Letitia MacAllister).** Singer. Born Camden, N. J., Oct. 20, 1913; h. 5 ft. 5 in.; w. 125; black hair, blue eyes; e. Professional Children's School. First radio appearance on June 24, 1936, following an audition for WMCA, New York. (R) Nash Speed Show, 1937 (Nash Motors, CBS); Grouch Club, 1938-40 (General Mills, successively CBS and NBC Red); also WMCA, WHN, New York. (L) With Pauline Lord in Launzi. (V) MacAllister Sisters, 1923-30. Also with orchestras of Enoch Light, Vincent Lopez, Ben Pollack.
- *WILSON, DENNY.** Singer (*the Music Maids*). (R) Kraft Music Hall (Kraft Cheese Co., NBC Red). (F) Universal (f). (PR) Decca.
- WILSON, DON.** Announcer. Born Lincoln, Neb., Sept. 1, 1900; h. 6 ft. 3 in.; w. 215; brown hair, blue-grey eyes; e. University of Colorado. After graduation he became a member of a trio. An advertiser who heard the group in San Francisco put them on the air for a year. Later he went to Los Angeles with a friend and the pair continued to put on programs there for over a year. Became an announcer at KFI, Los Angeles, and subsequently became chief announcer. (R) Jell-O Program Starring Jack Benny, 1934-40 (General Foods, NBC Red); Joe E. Brown, 1938-39 (General Foods, CBS); others.
- WILSON, KATHLEEN.** Dramatic actress. Born Girard, Kans., Jan. 15, 1911; h. 5 ft. 4 in.; w. 110; dark brown hair, brown eyes; e. University of California (Thalian Players, Mask & Dagger); m. Rawson S. Holmes; one son, Garrish W., 4. First stage appearance was with her cousins, Violette Wilson and Irving Pichel, founders of the Berkley Playhouse. First radio appearance via KLX, Oakland, in 1926. (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, 1935-40, 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, W. RAY.** Writer, producer. Born Elwood, Ill., Feb. 12, 1907; h. 5 ft. 10 in.; w. 150; brown hair and eyes; m. Marion Wilson, dancer. Reporter on VARIETY for one year. Entered radio in 1930. Formerly associated with WBBM, WCFL and WGN, Chicago, and WLW, Cincinnati. (R) Writer: Gateway to Hollywood

PROFESSIONAL RECORDS—Continued

and Gateway to Hollywood Summer Theatre, 1939 (Wm. Wrigley, Jr., Co., CBS); producer: The Mad Hatterfields, 1938-39 (Horlick's Malted Milk, Mutual). (LS) Writer: Parker Family, 1938-39 (Chicago Motor Club, WBBM); others. (L) Tent Shows, dramatic and circle stock and burlesque, 1925-30, as comic.

***WILSON, WARD (Beetle)**. 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); Hollywood Bound, 1939 (Hawaiian Pineapple Co., CBS); others. (F) Shorts, trailers, 1932-37. (V) Single, 1932-37; Phil Baker, 1934-37.

WINCHELL, WALTER. Commentator. Born New York City, April 7, 1897; m. June Magee; three children, Walda, Gloria (deceased), Walter. Left grade school to join the newly formed Imperial Trio, which included, besides Winchell, George Jessel and Eddie Cantor. The trio got a job in a Harlem theatre, collecting tickets, ushering and singing ballads during intermissions. Gus Edwards caught the act and signed all three for vaudeville. After serving in the Navy during the World War, he returned to vaudeville, and also wrote a bulletin called the Daily News Sense which he tacked up beside the mail box in every theatre he was booked in as hooper. The sheet came to the eyes of Glenn Condon, editor of the New York Vaudeville News, who gave Winchell a job in 1922. When the Evening Graphic (tabloid) was formed in New York, he moved in to handle the amusement page in 1924. Five years later, he got a contract with the New York Mirror. Wrote Broadway Thru a Keyhole, which Hollywood filmed, and appeared in Wake Up and Live, co-starring Ben Bernie. Currently columnist, King Features Syndicate; dramatic critic. (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, 1932-40

(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.

WINCHOLL, JOHN (The Old Timer). Character actor, announcer. Born Falkirk, Scotland, April 30, 1880; h. 5 ft. 6 in.; w. 150; brown-grey hair, blue eyes; e. schools in Falkirk, Scotland; m. Janet Wincholl; three children, John, 34, Janet, 32, and Ella, 30. First radio appearances six years ago in one-act plays presented by the Little Theatre of Wheeling over WWVA. (R) Musical Steelmakers (also called It's Wheeling Steel), 1938-40 (Wheeling Steel Corp., Mutual). (Special auditor, Wheeling Steel Corp.).

WING, PAUL. Actor (straight, comedy, comedy-character), M.C., writer. Born Sandwich, Mass., March 5, 1892; h. 5 ft. 9 in.; w. 158; light brown hair, grey eyes; e. Henry Wing School, Sandwich, and Lakeview High School, Chicago; m. Suzanne Wing (pianist; professional name, Beatrice Bell); three children, Deborah, 20 (actress), Roger, 21, and David, 19. Author of a book, Take It Away, Sam!, and juvenile books including The Did and Didn't Book, for Boys and Girls Who Should But Don't. Onetime reporter and feature writer on the Chicago Tribune, and advertising agency copywriter. First radio appearance in 1929 when a friend in the agency business asked him to write and produce a juvenile show for one of his clients—The Toddy Show for Grocery Store Products, in which he also played a number of roles. (R) Paul Wing and His Magic Typewriter, 1932-33 (General Foods, NBC Red); Armour Program, 1933-35 (Armour & Co., NBC Red); Show Boat, 1934 (General Foods, NBC Red); Town Hall Tonight, 1935 (Bristol-Myers, NBC Red); Paul Wing's Spelling Bee, 1938-40 (Cummer Products, NBC Red); Youth vs. Age, 1940 (Sloan's Lintiment, NBC Red); also sustaining programs for the NBC Blue and CBS. (L) Stock. (V) Phips, 40 weeks in 1915 and '16. (PR) RCA Victor.

WINKLER, BETTY. Dramatic actress. Born Berwick, Pa., April 19, 1914; h. 5 ft. 3 in.; w. 107; brown hair and eyes; e. Hyde Park High School, Chicago, and Western Reserve University, Cleveland; m. Robert Jennings. Entered radio from the Cleveland Playhouse; first appearance in 1933 over WTAM. (R) Girl Alone, 1936-40 (Kellogg Co., to 1938; Quaker Oats, 1938-40; NBC Red); Lights Out, NBC Nite Club, 1936-37 (NBC Red);

PROFESSIONAL RECORDS—Continued

It Can Be Done, 1936-37 (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); Knickerbocker Playhouse, 1939 (P & G, CBS); Road of Life, 1939-40 (P & G, NBC Red); Lone Journey, 1940 (P & G, NBC Red); others. (L) Cleveland Playhouse and stock. (V) Theatre appearances.

WINSLOWE, PAULA (Winifred R.). Dramatic actress. Born Grafton, N. D., March 23, 1911; h. 5 ft. 4½ in.; w. 124; brown hair and eyes; e. Ramona Convent and Scripps College, California; m. John E. Sutherland, writer and director, Walt Disney Studio. First radio appearance in 1932 via KFWB, Hollywood. (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, 1937-40 (International Silver, CBS); Al Jolson, 1937 (Lever Bros. for Rinso, CBS); Hollywood Mardi Gras, 1937 (Packard Motor Car Co., NBC Red); Woodbury's Hollywood Playhouse, 1937-40 (Jergens-Woodbury Sales); Good News of 1937-40 (General Foods for Maxwell House Coffee, NBC Red); Big Town, 1937-40 (Lever Bros. for Rinso, CBS); Joe E. Brown, 1938-39 (General Foods, CBS); others; leads opposite Leslie Howard, Clark Gable, Herbert Marshall, Douglas Fairbanks, Jr., John Barrymore, George Brent, William Powell. (L) Pasadena Playhouse, 1933.

WINTERS, JOAN. Dramatic actress: Born Dayton, Ohio, June 16, 1907; h. 5 ft. 5½ in.; w. 124; brown hair, blue eyes; e. Stivers, Jacobs College, and Vogue School of Art, Chicago; m. Frank W. Bering, vice-president and general manager of Hotel Sherman, Chicago; two children, Nancy Ann, 6, and Frank, Jr., 3. First radio appearance in 1932 when she left the stage following marriage. Also dress designer. (R) Grand Hotel, 1937-38 (Campana Sales, NBC Blue); Girl Alone, 1936-40 (Kellogg Co., 1936-38, NBC Red; Quaker Oats, since 1938, NBC Red); Curtain Time, 1938-39 (General Mills for Corn Kix, Mutual); Road of Life, 1939-40 (P & G for Chipso, NBC Red and CBS). (L) Bad Girl, Apron Strings, Church Mouse, American Tragedy, Blue Ghost, others (s.f.). (V) Personal appearances.

WINTERS, RAY. Free lance announcer. Born Menomonie, Wis., July 12, 1903; h. 5 ft. 9 in.; w. 175; brown hair, blue eyes; e. University of Wisconsin. Originally a singer; changed to announcing at WTAR, Norfolk, in 1927. (R) Hecker's Information Service, 1937-38 (Hecker Products, Mutual); Red River Dave, 1937-40 (Bell & Co., Mutual); The Lamplighter, 1938 (Grossman Shoes, Mutual); Way Down East, 1938 (Sterling Products, Mutual); Kitty Keene, 1938 (Procter & Gamble, Mutual); Strongheart Pet Club, 1938 (Doyle Packing Co., Mutual); many others. (F) Paramount News (staff voice commentator); short subjects (narrator). (V) Theatre appearances.

WISEMAN, SCOTT (Scotty); also known as **Skyland Scotty**). Hillbilly songs and comedy. Born Ingalls, N. C., Nov. 8, 1909; h. 5 ft. 11 in.; w. 165; brown hair, blue eyes; e. Duke University, and Fairmont W. Va. Teachers College (A.B. degree, 1932); m. Myrtle Cooper, known as "Lulu Belle" in the husband-wife radio team; one daughter, Linda Lou, 4. His father was a school teacher, and he (Scotty) holds an A.B. degree in education. Named outstanding student at Fairmont Teachers College in 1932. Writer of hillbilly songs, and collector of Early American music. First radio appearance via WBT, Charlotte, in 1927 when he did specialty songs with a high school glee club; first professional work in 1933, following an audition at WLS, Chicago. (R) National Barn Dance, 1934-39 (Miles Laboratories for Alka-Seltzer, NBC Blue); Pinex Merry-makers, 1936 (Pinex, NBC Blue); also programs locally for WLS, Chicago, and currently WLW, Cincinnati. (F) Republic, 1938-39 (f). (V) Personal appearances. (PR) Brunswick, Vocalion, Bluebird.

