

The National

RADIO

REGISTER

The Nation's Clearing House for Radio Talent and Personnel

**OCTOBER
1938**

**Body
Vallee**

**25
cents**



CROSSLEY SURVEYS EXPLAINED

World Radio History



Broadcasting the opening of the trout season in New Jersey

“Bob Edge” Outstanding Radio Sports Commentator

WHEN it comes to selling “he-man products,” sales promotion through “Bob Edge” over the air will do a big job. A smart manufacturer of cigars, cigarettes, razors, sportswear, outdoor equipment, etc., will find in this sportsman’s interesting “actual experience” yarns a speedy avenue to increased sales.

Because of his many talks on coast-to-coast hookups, this man

needs no introduction to radio and particularly that large audience of outdoor sports lovers—all “big spenders.”

He spins the kind of story sportsmen love—it’s in their own language. His many years experience in the out-of-doors makes his work a pleasure to himself and his listeners—and how he can tie that in with a man’s “buying needs.”

Hunting and Fishing most popular of all Sports and Recreation.

Convincing when it appears in a "Fortune" survey — this gives hunting and fishing first place in man's favorite recreation. The way to a man's pocketbook is through his popular hobby.

"Bob Edge" has written for the leading publications in the outdoor field. His articles have appeared in Field and Stream, Outdoor Life, The Sportsman, Sports Illustrated. He has lectured before numerous banquets and meetings where sportsmen gather.

Fortune

and the ghost of the Anti-Doting the U.S. are scattered some of the blessings but may spread their ab- 32 per cent beer, five allow in form of local or county op- is known to the beer and nace" The beer people are with the idea of scuttling the aided bark to legal existence to dry land under the guise evers a serious symptom, or

FORTUNE inquired whether d that although 48.6 per cent "bad" and 17.7 per cent said ple looking a-sake as John as Jekyll and Hyde. Now, as FORTUNE asked the question n order of wetness:

TOTAL	MEN	WOMEN
35.2%	41.9%	28.4%

VII: Favorite Recreations

Which one of these recreations do you enjoy the most?

PROVIDING entertainment in one way or another for the national leisure is certainly, in the aggregate, one of the largest industries, next after those that provide for the national necessities. How that leisure is spent may be estimated by clocking ball-game and movie attendance. By radio surveys, by the sales of playing cards and sporting goods. But which recreations are really dearest to the hearts of Americans, have the most direct influence upon the national culture? Here are the rankings:

	TOTAL	MEN	WOMEN
Listening to the radio	18.0%	15.3%	21.4%
Going to the movies	17.3	11.3	23.5
Reading magazines and books	15.8	8.6	16.0
Hunting or fishing	11.0	18.1	3.7
Watching sporting events	10.1	17.8	4.4
Reading newspapers	7.1	8.6	5.5
Playing outdoor games	6.6	9.3	3.8
Playing cards and indoor games	5.3	4.6	6.1
Legitimate theatre	3.7	1.4	5.0
All others	3.5	3.1	3.8
Don't know	2.5	1.4	3.6

MAN INTEREST

If you want a real man interest program consult "Bob Edge." He will tell you how to secure it—and hold it.

Interviews with "Bob Edge" arranged through—

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One sure way to build an up-to-date "Who's Who" of Radio Talent—is by keeping each month's issue in the N. R. R. binder.

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May we send you one?

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415 Lexington Ave., New York

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RADIO
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P R O F I L E S

About Little Known People Of Importance

THOMAS HOWARD AUGUSTIN 'TOM' LEWIS . . . radio production supervisor of Young &



Rubieam was the last of 4 sons. Parents gave him all the names they'd left over which accounts for his Roxy-ending moniker.

Slender, so much that he looks taller than he is, with

rolly black hair that's a little slate colored at the temples. Heavy beard that disregards close shaves. Scar on lip under right nostril. Got this as a kid when he fell thru a house. T'was a construction job, he was poking around, went thru the scaffolding.

Started in drama society of his high school. Was also president of the senior class. Instead of usual class day celebration they staged a play and Tom had the bug.

At Union College he not only did more school dramatics but emoted with the local stock troupe. Nights he worked for a local AT&T switch station.

AFTER College he had two more years of stock then struck for New York. First thing he did here was a bit in the George Jessel flop "Joseph in Egypt."

George S. Kaufman, had doctored the Jessel show, and when spring

tryouts of a piece of his own started. Tom had another part. This was "Once In A Lifetime" and Tom understudied Kaufman who you'll remember played himself in the show.