WISEMAN, MRS. SCOTT (Lulu Belle). Hillbilly songs and comedy. Born Boone, N. C., Dec. 24, 1913, nee Myrtle Cooper; h. 5 ft. 7 in.; w. 146; brown hair, blue eyes; e. Elizabethton, Tenn., public schools; m. Scott Wiseman, known as "Scotty" or "Skyland Scotty" in the husband-wife radio team; one daughter, Linda Lou, 4. First radio appearance in 1932 after an audition at WLS, Chicago. (R) See under Scott Wiseman, above.

WOLF, JOHN ALLEN MURRAY. Announcer. Born Louisville, Ky., Feb. 6, 1909; h. 5 ft. 10½ in.; w. 169; auburn hair, brown eyes; e. Sidney Lanier High School, and Massey College, Montgomery, Ala.; m. Alva Craig Kendrick Wolf; one son, Eugene Kendrick, 1. Did his first radio announcing in 1923 over a 10-watt station in Montgomery; in 1930 he

PROFESSIONAL RECORDS—Continued

- became a news commentator for WSFA, Montgomery, while working as a police reporter on the Montgomery Journal & Times. Currently also writes short stories. (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); Woman of Courage, 1939-40 (Colgate-Palmolive-Peet, CBS); Our Gal Sunday, 1940 (Kolynos, Anacin, CBS). (V) Member of a dance band, 1925-36; theatre master of ceremonies.
- WOLFE, WINIFRED.** Actress. Born San Francisco, Calif., Aug. 26, 1923; h. 5 ft. 2 in.; w. 100; light brown hair, brown eyes; e. Hollywood High School and currently student at University of California at Los Angeles. First radio appearance in 1932, following an audition in San Francisco. (R) One Man's Family, since April, 1935 (Standard Brands for Tender Leaf Tea, NBC Red); others, in the past, including Little Orphan Annie (Ovaltine, NBC Red) and Wheatenville (Wheatena, CBS).
- ***WOLTER, EDWARD W.** Singer. (Arm-chair Quartet). (R) Maxwell House Showboat (General Foods, NBC Red); Cavalcade of America (E. I. du Pont de Nemours, CBS); Highlights from the Sport News of the Day, 1939-40 (Colgate-Palmolive-Peet, NBC Blue); 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.
- WOOD, BARRY.** Singer, M.C. Born New Haven, Conn., Feb. 12, 1909; h. 6 ft.; w. 195; e. Yale; m. Jane Wood; two children, Bonnie, 4, and Beverly, 1. Formerly saxophone player; first radio appearance as vocalist with an orchestra. (R) Barry Wood, 1936 (Procter & Gamble for Drene Shampoo, NBC Blue); Your Hit Parade, 1939-40 (Lucky Strike Cigarettes, CBS); Chevrolet transcriptions. (F) Shorts. (V) Appearances alone and with Vincent Lopez, Abe Lyman and Paul Ash. (PR) Columbia, Vocalion.
- WOODS, DONALD.** Dramatic actor. Born Brandon, Man., Canada; h. 6 ft. 1½ in.; w. 170; dark brown hair, hazel eyes; e. various California elementary and secondary schools, and University of California; m. Josephine Van der Horck Woods; two children, Conrad, 7, and Linda, 3.
- Following experience in stock theatrical work, he auditioned for advertising agencies and NBC, and made his first radio appearance in 1932. (R) Those We Love, 1938-40 (Lamont, Corliss & Co. for Pond's Creams, NBC Blue). (GA) The Circle, 1939 (Kellogg Co., NBC Red). (F) Warner Bros., M-G-M, Paramount, Universal, Republic, RKO (f); shorts. (L) Stock in Washington, D. C., 1931-32; Elitch's Gardens, 1933-34 (s, f).
- WRAGGE, EDWARD (Shrimp).** Juvenile actor. Born New York City, Dec. 17, 1919; son of Susanna Harris, opera singer in Holland, and brother of Betty Wragge, radio actress; h. 6 ft.; w. 170; dark blonde hair, blue eyes; e. Professional Children's School and New York University. First radio appearance in 1927 as result of audition for child actors to appear with Raymond Knight on a new commerial. (R) Gold Spot Pals, 1927-30 (Gold Spot Leather Heels, WJZ, New York); Jane Arden, 1938-39 (Ward Baking, NBC Blue); One of the Finest, 1939-40 (Gordon Baking, NBC Red and Blue); also Easy Aces (Anacin, NBC Blue); Death Valley Days (Pacific Coast Borax, NBC Red); Just Plain Bill (Anacin, Kolynos, NBC Red); Bobby Benson (Hecker Products, CBS); Roses & Drums (Union Central Life Insurance, NBC Blue); Pepper Young's Family (P & G, NBC Red and Blue); Renfrew of the Mounted (Continental Baking, CBS); Pretty Kitty Kelly (Continental Baking, CBS) and others. (F) March of Time's first full-length film (f). (L) 18 Broadway productions since 1925, including The Glass Slipper, 1925; The Enemy; Mismates; Mr. Samuel; Topaze; Mima; Hilda Cassidy; As Husbands Go; Bright Honor; Dame Nature, 1939; stock.
- WRAGGE, ELIZABETH (Betty).** Actress. Born New York City, Sept. 22; h. 5 ft. 5½ in.; w. 118; blonde hair, blue eyes; mother was opera singer in Holland; e. Professional Children's School, and New York University, New York City. Made her first Broadway stage appearance at the age of seven. Her first radio appearance was via NBC in 1927 in a series called the Gold Spot Pals (written and directed by Raymond Knight, and believed to be the first commercial series with child actors). (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, 1935-40 (Procter & Gamble, NBC Red and Blue); other NBC programs since 1927. (L) Betsy (Ziegfeld); Mima (David Belasco); My Maryland (Shubert); The Roof

PROFESSIONAL RECORDS—Continued

(Charles Hopkins); Dead End (Norman Bel Geddes); others (f).

WYATT, CHARLENE. Juvenile singer, dramatic actress. Born Tulsa, Okla., July 13, 1929; h. 4 ft. 5 in.; w. 71; brown hair and eyes; e. student in elementary school. First radio appearance in July, 1939 after an audition for Al Pearce. (R) Theme song and commercials an Al Pearce & His Gang, 1938-39 (General Foods, NBC Red). (F) Paramount (one year), Republic, Monogram, Harry Sherman Studio. (V) Theatre appearances.

Y

YARBOROUGH, BARTON. Actor, writer, producer. Born Goldthwaite, Tex., Oct. 2, 1900; h. 5 ft. 11½ in.; w. 178; dark brown hair, blue eyes; e. universities of California and Nevada. Entered radio in 1930, following experience on the stage. (R) One Man's Family, since 1932 (successively sponsored by Wesson Oil & Snowdrift, Penn Tobacco, Royal Gelatin; Standard Brands for Tender Leaf Tea, 1935-40, NBC Red); I Love a Mystery, 1939-40 (Fleischmann's Yeast, NBC Red); numerous others, totalling over 5,000 broadcasts; has also written about 50 and produced hundreds of programs. (L) About 200 plays including stock; Interference (original cast, London), 1926; Civic Repertory, New York, 1927; World We Live In, 1928; one year with Henry Duffy, 1930.

YORKE, RUTH. Dramatic actress. Born New York City, Sept. 10; h. 5 ft. 5 in.; w. 118; brown hair, blue eyes; e. New York Training School for Teachers and Max Reinhardt Seminar in Vienna; m. Paul Lindenberg, actor. First radio appearance in 1932, following an audition for Meyer the Buyer, the radio dramatization of Harry Hershfield's comic strip. (R) Marie, the Little French Princess, 1922-35 (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); Aunt Jenny's Real Life Stories, 1937-38 (Lever Bros., CBS); 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., successively NBC Red and CBS); others. (L) Parnell, 1935-36; Plumes in the Dust, 1936; All the Living, 1938; Morning Star, 1940. (V) Theatre appearances.

YOUNG, BOB (Robert B.) (also occasionally uses the name **John Stanton**). Announcer, fashion and news commentator, KOA, Denver. Born Absarokee, Mont., Sept. 28, 1914; h. 5 ft. 11 in.; w. 168; black hair, grey eyes; e. Montana State University (A.B. degree), currently studying law. Second Lieutenant, Officer's Reserve Corps., U.S.A. In May, 1936, while attending Montana State University, he was drafted from a speech class to announce on station KGVO, Missoula. Remained with that station from 1936-39; currently staff announcer for NBC station KOA in Denver. (R) Lovely Lady, 1940 (Chamberlain Laboratories, NBC split Red). (On this program and local KOA programs, professional name is John Stanton; in staff function, on local commercials and NBC Red sustaining shows, uses own name, Bob Young). (F) Commercials; voicing.

YOUNG, CARLETON G. Actor (juveniles, leads). Born Westfield, N. Y., May 26; h. 6 ft.; w. 160; dark brown hair, blue eyes; e. Drama School, Carnegie Institute of Technology (A.B. degree); m. Barbara Davis; one son, Carleton L., 3. Appeared in college plays, toured the country for two years in stock and musical comedy, and later appeared in several Broadway productions. First radio appearance in Kellogg's College Prom in 1935. (R) Johnny Presents, 1937 (Philip Morris & Co., CBS); Carol Kennedy's Romance, 1937 (H. J. Heinz Co., CBS); Hilltop House, 1937-40 (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); Society Girl, 1939-40 (Corn Products Refining, CBS); Campbell's Short Short Story, 1940 (Campbell Soup Co., CBS); Life Begins, 1940 (Campbell Soup Co., CBS); What Would You Have Done? (Cummer Products, NBC Blue); others, including transcriptions. (L) Five Broadway productions, including The Man Who Reclaimed His Head.

***YOUNG, RUSS.** Announcer, producer, director. (R) Bachelor's Children, 1935-40 (Cudahy Packing Co. for Old Dutch Cleanser, CBS, 1936-40, and Mutual, 1935-38 and '40); We Are Four, 1935-37 (Libby, McNeill & Libby, Mutual).