Supreme desire of Tom, at that time, was to play Kaufman's role again and make it an even once. And once when they were playing at Brighton Beach it almost came to pass. Kaufman, with no sense of direction in subways, took a Queens train. That's like going to Canada via Mexico. Tom was in the wings waiting for his cue when Kaufman walked in just in time for his entrance.

After that he fiddled around trying to write plays but nothing happened so went home, to Troy, N. Y., for a vacation. And proceeded to discover radio.

Listened to programs like "The Goldbergs" and "Amos & Andy" and thought how wonderful. So wrote WGY, Schenectady, for a berth as writer.

Station explained they didn't indulge in the luxury of staff writers but his ideas sounded good, etc, and he could join up as an announcer.

AND so Tom Lewis entered radio as an announcer, actor, writer and director. WGY highlight was his "Joe & Eddie" script which became a local favorite.

Here among other things he introduced "One Man's Family" to Eastern audiences via WGY. What happened was that Carlton Morse,

in an effort to popularize the program, sent scripts to stations with permission to use on the cuff. Morse knew what he was doing cause before long NBC had it on coast to coast.

Another thing he did was start up an Artist Bureau at WGY. Went trouping with WGY talent, played in every town and hamlet, possessing a theatre or town hall, in the WGY area.

After 4 years at WGY he went to WTAM, Cleveland, as a producer bringing with him his pet show "Joe & Eddie."

A year later he was program manager of WTAM. Not long after this he wanted to tackle New York once again. Luckily he couldn't clear details and stayed on.

That year Cleveland was the scene of the Republican Natl. Convention, Eucharistic Congress and Cleveland Exposition. All making for backbreaking work but rounding out the radio-savvy of Thomas Augustin Howard Lewis.

Then came a break. Standard Oil of Ohio had a thrice weekly half hour program using big time names on WTAM. One such name was Ray Perkins. He and Tom clicked. Ray knew Chet LaRoche, president of Young & Rubicam, mentioned Tom as a comer and it wasn't long before he joined the Y&R radio dept. as a staffman.

HE'S 32, stands 5-11½, weighs 158 and is partial to gray suits and white shirts.

There's a furrow in center of his forehead from continual use of his brows and deep dimples in his cheeks.

Very much the bachelor, he smokes Pall Mall cigs, likes his food extra welldone, goes home to Troy for weekends of dub golf.

Pet Peeve: actors who kick a script around before they even know what the author and director are after.

Would love to do a radio workshop commercially.

Handles his casts a la legit in that actors get plenty of reading before they start acting.

Phone conversations take much of his time. Likes to build with match boxes, pencils and stuff when on the phone.

Looks like Ken Murray in profile and's nuts about radio.

* * *

HENRY SOUVAINÉ . . . Independent producer . . . is best described as a thin edition of Belasco without the collar plus Toscanini minus the mane, all seasoned generously with common sense. About him there's much Messianic, nothing theatrical nor phony.



Born 39 years ago in Salt Lake City of practical people that pioneered in railroads, mines, oil. An uncle was governor of the state—Utah. He's no Mormon.

Music was his meat, even as

a kid. At 9 he played with the San Francisco Symphony, at 12 he was a concert pianist of repute. He's toured the world and recorded for the major companies.

Shrewd enough to know there was only one Paderewski so turned to composing. Wrote for "Ziegfeld Follies," "Americana" and other musical comedies of those lush days. Once he criticized Ziegfeld's

taste in color and was bounced from the theatre.

Meanwhile Friend Alan Dinehart was radio adviser for Union Carbide & Carbon and their radio program, the Eveready Hour, wanted material. This was radio's first original musical comedy. There he sold scripts at \$1000 per.

SO, when in 1932 the theatre got diabetic, Souvaine turned to radio. Not only for the money but, he says, for the thrill of a new show from tip to toe with each broadcast.

Followed two years of freelancing until Cadillac Motors wanted a program, got the justly famed "Old Cadillac Concerts" which started Radio's class concert vogue. With this in his cap Souvaine started up as an independent producer.

Today he's as active advising, for husky fees, as producing. His clientele's Grade-A: General Motors, U. S. Rubber, Pontiac, La Salle, Cadillac, Cycle Trades, Natl. Dairy, Gruen Watch and many an advt. agency on the Q. T.

Most Souvaine Built Programs have been evening musicals or variety. One reason is obviously his trade; another peculiarly his own. Thus: radio competes with pix and legit; radio's comedy and music are by far the best; radio's drama the worst.