***YOUNG, VICTOR.** Orchestra leader. (R) Rinso Program Starring Al Jolson, 1936 to June, 1938 (Lever Bros. Co., CBS);

PROFESSIONAL RECORDS—Continued

Hollywood Hotel, 1938 (Campbell Soup Co., CBS); Old Gold Don Ameche Show, 1940 (P. Lorillard Co., NBC Red). (F) Composer-director for Paramount.

Z

***ZACHARY, GEORGE.** Musical and dramatic director. (R) Chesterfield Presents, 1937-38 (Liggett & Myers Tobacco Co., CBS); Adventures of Ellery Queen, 1940 (Gulf Oil, CBS).

ZERBE, LAWSON. Actor. Born Portland, Ore., March 20, 1915; h. 6 ft.; w. 175; brown hair, green eyes; e. Dayton (Ohio)

Cooperation High School, Dayton Art Institute and University of Dayton. First radio appearance in 1931. (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); By Kathleen Norris, 1939-40 (General Mills, CBS); Against the Storm, 1939-40 (P & G, NBC Red); others.

ARTISTS BUREAUS, PROGRAM PRODUCERS, AND ALLIED SERVICES

This list includes those agencies placing and representing talent (except captive agencies maintained by individual radio stations), plus independent producers of programs. The reader should also refer to the section on "Transcription Producers" (beginning on page 256) for additional firms.

AEROGRAM CORP., 1611 Cosmo St., Hollywood, Calif.; Hillside 7211. **General manager:** G. Curtis Bird. **Regional Representatives:** Charles J. Basch, Jr., 171 Madison Ave., New York City (Murray Hill 4-4717). Jones & Hawley, 228 N. LaSalle St., Chicago (State 5096); F. R. Jones and Scott Kingwill. Jones & Hawley, Bulkley Bldg., Cleveland (Prospect 2922); Alonzo Hawley. (PP; SS; merchandising).

AIR FEATURES, INC., 247 Park Ave., New York City; Wickersham 2-0077. **Executive in charge:** J. E. Sauter. (PP).

NORMAN ALEXANDROFF ARTISTS BUREAU, Fine Arts Bldg., 410 S. Michigan Ave., Chicago, Ill.; Wabash 6762. (AB; PP).

CHARLES H. ALLEN, RKO Bldg., 1270 Sixth Ave., New York City; Circle 7-4124. (AB).

AMERICAN RADIO SYNDICATE, 1 East 44th St., New York City; Murray Hill 6-3488. **General manager:** Frank Conklin. (Authors service: represent and advise writers in the syndication and sale of scripts; read unsolicited material for a fee.)

ARMAND-L'ESTELLE. See Estelle Lutz Artists Bureau.

ARTISTS MANAGEMENT BUREAU, INC., 17 East 45th St., New York City; Murray Hill 2-1888. **Executives:** Henry Dagand, Jeane Cohen. **Branch office:** 9121 Sunset Blvd., Hollywood, Calif. (AB).

ASSOCIATED ARTISTS, LTD., 8627 Sunset Blvd., West Los Angeles, Calif.; Crestview 6-6286. **President:** Irving Salkow. **Associates:** Lester Salkow, Bunty Lawrence. (AB).

BASCH RADIO PRODUCTIONS, 171 Madison Ave., New York City; Murray Hill 4-4717-8. **Executives:** Charles J. Basch, Jr., Miss Frankie Basch. (AB; PP, live and transcribed; SS).

BATCHELOR ENTERPRISES, INC., 1270 Sixth Ave., New York City; Circle 6-4224. **Executives:** Walter Batchelor, president; Howard Reilly, in charge of radio; Sigrid W. Engstrom, in charge of dramatic department. (AB; PP, live programs; SS; package shows).

BECK RECORDING STUDIOS, Keith Bldg., 1722 Hennepin Ave., Minneapolis, Minn.; Atlantic 8901. **General manager:** Joseph H. Beck. **Secretary:** Giles Miller.

Key: AB=artists bureaus; PP=program producers; SS=script services.

PROGRAMS THAT SELL

GUIDING LIGHT
WOMAN IN WHITE
ROAD OF LIFE
RIGHT TO HAPPINESS
SPRINGTIME and HARVEST

•

IRNA PHILLIPS

Author and Script Supervisor

•

Script and Production

| | |
|-----------------|------------------|
| HOWARD KEEGAN | ARTHUR GLAD |
| PAULINE HOPKINS | GUILBERT GIBBONS |
| GERTRUDE PRYS | OWEN VINSON |
| ARTHUR BERG | |

CARL WESTER & CO.

360 North Michigan Avenue

Chicago

ARTISTS BUREAUS—Continued

- Recording engineer:** Joshua Premack. (AB; PP; SS. Also maintain Beck School for Radio).
- M. S. BENTHAM**, 48 West 48th St., New York City; Bryant 9-1227. **President:** M. S. Bentham. **Associate:** Charles J. Adler. **Branch office:** 1525 Van Ness Ave., Hollywood; Don Morrison. (AB).
- PHIL BERG-BERT ALLENBERG, INC.**, 9484 Wilshire Blvd., Beverly Hills, Calif.; Oxford 3131. **Radio Department:** Cornell Jackson. (AB).
- STANLEY BERGERMAN, INC.**, 9165 Sunset Blvd., Hollywood, Calif.; OX 3196. **Executives:** Stanley Bergerman, John E. Hostater, Harry Spingler. (AB).
- HERMAN BERNIE, INC.**, 1270 Sixth Ave., New York City; Columbus 5-6647. **President:** Herman Bernie. **Secretary-treasurer:** Dorothy Menzin. (AB; PP).
- HARRY BESTRY**, 1501 Broadway, New York City; Chickering 4-3393-4. **Executives:** Harry Bestry, owner; Belle Shigon, general manager; Johnny Singer. (AB).
- BEYER & MacARTHUR**, 1680 N. Vine St., Hollywood, Calif. (AB).
- JOSEPH BLOOM**, 19 West 44th St., New York City; Vanderbilt 6-5080. (PP).
- BRISCOE & GOLDSMITH, INC.**, 522 Fifth Ave., New York City; Murray Hill 2-6244. **President:** Johnson Briscoe. **Vice-president:** George Goldsmith. **Assistants:** Virginia Chauvenet, Betty Upthegrove. (AB).
- BROADCAST PRODUCTIONS**, 25 E. Jackson Blvd., Chicago, Ill.; Wabash 0711. **Managing director:** John Stamford. (AB; SS; program builders).
- BROADCASTERS MUTUAL TRANSCRIPTION SERVICE, INC.**, 818 S. Kingshighway Blvd., St. Louis, Mo.; Franklin 2060. **President:** J. F. Eschen. **Vice-president, general manager:** J. M. Althouse. **Secretary-treasurer, commercial manager:** Charles E. Harrison. (AB; PP).
- KENNETH BURTON**, 117 West 12th St., New York City; Gramercy 7-5384. (PP).
- BRUCE CHAPMAN CO.**, 145 West 41st St., New York City; Wisconsin 7-2179. **Executives:** Bruce Chapman, Jesse S. Butcher, E. M. Coleman. (AB; PP).
- CLEVELAND B. CHASE, INC.**, 424 Madison Ave., New York City; Eldorado 5-1720. (AB; PP).
- CHICAGO RECORDING STUDIOS, INC.**, 64 E. Jackson Blvd., Chicago, Ill.; Webster 7288. **President:** R. W. Kittinger. (AB; PP; SS).
- THE CHRISTENSEN RECORDING STUDIO**, 306 S. Wabash Ave., Chicago, Ill.; Harrison 5669. **Script and production:** Carle A. Christensen. **Script, casting:** Avis Lennon. (PP; SS).
- ARTHUR B. CHURCH PRODUCTIONS**, Pickwick Hotel, Kansas City, Mo.; Harrison 2650. **President:** Arthur B. Church (also president, radio station KMBC, Midland Broadcasting Co.) **Vice-president:** Karl Koerper. **Director artists bureau:** James W. McConnell. **Program director:** Felix Adams. **Producer:** Fran Heyser. **Writers:** Donna Sue Lohmeyer, Susan Jenkins, Beulah Karney, Neal Keehn, Margaret Heckle. **Director farm service:** Phil Evans. **News editor:** Erle Smith. **Sports commentator:** Walt Lochman. **Branch offices:** George E. Halley, National Program Sales, 400 Deming Place, Chicago (Diversey 4400); Caroline Ellis, writer, actress; Janet Huckins, writer. Columbia Artists, Inc., 485 Madison Ave., New York City (Wickersham 2-2000). Columbia Management, Inc., Columbia Square, Hollywood (Hollywood 2484); Gomer Cool (941 N. Spaulding Ave.), writer. (AB; PP, live and transcribed; SS; recording).
- LESLIE CLUCAS**, 333 N. Michigan Ave., Chicago, Ill.; Franklin 7100. (AB).
- RUTH COLLIER, INC.**, 8584 Sunset Blvd., Hollywood, Calif. (AB).
- TED COLLINS CORP.**, 1819 Broadway, New York City; Circle 7-0094. **Producer-director:** Ted Collins. **Publicity director:** William P. Maloney. **Production, writing:** Sylvan Taplinger. **Talent:** Sam Schiff. **Musical director:** Jack Miller. **Arranger:** Tony Gale. **Script writer:** Jane Tompkins. **Choral director:** Ted Straeter. (AB; PP; script and program ideas).
- COLUMBIA ARTISTS, INC.**, 485 Madison Ave., New York City; Wickersham 2-2000. **Executive vice-president:** Herbert I. Rosenthal. **Vice-president, business manager:** I. S. Becker. **Branch office:** WBBM Bldg., Chicago, Ill.; Nan Elliott. (AB, including management of script writers; sale of complete programs).
- COLUMBIA CONCERTS CORP.**, 113 West 57th St., New York City; Circle 7-6900.

Key: AB=artists bureaus; PP=program producers; SS=script services.

ARTISTS BUREAUS—Continued

- Chairman of the board:** William S. Paley. **President:** Arthur Judson. **Executive vice-president:** F. C. Coppicus. **Vice-presidents:** Lawrence Evans, Jack Salter, Edward Klauber, Fitzhugh W. Haensel. **Vice-president, secretary:** Frederick Schang, Jr. **Assistant secretaries:** Horace J. Parmelee, Calvin M. Franklin. **Treasurer:** Mefford R. Runyon. **Assistant treasurer:** Ruth O'Neill. **Manager of community concerts:** Ward French. **Branch offices:** 344 Wrigley Bldg., Chicago; Arthur Wisner, manager; Rudolph Vavpetich, Austin Wilder. Columbia Management of California, Columbia Square, Hollywood; Murry Brophy, Rudolph Polk. (AB).
- COMMERCIAL BROADCASTING SERVICES, LTD.,** Hermant Bldg., Toronto, Ont.; Elgin 3345. **President:** E. A. Byworth. **Vice-president:** H. R. Johnston. **Secretary-treasurer:** A. G. Irwin. **Program department:** Doug Marshall. (PP).
- CONSOLIDATED RADIO ARTISTS, INC.,** RCA Bldg., 30 Rockefeller Plaza, New York City; Columbus 5-3580. (AB).
- COOLEY & ULLMAN AGENCY,** 9111 Sunset Blvd., Beverly Hills, Calif.; Crestview 5-6161. **Executives:** Hallam Cooley, S. George Ullman, James Stanley. (AB).
- PAUL CRUGER,** 5800 Carlton Way, Hollywood, Calif.; HO 9352. (PP; SS, radio and television).
- JACK CURTIS** (Eastern manager for Leo Morrison, Inc.), 1776 Broadway, New York City; Circle 7-6413. **Executives:** Jack Curtis, manager; Fred Waible, in charge of radio. (PP; SS; development and sale of package programs based on works of authors and script writers). (For personnel and activities of Pacific Coast office see Leo Morrison, Inc.).
- BENJAMIN DAVID,** 18 East 48th St., New York City; Eldorado 5-1908. (AB; PP).
- DOLAN & DOANE, INC.,** 8905 Sunset Blvd., Hollywood, Calif.; Crestview 1-9185. **President:** Ken Dolan. **Vice-president:** James M. Doane. **Secretary-treasurer:** C. Colton Cronin. **Branch office:** RKO Bldg., New York City (Columbus 5-1538); Ken Dolan, Saul Reiss. (AB; PP).
- DOMINION BROADCASTING CO.,** 4 Albert St., Toronto, Ont.; Adelaide 3383. **Manager:** H. B. Williams. **Branch office:** Affiliated with Inland Broadcasting Service, 171 McDermot Ave., Winnipeg. (AB; PP, live and transcribed).
- WALTER P. DOWNS,** 2313 St. Catherine St., W., Montreal, Que. **Proprietor:** Walter P. Downs. **Engineer:** Alistair Ewing. **Sales manager:** R. E. Robertson. **Office manager:** G. A. McCabe. (AB; PP).
- ISABEL DRAESEMER RADIO PRODUCTIONS,** 706 S. Detroit, Los Angeles, Calif.; Walnut 4528, 1759. (PP, live and transcribed; SS; coaching).
- HARRY S. DUBE RADIO PRODUCTIONS,** RKO Bldg., 1270 Sixth Ave., New York City; Columbus 5-7035. **Director:** Harry S. Dube. **General manager:** J. Knight. (AB; PP, live and transcribed; SS).
- GUS C. EDWARDS,** Wrigley Bldg., Chicago, Ill.; Delaware 5526. **Tour manager:** A. H. Linder. (AB).
- W. M. ELLSWORTH,** 75 E. Wacker Drive, Chicago, Ill.; Central 0942. (AB; PP).
- EMPIRE BROADCASTING CORP.,** 480 Lexington Ave., New York City; Plaza 8-3360. **President, treasurer:** Gerald A. Kelleher. **Executive vice-president:** Eugene L. Bresson. **Secretary:** J. Howard Capron. **Manager of program department:** Peter M. Rogers. (PP).
- ESARY PRODUCTIONS,** 4354 W. Third St., Los Angeles, Calif.; Drexel 7331. **Manager:** Howard Esary. (PP, live and transcribed).
- ESSEX BROADCASTERS, INC.,** 3300 Union Guardian Bldg., Detroit, Mich.; Cadillac 6117. **General manager:** J. E. Campeau. **Chief engineer:** George Funkey. **Representative:** Joseph Hershey McGillvra, 366 Madison Ave., New York City (Murray Hill 2-8755) and 919 N. Michigan Ave., Chicago (Superior 3444). (AB; SS).
- F & M STAGESHOWS, INC.,** Roxy Theatre, 133 West 50th St., New York City; Circle 7-5630. (AB).
- IRVING FOGEL & ASSOCIATES,** 1041 N. Las Palmas Ave., Hollywood, Calif.; Hollywood 5107. **Executives:** Irving Fogel, C. H. McIntosh. **Branch offices:** 712 Eleventh St., N.W., Washington, D. C., F. J. Sullivan. 69 Yonge St., Toronto, Ont. (PP, live and transcribed).

Key: AB=artists bureaus; PP=program producers; SS=script services.

ARTISTS BUREAUS—Continued

- PAUL M. FRAILEY PRODUCTIONS**, 805 Fidelity-Philadelphia Bldg., Philadelphia, Pa.; Pennypacker 8450-1. **Owner, producer:** Paul M. Frailey. **Office manager:** Jason Johnson. **Writers:** Edwin Stanley, Marie Louise Sanderson. (PP, live and transcribed; talking slides, sales sketches, films).
- FREDDIE FRALICK MANAGEMENT**, 204 S. Beverly Drive, Beverly Hills, Calif.; Crestview 5-6111. (AB).
- GEOFFREY FRANK, INC.**, 1626 N. Vine St., Hollywood, Calif.; Hillside 3188. (AB).
- GALE, INC.**, 48 West 48th St., New York City; Longacre 3-6110. **President:** Moe Gale. **Booking department:** Time Gale, Ben Bart. **Publicity department:** Al Wilde, Art Franklin. (AB).
- GELLATLY, INC.**, 9 Rockefeller Plaza, New York City; Circle 7-6120-1. **President:** William B. Gellatly. **Vice-president:** Louis J. F. Moore. (PP; SS; sale of feature programs).
- GENERAL AMUSEMENT CORP.** (successors to Rockwell-O'Keefe), RKO Bldg., 1270 Sixth Ave., New York City; Circle 7-7550. **President:** Thomas G. Rockwell. **Vice-presidents:** Thomas J. Martin, Michael Nidorf. **Treasurer:** Warren H. Pearl. **Branch offices:** 9028 Sunset Blvd., Hollywood (Crestview 1-8101); Ralph J. Wonders, manager. 360 N. Michigan Ave., Chicago (State 6288); Art Weems, manager. M.P.M. Entertainers Corp., Ltd., 199 Picadilly, London W. 1 (cable address, Amusements, London); Leslie A. Macdonnell. (AB; PP).
- GENERAL BROADCASTING SYSTEM, INC.**, 500 Buhl Bldg., Detroit, Mich.; Cherry 0400. **President:** Donald C. Jones. **Vice-president:** Raymond C. Leonard. **Production manager:** Richard P. Creyke. **Branch office:** Rockefeller Bldg., Cleveland (Prospect 4900); Donald C. Jones, manager. (PP).
- WILLIAM GERNANNT**, 521 Fifth Ave., New York City; Vanderbilt 6-1750. (AB).
- GRAHAM GLADWIN RADIO PRODUCTIONS**, 411 T. W. Patterson Bldg., Fresno, Calif.; 3-2267. **Sales and production manager:** Graham Gladwin. **Chief recording engineer:** Robert Bell. **Actresses:** Virginia Hess, Bonnie Binetti, Gladys McGeorge. **Actor, announcer:** John Van Dyne. (SS; PP, live and transcribed programs and spot announcements).
- GLASER-CONSOLIDATED ATTRACTIONS**. See Consolidated Radio Artists, Inc.
- GORDONI & LEE**, Hotel Crillon, Chicago, Ill.; Calumet 6700, 6979. **Production manager, script writer:** Lillian Gordoni. **Business manager:** Nat Lee. **Dramatic director, commercial continuity:** Denis A. Wood. **Programming:** Gwynne Kinsley. (AB; PP).
- GROMBACH PRODUCTIONS, INC.**, Steinway Bldg., 113 West 57th St., New York City; Circle 6-6540. **President:** Capt. Jean V. Grombach. **Treasurer:** Margaret Kearney. **Senior director:** Chester H. Miller. **Daytime radio director:** Margaret Kearney. **Music director:** Joseph Corhan. **Representatives:** James Murlay, 8 Newberry St., Boston. Galen Bogue, 6200 Franklin Ave., Los Angeles. Leslie Kettles, 50 New Bond St., London. Andre Oulmann, Rue de Lorette, Paris. (PP, radio and television; SS; package shows, program creation, casting, directing).
- SAM HAMMER RADIO PRODUCTIONS**, 2 West 45th St., New York City; Murray Hill 2-0174. **Executives:** Sam Hammer, president; Dr. Claude Hammock, Floyd Buckley. (Package shows, live or transcribed; creation of radio ideas and merchandising hook-ups).
- TED HAMMERSTEIN**, 150 West 46th St., New York City; Longacre 5-9609. (PP).
- MARK HANNA**, 654 Madison Ave., New York City; Regent 4-6250. **Executives:** Mark Hanna, Miss M. Binion. (AB).
- HANSEN ASSOCIATES**, 420 Lexington Ave., New York City; Murray Hill 4-9823. **President:** Robert R. Hansen. (PP; SS).
- HARRIS & STEELE, INC.**, 320 West 78th St., New York City; Endicott 2-9555. **President:** Wager S. Harris. **Secretary-treasurer:** Helen Steele. **Production manager:** Irving Silvers. (AB; PP).
- HARVEY & HOWE, INC.**, 919 N. Michigan Ave., Chicago, Ill.; Delaware 1155. **President:** W. S. Harvey, Jr. **Vice-presidents:** Eleanor Howe, R. A. Morris. **Secretary:** F. M. Braecklein. **Branch offices:** 122 East 42nd St., New York City (Lexington 2-6910); R. A. Morris, eastern sales manager. Blanchard-Nichols, 100 Bush St., San Francisco (Garfield 8930). Blanchard-Nichols, Persh-

Key: AB=artists bureaus; PP=program producers; SS=script services.