Currently and strangely, at present, Souvaine's only program was an afternoon drama, his first such program, "Your Family & Mine" for Sealtest. Comes fall tho, and there'll be a fresh flock of Souvaine shows.

First thing he did in radio was learn what makes it tick. Now knows the medium from control room out around and back.

A SUPERB organizer his staff now lacks only writers and artists. These he prefers to buy freelance, so retain freedom of action and selection.

Only talent under his management is Erno Rapee and Lew Lehr, tho' he's helped start many a career including Helen Morgan, Chas. Butterworth, Libby Holman, Harry Tugend and almost cast Fred Allen in one of his early "Eveready Hour" scripts only the sponsor no like. Introduced Toscanini to commercial radio, some years back, via General Motors Symphony Concerts.

Capacity for merchandising apparent from the many sponsors who leave all such details in his lap. Prime examples and 'firsts' in radio are La Salle "Fashion Show" and Pontiac "Varsity Show" programs.

Once smoked 60-80 cigs a day. Five weeks ago he quit cold. Just as suddenly he's liable to tackle picture making. Has been on the verge for a long time now since he sees pictures as the only form of entertainment capable of surpassing radio.

ONCE he flew; then Mrs. Souvaine said no. They live on Manhattan's Washington Square. Algonquin Hotel's their rendezvous.

His Roman nose holds glasses; his bushy eyebrows and black hair touched by gray are separated by a high forehead. There's a mole over the right eye. Wears a braided, gold wedding band.

Nuts about sports, a holdover from days at Utah U, and a whiz at tennis. Looks more than his 5 foot 9 and less than his 170 lbs.

Philosophic to the nth degree. Closest to a pet peeve is his abhorrence of pictures. Has one in his office and this one of him was

carved from a group candid shot. Will criticize only musical conductors. About this he is definitely and viciously egoistic. Was a damned good one himself, once, and still thinks he mighta been the greatest and bestest. Says he'd rather be a conductor at \$2000 a year than a producer at \$100,000. Nudism is his fetish. Would wear nothing if not for the law. As it wears only what he has to.

* * *

HIMAN 'HI' Brown...independent writer, producer . . . has an inherent flair for commercial radio. With Brown it's strictly a case of art's okay but will it sell? His programs are unmitigated and premeditated corn—but commercial.



Hasn't written a line in 6 years. Staff of writers pound copy whilst he collaborates and edits. Casts thousands of scripts with nary an audition. Selects his actors by instinct and clicks 9 times-

outa 10. Always on the lookout for actors and writers. You don't need a reputation to work for Brown, but you've gotta be good.

None of his thousands of programs have been musical. Only dramas of every conceivable style and vintage.

Brooklyn was his bailiwick until marriage moved him to the Central Park regions. Graduate lawyer via Boys High School, CCNY and Bklyn Law School. Flunked his bar exams and isn't sorry. Cause

if he'd passed expects he'd be lawyering today—and hungry.

THE Bklyn Jewish Center was his hangout. Inevitably drawn into the orbit of its Little Theatre group where for 3 years he labored alongside Moss Hart.

Has been acclaimed as a graduate of the 'borsht circuit.' Is a wee bit touchy about this. Explains that it wasn't the 'borsht circuit'; that *Variety* only coined the phrase in last 2-3 years; that 10-11 years ago when he was a gawky kid doing weekend stints of comedy songs and pratt falls in the Catskill bistros he worked only for the deluxe houses; and since social directors were not standard equipment in those days it seems that he has a moot point.

Law clerking for peanuts awøek didn't appeal, legit wasn't steady and so Hi tackled radio . . . thus . . . Walked into a local station, 'explained' that he was a stock company name fresh from the Midwest, and while waiting for his New York production to start, he'd like to do a spot of drama on the air. No one bothered to check and he was in like a thief.

After that it was a cinch since he had radio experience. Did more than a bit of radio acting (see foto) one of his best being Milt Gross' "Nize Baby."

WHEN everyone else was elated over one hour extravaganzas Himan saw a future in and started plugging afternoon drama. First afternoon strip he sold was "Marie, the Little French Princess"; others—"David Harum," "The Gumps," "Way Down East," "John's Other Wife," "Thatcher Colt," "Girl Interne," "Dr. Friendly," "Spy Secrets," "Dick Tracy," "Terry & the Pirates," "Grand Central Station." Last six are current air fare.

His setup is unique to showbusiness and particularly radio. Strictly a one man organization minus all swank and front. From his office away up on top of his head* he conceits ideas, supervises scripts, casts, directs, sets commercial plugs, prepares merchandising, contacts and sells clients and agencies.

He's on duty at 7 A.M., off at 9 P.M., mostly 7 days a week. When he tires of the routine he hits the hay and wakes full of pep. The Brown's social life is nil. Only relaxation is the bridle path and glomming



the plays.

HAS exceptional success with kid strips and kid actors. His "Dick Tracy" and "Terry & the Pirates" rate one-two of juvenile radio shows. The family past performance chart shows no theatricalian afore Hi and no one knows wherefrom he gets his ability.

He's 28, married, has a son and daughter, and no minor vices—no smoke, no drink, no flirt. When scoffs away from home its on foreign foods.

Has a heavy crop of neatly combed black hair thats parted on the left side. Strong face with Russian cast predominant. Freckled hands, heavy eyebrows, a beautifully cultured voice. Carries himself so's his 6 feet of 175 pounds look like a quiet 155 and 5 foot 9.

With Hi Brown around no phone is safe. Never at a loss for someone to call, always re business.

Since he turns out 30 shows a week, has been doing it for years.—where

the average picture producer turns out 10-12 pictures a year—it's not improbable that, should radio slump financially where Hi Brown is concerned, he'll trek for Hollywood and produce pictures. Since a producer's first concern is to know what the public wants Hi, off his record, feels he's eminently suited for production.

* * *

ROGER BOWER . . . MBS (WOR) producer . . . started 12-13 years ago when WMCA was atop Hotel McAlpin and announcers got letters like, "Heard you give the time last night and it came over swell."



When if he sneezed at the mike the mail brought hundreds of handkerchiefs from listeners anxious about a cold. When little old ladies brought big home made cakes to the station and

waited hours to deliver in person. Announcing in those days was a soft touch especially the night club dance parade where happened much that was taboo and off the record but profitable. And production was strictly a case of get it on the air no matter how or how good. Reading and poetry turn was always a standard act — and still is.

He's tall, thin but not too thin. Also there's a little mustache as result of a bet with the Freres Reiser. Twiddles the muff when musing. Hit the air on Manhattan's East 56th Street, 34 years ago. Started

hustling a buck during second year at Evander Childs High School, continued through night course at CCNY. Saw service in department stores, lumber camps, railroad gangs and glove counters.

The outdoor work was in search of beef for his puny frame. To this day the only way he gains weight is via heavy manual labor to jump his appetite and so his weight.

GOT into show biz via church minstrel hoofing and gags. Then started making \$5's and \$10's at smokers. So to legit and playwrighting but says he has no claim to fame there: was just another guy in legit.

Did 2 years with WMCA announcers, then to WNJ, now WNEW, as manager. Owner was so whacky he left after 8 months to join WOR as announcer. Actually tho he was a producer.

Some of those early shows were "Main St. Follies," "Market & Halsey St. Playhouse," Margaret Anglin. Of "The Men of WOR" *Variety* said, "first real comic on the air to use real jokes."

He tramped those programs all over WOR'S coverage at \$2-3-5 prices, to big business too. They packed auditoriums that'd been filled only by Caruso or presidential rallies. "But," says Roger, "audiences in those days came to see the names they heard on the air and weren't too particular. All any radioite had to do was start talking—and audiences would applaude madly."

TODAY he's dean of WOR and produces "Say It With Words," "Famous First Facts," "Press Time," "Jazz Nocturne."

Very much with the feet on the ground he sees, 1) too many programs being designed as fillers instead of entertainment; 2) no rea-

son for anyone to laugh at Blackett-Sample-Hummert, people listen to their programs and their advt messages; 3) where the basic elements of any program, no matter its gloss, are laugh, cry, sit up & take notice. He never forgets that no one complains of good corn.

He'd welcome a pronto redefining of the production status so that the person handling the program would be a director and the agency or stationman a producer. As it stands the producer is all too often neither a director nor an expert stopwatch manipulator.

Pet peeve is the smart aleck. Yens to do a good musical comedy for radio.

HAS blue eyes and high forehead with sparse growth on the pate that few see — it's that high.

Pipe smoker and favors Old King Cole tabac. Eats much not often. Favorite food is veal parraggriano with green noodles and meat sauce at Villanova Restaurant on West 46th St. (no advt). Frau—an ex-newspaperwoman from Boston, now p.a. and writer—says, "food is his best medicine."

Lives over in Queens near green grass and water where he indulges hobby for sailing.