ARTISTS BUREAUS—Continued

- ing Square Bldg., Los Angeles (Michigan 3466). (PP; SS).
- HAWKS-VOLCK CORPORATION**, California Bank Bldg., 9441 Wilshire Blvd., Beverly Hills, Calif.; Oxford 3121. (AB).
- LELAND HAYWARD, INC.**, 654 Madison Ave., New York City; Regent 4-7000. **Branch office:** Leland Hayward & Co., Ltd., 9200 Wilshire Blvd., Beverly Hills (Crestview 1-5151). (AB).
- HEFFELFINGER RADIO FEATURES** (division of Heffelfinger Publications), 522 Fifth Ave., New York City; Vanderbilt 6-2450-1. **President:** Totten P. Heffelfinger. **General manager:** C. H. Pearson. (PP; creation of program ideas).
- GEORGE HEID PRODUCTIONS**, 1005 Century Bldg., Pittsburgh, Pa.; Grant 3696. **Owner, general manager:** George Heid. **Engineer, production manager:** Jim McGrew. **Technical supervisor:** Irma Heid. (PP, live and transcribed; dramatized announcements; recording service).
- WALTER HERZBRUN AGENCY**, 9000 Sunset Blvd., Los Angeles, Calif. (AB).
- HISPANO BROADCASTING CO.**, 105 E. First St., Los Angeles, Calif.; MI 4433. **Manager, announcer:** Tony Sein. **Script and commercial copy, news:** F. R. Calatayud. (PP and SS, Spanish programs; remote control studio serving Spanish-speaking population of Southern California).
- HOLLYWOOD CHATTERBOX ENTERPRISES**, 5513 Sunset Blvd., Hollywood, Calif. **President:** Frank Robinson Brown. **General manager:** Lucille Ritter. **Staff artists:** Bill Kelso, Jack Steffensen, Colin MacRae, Gertrude Grether, Alon Biggers, Gordon Jones, Etta Lee, Roland Gleason, Dottie North, Bill Whitlock. **Sound engineer:** John Hirsch. (PP, live and transcribed; SS).
- HOLLYWOOD TRANSCRIPT CO.**, 6625 Sunset Blvd., Hollywood, Calif.; GL 3323. **President, owner:** Daniel O'Brien. **Sales manager:** Mickey Ford. (PP, live and transcribed; SS).
- CONSTANCE HOPE ASSOCIATES, INC.**, 29 West 57th St., New York City; Plaza 3-3390-1-2-3-4-5. **President:** Constance Hope. **Treasurer:** Felice Bernstein. **Secretary:** Robert Diamond. **Office manager:** Alan Kayes. **Account executives:** Greta Rauch, Priscilla Kent, Doris Hell-
- man. **Branch office:** Henry Rogers, Constance Hope, 8555 Sunset Blvd., Hollywood (Woodbury 6-1531). (Public relations counsel, promotion).
- INTERNATIONAL RADIO PRODUCTIONS** (division of International Radio Sales), 20 East 57th St., New York City; Plaza 8-2600. **General manager:** Loren L. Watson. **Branch offices:** 326 W. Madison St., Chicago (Central 4547); Ralph W. Weil in charge. 512 Hearst Bldg., San Francisco (Douglas 2536); John Livingston in charge. (PP).
- INTERSTATE ADVERTISING AGENCY, INC.**, 1008 Marshall Bldg., Cleveland, Ohio; Main 9444. **President:** G. A. Kirkendale. **Vice-president:** Carl M. Marvin. **Secretary:** Evelyn Bowyer. (PP).
- LOU IRWIN, INC.**, 9134 Sunset Blvd., Hollywood, Calif. (AB).
- ITALRADIO, INC.** (The Voice of Italy), 193 Hanover St., Boston, Mass.; Capitol 3407. **President, treasurer:** Mrs. Silene M. Irving. **Secretary:** Rinaldo J. Fiato. (AB; PP; SS, Italian and English).
- SAM JAFFE AGENCY** (formerly Ad Schulberg-Sam Jaffe, Inc.), 8555 Sunset Blvd., Hollywood, Calif.; Oxford 6121. **President:** Sam Jaffe. **Radio department:** Jess Smith. (AB).
- ARCHIE JOSEPHSON ENTERPRISES, INC.**, 6313 Bryn Mawr Drive, Hollywood, Calif.; Gladstone 6802. **President, general manager:** Archie Josephson. (SS; PP).
- ELEONORE JUNGE**, 185 E. Chestnut St., Chicago, Ill.; Superior 9139. (SS; comedies, novelty announcements, parent and juvenile scripts).
- KASPER-GORDON, INC.**, 140 Boylston St., Boston, Mass.; Devonshire 7357-8. **President, production manager:** Edwin H. Kasper. **Secretary-treasurer, director of commercial department:** Aaron S. Bloom. **Office manager:** Robert W. Graham. **Recording manager:** Edmund N. Buzzell. **Scripts, production:** Ralph R. Giffen, Albert M. Burke. (PP).
- JOHN KEATING**, 614 Studio Bldg., Portland, Ore.; Beacon 1009. **Sales:** James McLoughlin. **Production:** Don Kneass. (PP).
- DAVID WAYNE KENNEDY, INDUSTRIAL ADVERTISING PRODUCTIONS,**

Key: AB—artists bureaus; PP—program producers; SS—script services.

ARTISTS BUREAUS—Continued

- 9817 Denker Ave., Los Angeles, Calif.; Pleasant 1-2240. **Executives:** David W. Kennedy, Marianne Sinclair. **Branch office:** At press time, a San Francisco office contemplated. (PP; SS).
- KENT-JOHNSON, INC.**, 34 West 53rd St., New York City; Plaza 3-7246. **President:** Alan Kent. **Vice-president, treasurer:** Austen Croom-Johnson. **Secretary:** Abraham Males. (Commercial copy; production of transcribed announcements; free lance production).
- KING FEATURES SYNDICATE, INC.**, 235 East 45th St., New York City; Murray Hill 2-5600. (PP).
- AL KINGSTON & CO., INC., AGENCY**, 9441 Wilshire Blvd., Beverly Hills, Calif.; Crestview 1-8161. (AB).
- LANGLOIS & WENTWORTH, INC.**, 420 Madison Ave., New York City; Eldorado 5-1620. **President:** C. O. Langlois. **Secretary-treasurer:** R. C. Wentworth. **Talent:** W. O'Keefe. (PP; SS; live and transcribed, dramatic and musical).
- LATIN AMERICAN ADVERTISING CO.**, 2217 Canyon Drive, Hollywood, Calif.; Hollywood 3246. **Manager:** Fred Vignati. **Treasurer:** Felipe Fernandez. **Art director:** Julio Vignati. (PP; transcribed programs for Spanish-American countries).
- LEADING ATTRACTIONS, INC.**, 515 Madison Ave., New York City; Plaza 3-8093-4. **President:** Aaron B. Steiner. (AB; PP).
- WILLIAM C. LENGEL LITERARY ASSOCIATES**, 1860 Broadway, New York City; Circle 5-5282. **Executives:** William C. Lengel; Fred Waible, radio director. (SS; sale of radio rights and adaptations of literary works; original scripts).
- M. C. LEVEE AGENCY**, 1300 Crescent Heights Blvd., Hollywood, Calif.; Gladstone 3115. (AB; PP).
- W. BIGGIE LEVIN AGENCY**, 612 N. Michigan Ave., Chicago, Ill.; Superior 0506. **Executives:** W. Biggie Levin; Norman A. Miller, associate; R. Adler, script and production department. (AB; PP; SS).
- HAROLD LEYTON, INC.**, 9172 Sunset Blvd., Los Angeles, Calif.; Crestview 5-0121. (AB).
- LICHTIG & ENGLANDER**, 8776 Sunset Blvd., Hollywood, Calif.; Crestview 1-2141. **Executives:** Harry H. Lichtig, Ben A. Englander. (AB; SS).
- RAY LINTON & CO.**, 9 Rockefeller Plaza, New York City; Circle 6-5296. **Executives:** Ray Linton, owner; Melvin Scherer. **Branch office:** 360 N. Michigan Ave., Chicago (Dearborn 0351). (Sale of live and transcribed shows).
- FEN B. LIPSET**, 1350 Broadway, New York City; Chickering 4-2468-9, Lackawanna 4-9275. (AB).
- ESTELLE LUTZ ARTISTS BUREAU** (successor to Armand-L'Estelle), Fine Arts Bldg., 410 S. Michigan Ave., Chicago, Ill.; Harrison 3435. **Owner-manager:** Estelle Lutz. (AB; PP; SS; play cutting, etc.).
- A. & S. LYONS, INC.**, 515 Madison Ave., New York City; Plaza 3-5181. **President:** Sam Lyons. **Radio department:** Don Stauffer, Bill Stuhler. **Literary department:** Peter Gross. **Dramatic department:** Margaret Linley, Robert Kennedy. **Play department:** Richard J. Madden. **Branch office:** California Bank Bldg., Beverly Hills (Oxford 1116); Arthur Lyons, president; Lester Linsk, radio department. (AB).
- C. P. MacGREGOR**, 729 S. Western Ave., Hollywood, Calif.; Fitzroy 4191. **President:** C. P. MacGregor. **Sales manager:** S. Niles Gates. (PP).
- GENE MANN AGENCY**, 8949 Sunset Blvd., Hollywood, Calif.; Crestview 1-1135. (AB).
- HARRY MARTIN ENTERPRISES**, 360 N. Michigan Ave., Chicago, Ill.; Lincoln 5080. **President:** Harry Martin. (PP; SS).
- R. U. McINTOSH & ASSOCIATES, INC.**, 10558 Camarillo St., North Hollywood, Calif.; Sunset 2-9275. **President, general manager:** R. U. McIntosh. **Secretary-treasurer:** M. M. McIntosh. **Production manager:** Clay Adams. (PP).
- ALEXANDER McQUEEN**, 185 E. Chestnut St., Chicago, Ill.; Superior 9139. (SS; tabloid dramas, oddities, novelty spot announcements, etc.).
- EDITH MEISER & THOMAS H. McKNIGHT**, 17 East 49th St., New York City; Eldorado 5-6110. (PP; SS).
- METRO ARTISTS BUREAU**, 1650 Broadway, New York City; Circle 7-2829. **Director:** Ted Nelson. **Associates:** Lou Grant, Harold Wollins. (AB; PP).

Key: AB—artists bureaus; PP—program producers; SS—script services.