Likes to look well groomed without being a dandy but because he shops only via sales he doesn't always make the grade.

He's allergic to auto accidents even tho he doesn't drive: serious ones too, that catch him when he's minding his own business, not carousing. As result has scars at side of mouth and under left chin, one short leg and been scalped. Yet he's a handsome broth of a lad.

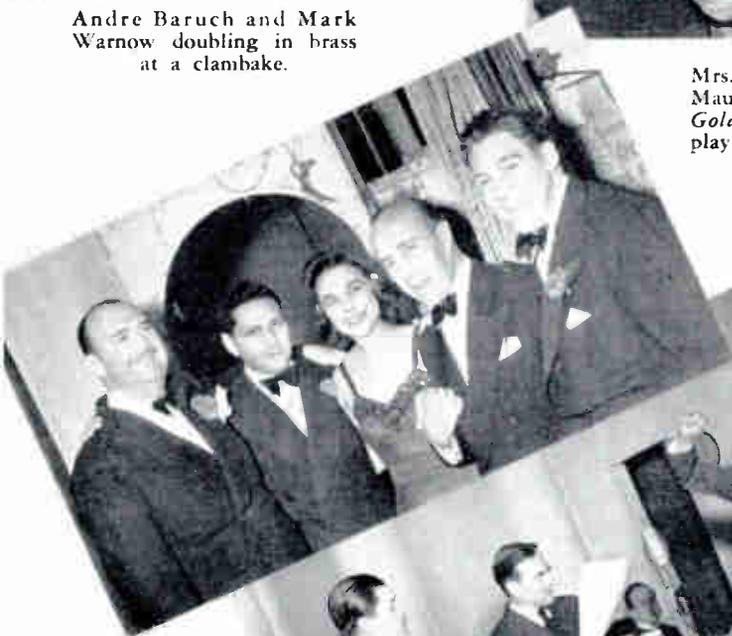
Obviously he's a fatalist. Favorite proverb is "todays the tomorrow you worried about yesterday."



Andre Baruch and Mark Warnow doubling in brass at a clambake.



Mrs. Berg, Jimmy Waters, Maurice Franklin of *The Goldbergs*. Respectively they play Mrs. Goldberg, Mr. Ditto, Dr. Hoblar.



Paul Whiteman, Phil Cohan, Joan Edwards, Chas Butterworth, Paul Douglas adlibbing after a *Chesterfield* program.



Cavalcade:
Ted deCorsia, Bill Pringle, Chas Webster, Betty Worth, Dwight Weist, Ray Collins and (???)



Martin Block, who makes with the records at WNEW, making with Sammy Kaye at Randalls Island.

Ray Collins. Chas Cantor, Hi Brown making kitchy-kitchy-koo at *Grand Central Station*.



Workshop: Erik Rolf, Earl Larrimore, Bernard Herrmann, Guy Repp, Guy Della Cioppa, Buford Hampden, Carleton Young, Oleta Karns, Bill Pringle, George Zachary



Alan Kent, Michael Fitzmaurice (he must have a conflict), Alice Frost, Rosaline Greene, Ray Collins, Chas Cantor.

THE BEEF BOX

Dear Reader:

Have you been bilked, cheated, clipped, discriminated against? Do you have a beef or complaint? Well then don't scream, just scribble a note to the Beef Box. Get it off your chest, here where space is reserved for those with a legitimate beef.

This, we understand, is a high tension, nerveracking business so there's much grouching. But also there're many gyps and clips in radio. So beef about the wrong guys for the sake of the good guys.

If you have to talk about some personality, deal, contract or situation that you don't like—save your breath and career—use the Beef Box.

You actor, announcer, singer, musician, director, writer, arranger or producer: if you're getting coolie wages, being milked, having to kick back, pressured for speculative auditions, being measured for the casting couch, discriminated against, getting stalled instead of paid: here's a chance to say your little piece.

Make that letter factual and complete: give names, places, dates and be sure it's signed. We'll keep your name confidential and protect you by camouflaging the details.

Wherever feasible and advisable we'll contact the offender or his superior, or notify the correct policing agency.

But in any event the light of publicity will have been shed on the evil. Enough such light and we'll be able to discontinue the Beef Box.

THE EDITOR.

CROSSLEY SURVEY EXPLAINED

By L. Frankel

AS editor of the NRR it is my job to impartially report, to the best of my ability, those activities which concern the radio industry and talent.

So, I have set down this picture of the "Crossley," as I see it: its history and formation, its function, its method, its weaknesses, its defenses, its affect on the backbone of the industry . . . talent.

Perforce we must start by explaining that this complex business of radio is irrevocably part of the even more complex business of advertising. And so labyrinthean is advertising that, like medicine, there've evolved specialists in the various functions of the business. One of these specialties is surveying or research.

And just as every doctor is no specialist so every one in advertising is no researchman. Usually there's a separate department looking after such matters or one of the many independent organizations is retained. For this is a comparatively new science with methods and techniques most intricate to the layman.

Topnotch advertisingmen are akin to scientists in that they eternally want to know why and how. From indulging just such an urge no doubt came the first researchman. Originally they counted coupons that'd been clipped from newspapers or magazines and sent to the sponsor. Then they wanted to know why one advertisement pulled more replies than another. So they took their advertisements and rang doorbells. By questioning Mr. and Mrs. Consumer they

answered their eternal why. By analyzing and interpreting these answers they learned how.

Then to save time and money they discovered "the sample."

Basis of the sample is the fact that after a certain point the answers, when translated to percentages, became static no matter how many thousands were questioned.

So, for example, if of one thousand people 40% answered yes, 30% answered no, 10% answered maybe—these percentages remain the same no matter how many more were questioned.

Provided of course, and this is most important, that the group questioned represents an accurate cross section of the social structure, or income levels, of the nation. (From varied sources, the U. S. Census for one, researchmen learn that there are so many laborers, office workers, business men, doctors, lawyers, richmen, all comprising the 120 millions of people in these United States; or to use the vernacular, the 30 million families of the country.)

So survey specialists ascertain that their income level representations are accurate in the varied proportions, question a relatively few instead of thousands knowing that the answers will be a true picture of the whole.

But still they had to call on the actual consumer; which was all well and good so far as printed advertising went.

Then came radio with its tremendous listening audience that's never been accurately counted (altho

they know there are about 26 million radio sets in the country), that sprawls everywhere, that fluctuates from program to program, from station to station from network to network.

To question this audience by ringing doorbells was obviously too expensive especially since the surveys would have to be repeated without end to keep pace with the incessantly changing programs.

Surveys via the telephone were the answer to the problem; which brings us to the "Crossley" and 1929.

In 1929 the Association of National Advertisers (ANA) which, it must be understood, is just what the title implies—a trade association of those that pay for advertising; interested in knowing how to get more value per advertising dollar—wanted to know about the new advertising medium called radio.

They set up a radio committee and since radio research was practically unknown they went pioneering; called in a number of independent researchers, parcelled out assignments. In March of 1930 they formed a mutual, non-profit organization, the Cooperative Analysis of Broadcasting (CAB), lumped therein all their radio research activities.

Among those independent researchers utilized by the ANA Radio Committee was Archibald Crossley. After the formation of the CAB the Crossley organization was contracted to do the actual field work for the CAB. The way it works, the CAB formulates its own policies, has them executed by the Crossley staff.

(Crossley continues his private,

independent research business. Someone probably missed a cue once and referred to the CAB as the Crossley report. But actually and officially it's the CAB.)

Primary function of the CAB is to measure the relative size of the radio audience that remembers having heard individual programs. This information is obtained by 53 investigators making 600,000 fone calls a year in 33 major cities; cities having at least two network outlets.

These fone calls are distributed so as to properly allow for income levels, and population groupings, i.e., New York City gets more calls than Denver and more poor people than rich are telephoned.

Ratings are determined as follows:

1. Information is obtained from radio set owners by telephoning and asking, if radios were in use, if so at what time, to what programs and to what stations the radio owner listened?
2. These telephone calls, or interviews, are made four times a day: at 12:05 p.m. covering programs up to noon of the same day; at 5:05 p.m. covering programs from noon to 5 p.m. of the same day; at 8:05 p.m. covering programs from 5 p.m. to 8 p.m. of the same day; at 9:05 a.m. covering programs from 8 p.m. to midnite of the previous day.
3. When the interviewed gives any description which identifies a program, the program is entered as having been heard.
4. The number of radio set owners telephoned in each city

reached by the program are regarded as 100%.

5. The number of radios reported tuned to each program is represented by a percentage of that 100%—so if, for example, 100 set owners were called and 20 reported listening to the program, that program would get a rating of 20%.

(Only programs on networks of 8 or more stations are rated. But the size of the network in no way affects the rating. So that name comic, who complains that his rating would be among the leaders if he had a network as large as the leader, is in error. More stations don't mean a bigger percentage of listeners.)