ARTISTS BUREAUS—Continued

- METROPOLITAN BROADCASTING SERVICE, LTD.**, Hermant Bldg., Toronto, Ont.; Adelaide 0181-2-3. **President:** Kenneth D. Soble. **Production manager:** Wilfred (Doc) Lindsey. **Commercial manager:** Paul Morris. **Continuity manager:** Harvey Dobbs. **Public relations:** Pauline Drutz. (PP).
- MID-WEST TRANSCRIPTIONS, INC.**, 4835 Minnetonka Blvd., St. Louis Park, Minn.; Walnut 9131. **President:** Harold D. Field. **Treasurer:** D. E. Field. **General manager:** Kermit L. Sueker. (PP, live and transcribed).
- GEORGE MILLER PRODUCTIONS**, Hannibal, Mo. **President:** George Miller. **Associate dramatic editors:** Blanche Schaff, Grace Moore, Georgia Miller. (PP).
- MODERN PRODUCTIONS**, 643 Glendora Ave., Akron, Ohio; HE 9967. **General manager:** Dr. C. S. Williams. **Sales executive:** H. A. Long. **Secretary-treasurer:** H. T. Williams. (AB; PP; SS).
- MONTER-GRAY, INC., AGENCY**, 8736 Sunset Blvd., Hollywood, Calif.; Crestview 1-1191. **President:** Richard A. Monter. **Secretary-treasurer:** Edward M. Gray. (AB).
- MOONBEAMS BROADCASTS, INC.**, 1440 Broadway, New York City; Longacre 5-8005. **President:** George H. Shackley. **Secretary, general manager:** Lillian E. Stewart. **Public relations:** Gilbert Braun. (AB; PP).
- RAYMOND R. MORGAN-DBA RAYMOND R. MORGAN CO.**, 6362 Hollywood Blvd., Hollywood, Calif.; Hempstead 4194. **Principal account executive:** Raymond R. Morgan. **Assistant:** Lucille Hobson. **Manager:** R. E. Messer. **Account executives:** Ralph Ledder, R. C. Temple. **Production manager:** J. J. McCleery. **Assistant:** Ruth E. Johnson. **Program director:** Sam Pierce. **Manager of copy department:** Humphrey Bourne. **Associate office:** Goodkind, Joice & Morgan, Palmolive Bldg., Chicago. (PP).
- WILLIAM MORRIS AGENCY, INC.**, RKO Bldg., 1270 Sixth Ave., New York City; Circle 7-2160. **Branch offices:** 203 N. Wabash Ave., Chicago. 202 N. Canon Drive, Beverly Hills, Calif. (AB; SS).
- LEO MORRISON, INC.**, 204 S. Beverly Drive, Beverly Hills, Calif.; Crestview 1-9191. **President:** Leo Morrison. **Secretary:** Alta Todd. **Salesman:** Robert Tap-
- pan. **Branch office:** See listing under Jack Curtis for personnel and activities of Eastern division. (AB).
- SIDNEY P. MORSE**, 162 N. State St., Chicago, Ill.; State 1728. **Radio talent manager:** Sidney P. Morse. **Office manager:** Luke Yellman. **Secretary:** Lillian La Haye. (AB; PP).
- JOHN MOSES**, 730 Fifth Ave., New York City; Circle 6-2677. **Executives:** John Moses, Leggett Brown. (AB).
- MUSIC CORPORATION OF AMERICA**, New York office: 745 Fifth Ave. (Wickersham 2-8900); William R. Goodheart, Jr., executive vice-president. **Chicago office:** 430 N. Michigan Ave. (Delaware 1100); Maurice Lipsey, manager. **Beverly Hills office:** MCA Bldg. (Bradshaw 2-3211); Jules C. Stein, president. **San Francisco office:** 111 Sutter St. (Exbrook 8922); Lyle Thayer, manager. **Cleveland office:** Union Commerce Bldg. (Cherry 6010); D'Arv Barton, manager. **Dallas office:** Tower Petroleum Bldg. (2-1448); Norman Steppe, manager. **Atlanta office:** Rhodes Haverly Bldg. (Main 4770); Jack Whittemore, manager. **London office:** 16 Old Bond St., W. 1 (Regent 6506). (AB; SS).
- NBC ARTISTS SERVICE**, National Broadcasting Co., Inc., RCA Bldg., 30 Rockefeller Plaza, New York City; Circle 7-8300. **Managing director:** George Engles. **Branch offices:** 111 Sutter St., San Francisco. Auditorium Bldg., Los Angeles. Radio City, Hollywood. (AB).
- NATIONAL BROADCASTERS & ENTERTAINERS**, Washington Hotel, Indianapolis, Ind.; Market 2541. **Director:** Miss Kay Keiser. **Secretary:** Miss Jacky Chisman. **Radio director:** Harry Charleston. **Branch office:** Stillwell Hotel, Anderson, Ind.; Kay Keiser, director. (AB; SS; studios for recording service).
- NATIONAL FEATURES, INC.**, 135 S. LaSalle St., Chicago; Franklin 8128-9. **President:** Ota Gygi. **Secretary, treasurer:** Lawrence P. Mattingly. (Live syndicated shows of national significance).
- NATIONAL RADIO ADVERTISING AGENCY**, 301 Hollywood Center Bldg., Hollywood, Calif.; Hempstead 1551. **President, general manager:** D. D. Crawford. (PP).
- NORTH & FLAUM**, 1564 Broadway, New

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ARTISTS BUREAUS—Continued

- York City; Bryant 9-8667. **Partners:** Meyer B. North, Joseph Flaum. (AB).
- LILIAN OKUN, INC.**, 15 Central Park West, New York City; Columbus 5-0060. **President:** Lilian Okun. **Sales representative for package programs:** Gellatly, Inc., 9 Rockefeller Plaza, New York City (Circle 7-6120). (AB; PP; SS, radio and television).
- PACIFIC PRODUCTIONS, INC.**, 8780 Sunset Blvd., Los Angeles, Calif.; Crestview 5-0280. **President:** Frank W. Purkett. AB; PP, live and transcribed).
- RODNEY PANTAGES, INC.**, 6233 Hollywood Blvd., Hollywood, Calif. (AB).
- DONNA PARKER PRODUCTIONS**, 540 N. Michigan Ave., Chicago, Ill.; Delaware 2277. (AB; PP).
- PECK RADIO PRODUCTIONS**, 3275 Wilshire Blvd., Los Angeles, Calif.; Fitzroy 8131. **Executives:** William M. Peck, Clinton Jones. (PP; SS).
- PETERSON RADIO PRODUCTIONS**, 1457 Broadway, New York City; Wisconsin 7-0069. **President:** Donald Peterson. **Production, public relations:** Gilbert Braun. **Script manager:** Ruth Travers. (PP; SS; publicity; special sound effects).
- PLAYCRAFTERS**, 207 East Ave., Bridgeton, N. J. **Director:** J. B. Plumley. **Associate:** Forrest Hoyt. (SS).
- PREMIER RADIO ENTERPRISES, INC.**, Mart Bldg., St. Louis, Mo.; GA 3395-6. **President:** H. S. Somon. (PP).
- GEORGE LOGAN PRICE** (successor to Mertens & Price), 3902 W. Sixth St., Los Angeles, Calif.; Exposition 1960. **President in charge of sales:** G. L. Price. **Secretary in charge of service:** E. M. Lewis. (PP).
- PROFESSIONAL RECORDING STUDIOS**, 1749 N. Prospect Ave., Milwaukee, Wis.; Lakeside 5840. **Director, engineer:** Sam Sneed. **Manager of artists bureau:** Robert A. Tamms. **Manager of line production:** George R. Patrick. **Scripts:** Mrs. Lucy Hawkins. **Dramatics:** Marie Kay Vebber. **Librarian:** Doris Banker. **Branch office:** 35 E. Wacker Drive, Chicago (Dearborn 0622); Charley Grant, manager. (AB; PP; SS).
- R. W. PRODUCTIONS, INC.**, RKO Bldg., 1270 Sixth Ave., New York City; Circle 7-4943. **President:** Roger White. **Director:** Ted Cott. **Casting director:** Kermit K. Schafer. **Secretary:** Marilyn Brandt. **Re-**
- search:** Andrew Schiller. (SS; publicity). (See also Roger White).
- RADIO CENTRE, LTD.**, 100 Adelaide St., W., Toronto, Ont.; Waverly 2036. **General manager:** D. Spencer Grow. **Transcription supervisor:** David Fenn. **Production manager:** Mike Goodman. **Engineer:** Jack Lindsay. (PP; SS).
- RADIO EVENTS, INC.**, 535 Fifth Ave., New York City; Murray Hill 6-3487-8-9. **President, general manager:** Joseph M. Koehler. (PP, live and transcribed).
- RADIO FEATURES OF AMERICA**, 105 West 55th St., New York City; Circle 5-9188. **Executive director:** Alma Sandra Munsell. **Director of programs and production:** Oliver W. Nicoll. (PP; consultants).
- RADIO HOUSE, INC.**, 550 Fifth Ave., New York City; Lackawanna 4-8615. **Chairman of board of directors, vice-president in charge of production:** Martha Jayne Rountree. **President, secretary:** William Exton, Jr. **Continuity director:** Laurence Hammond. **Musical director:** Myron Dalrumple. **Assistant musical director:** John Philip Sousa III. **Script department:** Davis and Douglas, John McKay, John Philip Sousa III, Martha Jayne Rountree. **Program directors:** Dinny Dinsdale, Martha Jayne Rountree, John McKay, Laurence Hammond. (SS; PP, live and transcribed; casting).
- RADIO MERCHANDISING SERVICE**, 520 N. Michigan Ave., Chicago, Ill.; Superior 4627. **Executives:** John A. Leith, James Iago, Doris Ronin. (Individual and syndicated commercial announcements, merchandising plans, etc.).
- RADIO PRODUCERS OF HOLLYWOOD**, 930 N. Western Ave., Hollywood, Calif.; Hollywood 6238. **Owner:** Lou R. Winston. **Secretary:** Katherine Gilkerson. (PP; transcribed features, open end).
- RADIO PROGRAMME PRODUCERS**, 510 Keefer Bldg., Montreal, Que.; Marquette 1183. **Director in charge of English productions:** Ivan F. Tyler. **Director in charge of French productions:** Paul L'Anglais. **Producers:** Edouard Beique, Gilbert Wall, Françoise Loranger. **Chief of sales staff:** Lawson Williams. (PP).
- RADIO RECORDERS, INC.**, 932 N. Western Ave., Hollywood, Calif. (PP).
- RADIO TRANSCRIPTION CO. OF AMERICA, LTD.**, Hollywood, Blvd. at Cosmo St., Hollywood; Hollywood 3545. **President, general manager:** A. J. Schrade.