6. On programs broadcast more than once a week, the ratings for all the broadcasts are combined into a weekly average.

Reports are issued every two weeks. They're confidential and go only to subscribers. Physically the reports are nothing pretentious, just mimeographed sheets of paper, white for evening programs, yellow for daytime, all bound in a simple orange colored folder.

Anyone that'll adhere to the rules, which are especially stringent about keeping the reports confidential, may subscribe. Since the price runs anywhere from \$480 to \$3000 a year, it varies with the number of programs and subscribers, only advertising agencies, sponsors and the networks belong. And according to the CAB, 93% of these belong.

Also the CAB does a lot of custom tailored surveying for its members: stuff like special ratings of tran-

scribed programs, or local programs or sustaining programs.†

Even more interesting and important are the CAB files wherein reposes a case history of all commercial program talent that has been on the networks since 1930. This is a superb past performance chart of talent, one that more and more sponsors are using.

But the CAB wasn't always so tight and tasty.

Two years ago they were much criticized because they lacked the income level adjustment, a rural and semi-urban check and used too small a sample—400,000 phone calls a year.

Today they are still taken to task about the size of the sample, now up to 600,000 phone calls; about how there are only 11 million fones to 26 million radios, so a telephone survey must miss half the radios; about the statistics which showed an inherent fallacy of 31% in the human memory, yet the CAB's telephone technique depends on the listener's memory.

To all these the CAB has one answer: That they're constantly experimenting and improving; that because of the limited appropriations they can't do everything they want to, but do as soon as they can; that, in the past 3½ years, they've spent about \$25,000 on tests and experimental studies like their two surveys of rural and semi-urban listeners; that these

† The CAB would and could rate network sustaining programs along with the commercials if only the networks would stabilize their sustaining schedules. As it is sustaining programs are nothing but footballs. Which may partly explain the turnover of network sustaining talent, i.e., they don't get a chance to catch-on.

checks and tests only enhance the original report since no appreciable or important variation has been found.

Another pet reflection on the CAB, compares a highly rated program that doesn't move merchandise with a lowly rated program that does sell goods—and asks how come? In explanation the CAB emphasizes that their reports are but one bit of the advertising picture; that such things as budget, policy, supporting advertising, the competition, premiums, etc., all can and do affect sales.

Talent—which has seen the biggest of stars, the most elaborate of musicals, the mildest of dramatic strips fade before a slumping survey—apparently can but realize that the science of research is justly revered by advertising men; but talent can wonder why the CAB, which is patently just a yardstick, should pack so much weight; and talent can surmise that research is not unlike graphology—in each there are experts to testify you're correct and prove it too.

This then, was the story of the CAB. Its history and formation, its function, its method, its weaknesses as seen by some, its defenses as seen by others; and its affect on the backbone of the industry . . . talent.

Now it is your story. At present the CAB is accepted as the yardstick of popularity and success, your success, your career. In this nebulous business, in which results, both tangible and intangible, are measured by the CAB, the CAB becomes a factor that cannot be ignored. What do YOU think of it?

We will gladly provide space in these columns for your opinions.

?

IN our language that means \$5 to the first person identifying the man on page 10 with the "?" head. We don't know his name; no one we know, knows it—do you? File your answer with our Photo Editor. Only NRR staff members are ineligible.

USE THE CARD !

Do not fail to fill out the Subscription Card in this issue.

Keep your talent records up-to-date by getting N. R. R. regularly each month.

Incidentally a two-year's Subscription can be had for \$3.00.

National Radio Register

415 Lexington Ave. New York

DISCOVERIES

ORIGINALLY, in plotting the editorial policy for *National Radio Register*, we had planned on having a department known as "Discoveries." This was to concentrate on discovering new talent worthy of putting before the eyes of radio's talent buyers.

Then the turmoil of getting a new book into print caught up with us and "Discoveries" went the way of all flesh—because we hadn't time to listen-to, look-at, interview any such talent as we found. And we found several that had all the earmarks of quality. However the deadline jitters obviated any thoro personal perusal and, rather than go off half-cocked, the entire idea was dropped.

Now however, we're calling all ears and announcing just such a department for the next issue. And anyone as wants to call our attention to talent may do so—be they friend, agent, manager, press agent or stage mother. In addition we'll be scouting the air-waves on our own.

Anything good we find goes into the book. Anything else is forgotten.