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ARTISTS BUREAUS—Continued

- Office manager:** T. Callison. **Station relations manager:** B. M. Fink. **Traffic manager:** Irwin Liefke. (PP).
- RADIOSCRIPT PRODUCTIONS CO.,** 1775 Broadway, New York City; Circle 7-2849. **General manager:** Maury Ascher. (SS).
- REC-ART STUDIOS,** Radio Center Bldg., 1120 S. Main St., Los Angeles, Calif.; PR 9232. **General manager:** Al Nazareth. **Recording manager:** A. Nazareth. **Musical director:** A. Norman. **Radio production:** Helen Thayer. (PP, live and transcribed).
- RELIGIOUS NEWS SERVICE,** 300 Fourth Ave., New York City; Algonquin 4-9746. **Managing editor:** Louis Minsky. **Editor:** Robert A. Ashworth. **Catholic editor:** Reginald Kennedy. **News editor:** George Dugan. **Branch office:** Kohl Bldg., San Francisco; George Saunders, Western regional director. (PP; 15-minute weekly news script, The Religious News Reporter).
- ROCKWELL - O'KEEFE.** See General Amusement Corp.
- HARRY A. ROMM, INC.,** RKO Bldg., 1270 Sixth Ave., New York City; Circle 7-7550. **President:** Harry A. Romm. **Vice-president:** Leonard Romm. (AB).
- THE ROTH AGENCY,** 1619 Broadway, New York City; Circle 7-8220. **Managing director:** Jimmy Lyons. **Commercial copywriter:** Sam Freundel. **Talent scouts:** Fred Robbins, Bob Calvert, Larry Marks. (AB; PP; consultants).
- AD SCHULBERG-SAM JAFFE, INC.** See Sam Jaffe Agency.
- MYRON SELZNICK & CO., INC.,** 9700 Wilshire Blvd., Beverly Hills, Calif.; CR 1-9171, BR 2-1133. **Executives:** Nat Wolff, Joseph H. Graham. **Branch offices:** Myron Selznick, Ltd., 630 Fifth Ave., New York City (Circle 7-6201). 7 St. James St., London, S.W. 1, England. (AB).
- SERVICE PROGRAMS, INC.,** 535 Fifth Ave., New York City; Murray Hill 6-3489. **President:** Gladys Miller. **Branch office:** Marque Richard Associates, 601 N. Rossmore, Hollywood (Hollywood 1691). (SS; PP (live) in connection with service types of programs, i.e., informative programs).
- MAX SHAGRIN AGENCY,** Equitable Bldg., Hollywood, Calif.; Granite 5171. **Executives:** Max Shagrin; Bill Begg, associate; Laura D. Wilck, story department; Pat Lowe, secretary. (AB).
- MARY L. SHANK & ABRAHAM TUVIM,** RKO Bldg., 1270 Sixth Ave., New York City; Columbus 5-1332-3. **Branch offices:** Ayuntamiento 54, Mexico City; Emilio Balli in charge. Avenida Juarez 34, Mexico City; Maurice de la Serna in charge. Manzana de Gomez 353, Havana; Ramon Becali in charge. Radio Caracas, Venezuela; Alcides Toro in charge. (PP; talent scouts for Latin American countries).
- ADDISON SIMMONS,** 1332 W. Birchwood Ave., Chicago, Ill. (SS; PP; consultant).
- EDWARD SLOMAN PRODUCTIONS, INC.,** 8782 Sunset Blvd., Hollywood, Calif.; Crestview 1-2242. **President:** Edward Sloman. **Vice-president, general manager:** Sam Kerner. **Secretary:** Kay Mullane. **Writer:** Maurice Zimm. **Musical director:** Paul Sawtell. (PP).
- THE SMALL CO.,** 8272 Sunset Blvd., Hollywood, Calif.; Hollywood 2722. **President:** Edward Small. **Vice-president:** Morris Small. **Secretary-treasurer:** George Chasin. **Associate:** Ward Nyhus. (AB).
- SMITH RECORDING STUDIOS,** 312-20 Madison Theatre Bldg., Detroit, Mich.; Cherry 6550. **Owner-manager:** J. Hall Smith. **Assistant manager:** K. H. Lane. (PP; SS; sound effects; sales promotion; sound slide film).
- KEN SOBLE ARTISTS' BUREAU,** Hermant Bldg., Toronto, Ont.; Adelaide 0181-2-3. **President:** Kenneth D. Soble. **Manager:** Jackie Rae. (AB).
- HENRY SOUVAINE, INC.,** 30 Rockefeller Plaza, New York City; Circle 7-5666. **President:** Henry Souvaine. **Secretary and counsel:** Max Chopnick. **Vice-president, business manager:** Archibald U. Braunfeld. **Treasurer:** Geraldine Souvaine. **Production manager:** Keith McLeod. **Director of sales:** David Hale Helpern. (AB; PP; package shows, with or without production).
- STANDARD RADIO,** 6404 Hollywood Blvd., Hollywood, Calif.; HI 0188. **Partners:** Gerald King (Hollywood), M. M. Blink (Chicago). **Production manager:** Don Allen. **Branch office:** 360 N. Michigan Ave., Chicago. **Representatives:** Herbert Denny, Box 933, Dallas. Robert McCullough, RCA Bldg., New York City. Hal Pearce, White Henry Stuart Bldg., Seattle. (PP).
- DOUGLAS F. STORER,** RKO Bldg., 1270 Sixth Ave., New York City; Circle 7-

Key: AB=artists bureaus; PP=program producers; SS=script services.

ARTISTS BUREAUS—Continued

1150. **Producer:** Douglas F. Storer. **Director:** Ted Long. **Writers:** Charles C. Speer, Fred Kress. (AB; PP).
- EDWIN STRONG, INC.**, 71 West 45th St., New York City; Bryant 9-5758-9. **President:** Edwin Strong. **General manager:** Gordon Butler. **Chief engineer:** C. D. Sherer. **Sales manager:** Edwin A. Pancoast, Jr. (PP, transcribed).
- H. N. SWANSON, INC.**, 8523 Sunset Blvd., Hollywood, Calif.; Crestview 1-5115. **President:** H. N. Swanson. **Manager radio department:** Robert Lewis. (AB).
- TALENT DEVELOPMENT CENTER, ERNEST CUTTING'S**, 538 Fifth Ave., New York City; Vanderbilt 6-5995-6. (PP, live and transcribed; AB; custom built spot announcements).
- TRANSAMERICAN BROADCASTING & TELEVISION CORP.**, 1 East 54th St., New York City; Plaza 5-9800. **President:** John L. Clark. **Vice-president:** E. J. Rosenberg. **Branch office:** 230 N. Michigan Ave., Chicago (State 0366). (PP).
- TRANSTRAY RECORDING & PRODUCTION CO.**, 10-18 McCaul St., Toronto, Ont.; Adelaide 2772. **General manager:** John H. Part. (AB; PP).
- TYRO PRODUCTIONS, INC.**, 1697 Broadway, New York City; Columbus 5-3737. (AB; PP).
- UNITED BROADCASTING CO.**, 201 N. Wells St., Chicago, Ill.; Andover 1685. **Producer:** William L. Klein. **Commercial manager:** Egmont Sonderling. (PP, live and transcribed foreign language programs).
- UNITED RADIO SHOWS, INC.**, 220 East 42nd St., New York City; Murray Hill 2-0400. **Manager:** Hartzell Spence. **Sales manager:** C. Edmonds Allen. **Branch offices:** 67 domestic bureaus of the United Press act as branch offices. (SS; PP (news only, radio and television); research for script shows; news and background for commentators).
- UNITED STATES RESEARCH CORP.** (subsidiary of United States Recording Co.), 712 Eleventh St., N.W., Washington, D. C. **President:** R. C. Miller. **Commercial manager:** J. Tait. **Chief engineer:** E. A. Merryman (PP).
- UNITED WRITERS**, Taft Bldg., Hollywood and Vine, Hollywood, Calif. **President:** E. J. Holden. **Secretary-treasurer:** Reginald Sharland. (SS (specialize in comedy material); two package shows).
- UNIVERSAL RADIO FEATURES**, 200 Bush St., San Francisco, Calif.; Sutter 6780. **President:** Richard F. Guggenheim. **Manager:** Ronald Guy Patrick. **Continuity:** James Wentworth. (PP; creation of program ideas).
- RUDY VALLEE ORCHESTRA UNITS CORP.**, 9 Rockefeller Plaza, New York City; Circle 7-2620. **President:** Rudy Vallee. **Secretary-treasurer:** Hyman Bushel. **Business manager:** Lester Laden. (AB).
- A. GEORGE VOLCK, INC.**, California Bank Bldg., 9441 Wilshire Blvd., Beverly Hills, Calif.; Oxford 3121. (AB).
- WHN TRANSCRIPTION SERVICE**, 1540 Broadway, New York City; Bryant 9-7800. **Manager:** Robert G. Patt. (PP; AB).
- WLS ARTISTS BUREAU**, 1230 W. Washington Blvd., Chicago, Ill.; Haymarket 7500. **Executives:** George R. Ferguson, Richard F. Bergen. (AB).
- WOR ARTISTS BUREAU**, 1440 Broadway, New York City; Pennsylvania 6-8383. **Manager:** Nat M. Abramson. **Club department:** Annette Marantz. **Cafes:** Bobby Feldman. **Musicals, dramatics, agencies:** Herman Paley. **Vaudeville talent:** Alfred Roth, Albert Hoffman. **Private entertainment:** Edna Van Veen. **Secretary, contracts:** Stella Berthoff. **Remotes:** Ruth Beck. (AB).
- WARNER BROS. BROADCASTING CORP.**, care of KFWB, 5833 Fernwood Ave., Hollywood, Calif.; Hempstead 5151. **General manager:** Harry Maizlish. **Production manager:** Manning Ostroff. **Commercial manager:** Jack O. Gross. **Musical director:** Leon Leonardi. **Chief technician:** Harry Myers. **Chief announcer:** Harry Hall. **Promotion:** David Davidson. **National Representative:** Paul Raymer. (PP).
- L. A. WEINROTT & ASSOCIATES**, 75 E. Wacker Drive, Chicago, Ill.; State 4207. (PP; SS).
- WELLS FEATURE SYNDICATE**, Hollywood Center Bldg., 1655 N. Cherokee Ave., Hollywood, Calif.; Gladstone 4208. **Managing editor:** Allan W. (Bill) Wells. **Branch office:** Balderas 32, Mexico City. (PP, live and transcribed; SS).

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THE SCRIPT LIBRARY

A STATION SERVICE

RADIO EVENTS, INC.

AN AGENCY SERVICE

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A MERCHANDISING PROGRAM SERVICE

AMERICAN RADIO

SYNDICATE

AN AUTHOR SERVICE

*Through this portal pass
the scripts that sell!*

**535 FIFTH AVE.,
NEW YORK, N.Y.**

ARTISTS BUREAUS—Continued

CARL WESTER & CO., 360 N. Michigan Ave., Chicago, Ill.; Randolph 6922. **President:** Carl W. Wester. **Script supervisor:** Irna Phillips. **Production manager, writer:** Howard Keegan. **Program directors:** Owen Vinson, Guilbert Gibbons. **Assistant program director:** Arthur Berg. **Secretary:** Kay Brennan. **Writers:** Pauline Hopkins, Gertrude Prys. (PP, completely packaged programs; specialize in daytime field).

ROGER WHITE, RKO Bldg., 1270 Sixth Ave., New York City; Circle 7-4943. **Executives:** Roger White, Ted Cott, Kermit Schafer, Marilyn Brandt. (AB). (See also R. W. Productions).

WIEDERHOLD RECORDING STUDIOS, 505 Abe C. Levi Bldg., Louisville, Ky.; Jackson 1757. **Owner, manager:** George Wiederhold. (AB; PP).

FLETCHER WILEY PRODUCTIONS, 6121 Sunset Blvd., Hollywood, Calif.; Hollywood 1212. **Manager:** Fletcher Wiley. **Secretary:** Walter Streeton. **Branch office:** Station KSFO, San Francisco; Galen Drake, manager. (PP, live and transcribed; research).

WILSON, POWELL & HAYWARD, INC., 444 Madison Ave., New York City; Plaza 5-5480. **President:** F. Leroy Wilson. (AB; PP).

WITTE RADIO PRODUCTIONS, 1163 S. La Jolla Ave., Los Angeles, Calif.; Whit-

ney 7238. **Owner:** I. Oscar Witte. (PP, transcribed).

WOLF ASSOCIATES, INC., 1270 Sixth Ave., New York City; Columbus 5-1621. **General manager:** Ed Wolf. **Production manager:** Jack Rubin. **Sales manager:** William Koblenzer. **Casting director:** Herbert Wolf. **Director:** Carlo De Angelo. **Branch office:** 6912 Hollywood Blvd., Hollywood, Calif. (Gladstone 6676). (PP; AB).

WOODS RECORDING STUDIOS, 54 W. Randolph St., Chicago, Ill.; Dearborn 3646. **Executives:** R. R. Meredith, R. P. Beardsley. (AB; PP).

WORLD BROADCASTING SYSTEM, INC., 711 Fifth Ave., New York City; Wickersham 2-2100. **President:** P. L. Deutsch. **Vice-president, general manager:** A. J. Kendrick. **Vice-president in charge of sales:** Norton Cotterill. **Secretary, manager of program production:** Charles Gaines. **Station relations manager:** A. B. Sambrook. **Advertising counsel:** M. A. Hollinshead. **Chief engineer:** Charles Lauda, Jr. (AB; PP).

BEN YOST, INC., 1650 Broadway, New York City; Circle 6-6533. **President:** Ben Yost. **Vice-president, treasurer:** Harry W. Lawrence. **Secretary:** Paul Nelson. **Branch office:** 7904 Santa Monica Blvd., Hollywood; George Ball, manager. (AB; PP).

BERNARD ZISSER, INC., 40 East 49th St., New York City; Eldorado 5-4228. (PP).

SCRIPT LIBRARIES

***BASCH RADIO PRODUCTIONS**, 171 Madison Ave., New York City; Murray Hill 4-4717-8. (Dramas, serials, one-man shows).

***BATCHELOR ENTERPRISES, INC.**, 1270 Sixth Ave., New York City; Circle 6-4224. (Plays).

***ARTHUR B. CHURCH PRODUCTIONS**, Pickwick Hotel, Kansas City, Mo.; Harrison 2650. (Nine dramatic and musical shows).

***TED COLLINS CORP.**, 1819 Broadway, New York City; Circle 7-0094. (Daytime serials, talent shows for evening).

***ISABEL DRAESEMER RADIO PRODUCTIONS**, 706 S. Detroit, Los Angeles, Calif.; Walnut 4528, 1769. (Mystery series and serials, one program based on Hollywood, half-hour dramas, semi-commercial series).

***GRAHAM GLADWIN RADIO PRODUCTIONS**, 411 T. W. Patterson Bldg., Fresno, Calif.; 3-2267. (Six programs, live and transcribed).

***HISPANO BROADCASTING CO.**, 105 E. First St., Los Angeles, Calif.; MI 4433. (Complete dramas, half-hour programs, skits, etc., in Spanish).

* For details as to personnel, etc., see separate listing under artist bureaus and program producers.

SCRIPT LIBRARIES—Continued

***ITALRADIO, INC.** (The Voice of Italy), 193 Hanover St., Boston, Mass.; Capitol 3407. (English and Italian programs).

***HARRY MARTIN ENTERPRISES**, 360 N. Michigan Ave., Chicago, Ill.; Randolph 3842. (Syndicated news and sports).

***MODERN PRODUCTIONS**, 643 Glendora Ave., Akron, Ohio; HE 9967. (Historical scripts of Akron and the rubber industry; material for individual rubber companies and their founders).

***MOONBEAMS BROADCASTS, INC.**, 1440 Broadway, New York City; Longacre 5-8005. (Variety comedy show, audience participation, children's program).

***NATIONAL BROADCASTERS & ENTERTAINERS**, Washington Hotel, Indianapolis, Ind.; Market 2541. (Script library, supplemented regularly).

***PLAYCRAFTERS**, 207 East Ave., Bridgeton, N. J. (Serials and plays; specialize in scripts for holiday programs).

***GEORGE LOGAN PRICE, INC.**, 3902 W. Sixth St., Los Angeles, Calif.; Exposition 1960.

***RADIO HOUSE, INC.**, 550 Fifth Ave., New York City; Lackawanna 4-8615. (All types of scripts).

RADIO WRITERS LABORATORY, 49 Duke St., Lancaster, Pa.; Lancaster 2-1387. **Director:** M. S. Miller. **Special features division:** Paul C. Rodenhauser.

THE SCRIPT LIBRARY (subsidiary of Radio Events, Inc., program producers), 535 Fifth Ave., New York City; Murray Hill 6-3487. **Station contact:** Martin Lawrence. **General manager:** Genevieve Pace. (Complete service of syndicate nature, with over 22,000 titles catalogued and a custom script department with needs filled for stations at syndicate fees; announcements to full hour shows).

STAR RADIO PROGRAMS, INC., 250 Park Ave., New York City; Plaza 3-4991. **President:** Daniel C. Studin. **Production manager:** John C. Treacy. **Sales manager:** William J. Jondreau. **Director of continuity:** Burke Boyce.

***WELLS FEATURE SYNDICATE**, Hollywood Center Bldg., 1655 N. Cherokee Ave., Hollywood, Calif.; Gladstone 4208. (Adventure club, comprising 365 scripts).

kent-johnson, inc.

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grateful to

pepsi cola
 esso marketers
 bond bread
 la palina cigars
 fuller paints
 ford motor co.
 etc., etc.

signed

alan kent

austen croom-johnson

VARIETY

Radio's Only Newspaper

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 25c per copy

\$10 a year

•
 154 West 46 Street
 New York City

Radio Promotion Pieces
Motion Picture Press Sheets
House Organs for
Dealers' Promotion
Tabloid and Standard Size
Newspapers



Complete Mechanical Service for Publishers of

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W E E K L I E S
M O N T H L I E S**



The ROGOWSKI CO., Inc.

444-446 PEARL STREET

NEW YORK

COrtlandt 7-1714-5-6

Fine Quality Newspaper Printing

*Blue Advertisers are Blue Boosters
because they know*

YOU DON'T NEED A MILLION BUCKS

*to do a national advertising job
on this network*

Blue Advertisers are Blue Boosters—they overlook no opportunity to tell people what a swell advertising buy the Blue has been for them.

Why is the Blue a grand buy? Well, first is its low cost. No other medium costs as little nationally. This is the result of the Blue Network Discount Plan, which enables your network to grow with your business. Second, the Blue's "Money-Market" coverage—concentrated where 72% of the country's effective buying power is located. Third, the well-known Blue bonuses—circulation increases at no increase in cost, made periodically through station improvements.

Yes—the Blue is the year's best advertising buy! For only \$4800* for a nation-wide nighttime half-hour, it will show you that sales begin where the Blue begins. National Broadcasting Company, a Radio Corporation of America Service.

NBC BLUE NETWORK

Sales thru the air with the greatest of ease





This is the profile of one of the Blue's most successful advertisers. To use his own words, he considers the Blue "the best and most inexpensive large-scale salesman I've ever known." With a 17.6% increase in Blue revenue for the first half of 1940, it looks as if other advertisers are catching on to the same idea. In this six-month period 15 new advertisers started campaigns on the Blue.

Here are statements that are typical of many we've received from Blue advertisers who are delighted with this network's "Money-Market" coverage at lowest national cost!

This is the profile of a Blue advertiser whose enthusiasm is summed up in these words: "The Blue buy for me. It's done a swell job for (name his company) and gives us 'Money-Market' coverage at a low cost nothing else can match, sir! Coverage where 72% of America's effective buying power is located—for less than \$5000* per nighttime half-hour—coast-to-coast!"



And here's the profile of a man whose Blue program did wonders for his sales. He calls the Blue "the best buy I ever made." One reason why so many Blue advertisers think likewise is that The Blue consistently gives them bonuses in the form of station commitments. These "ups" in circulation are made without "ups" in cost!



*Time only.

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PHONE...

Postal Telegraph

Mackay Radio
Commercial Cables

All America Cables
Canadian Pacific Telegraphs



TELEGRAMS CABLEGRAMS RADIOGRAMS
TO TELEGRAPH PHONE

Postal Telegraph

"FIRST WHEN SECONDS COUNT!"