THE EDITOR

An Improved Directory

The Nation's Clearing House for Radio Talent and Personnel



National Radio Register lists each month the prominent talent and services now employed or available on radio programs. Definitely and accurately classified — actors — actresses — announcers — comedians — musical directors, etc. — thus making it a simple matter for program builders, talent buyers to phone — write — or wire for the artist or services they need.

Names — addresses — phone numbers — under what management — performance records — this is the only up-to-date directory of its kind in the radio industry.

Constantly referred to and used by all important station executives — advertising agencies — and commercial buyers of "time on the air."

. . .

Why keep inaccurate files?

The shifting changes occurring on programs — the demand for new talent and the constantly transient movements of radio program talent and personnel make the keeping of accurate up-to-date files an impossibility.

Only through National Radio Register can the services of talent and personnel be quickly found.

A New Magazine

Editorial

With this issue—National Radio Register inaugurates a complete change of policy.

Under the capable and experienced direction of Mr. L. Frankel will be developed a real, live editorial department — covering reviews — personalities — and all activities of interest to talent buyers in particular — and to those radio-minded executives in whose responsibility lies the development of a *good* radio program.

. . .

Reaching the executive who employs the talent

Over \$45,000,000 is now being invested annually in the employment of talent for radio programs. The *only medium* devoted exclusively to the talent branch of the radio industry is the National Radio Register. Here is the meeting place of executive and artist. It will pay you to cultivate this influential audience of talent buyers.

. . .

Display advertising and listings

Display space in National Radio Register can be bought for as little as ninety dollars for a full page—a monthly listing throughout the year costs only fifteen dollars.

Write for further information today.

. . .

NATIONAL RADIO REGISTER

415 Lexington Avenue

New York, New York

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CONDENSED PROGRAM REVIEWS

(Reproduced by permission)

GOOD NEWS OF 1939

(Maxwell House Coffee . . . NBC-R . . . Thurs. 9 p.m.)

Proved . . . it was still an adroitly fashioned package of solid entertainment. Practically all those associated with program's click rise last season were again on hand . . . In comedy department were Fanny Brice and Hanley Stafford for a well-contrived Baby Snooks . . . routine . . . Frank Morgan has made his character merger of Major Hoople, Don Juan and Baron Munchhausen one of brightest laugh sources in radio . . . His exchanges . . . with Robert Young, Alice Faye, Meredith Willson . . . were uniformly funny . . . Excerpts from "Boys Town" with Spencer Tracy and Mickey Rooney playing their film roles indicated exceptionally good judgement for this sort of chore . . . dramatic bits each had sock quality . . . Plugs for Maxwell House stuck closely to last season's formula.

Variety Sept. 7

Backbone of show is the same with Robert Young emceeing, Frank Morgan, Fannie Brice, Hanley Stafford, Meredith Willson ork, Max Terr chorus. Guests . . . were Alice Faye, Lewis B. Mayer of MGM, Mickey Rooney and Spencer Tracy . . . From comedy angle . . . premiere was strictly aces with Morgan and Brice delivering brilliantly . . . Morgan's . . . verbiage with Young . . . yanked it out of the slough occasioned by Tracy-Rooney dramatization of MGM pic "Boys Town." Tracy and Rooney are undoubtedly excellent performers but . . . a curtailed piece of dramatic business often results in a truncated chunk of nothing . . . except a plug for the picture . . . Mayer naturally ladled out some serious sounding saccharine . . . time being necessarily limited it wasn't even a good sleep inducer . . . Miss Brice in her Snooks session . . . was in killing form, and . . . Stafford an excellent foil . . . Meredith Willson ork . . . supplied the music with precise technique and unusual arrangements . . . latter at times seemed rather heavily orchestrated . . . Program's musical section was immeasurably hyped by Alice Faye . . . Commercials by Ted Pearson . . . without much hoke.

Billboard Sept. 10

Star studded and elaborate . . . zipped along for first 30 minutes . . . fell down perceptibly during final 30 minutes . . . however program was more than satisfactory . . . Fannie Brice, Frank Morgan, Meredith Willson ork, Robert Young all performed eminently . . . Alice Faye sang . . . Spencer Tracy and Mickey Rooney offered "Boys Town."

Motion Picture Daily Sept. 6

TOWN HALL TONIGHT

(*Sal Hepatica & Ipana NBC-R . . . Wed. 9 p.m.*)

While scarcely comparable to the winter edition, the line-up has good entertainment value. Unfortunate . . . that Stoopnagle, one of the crack comics . . . seems able to work in top form only in brief snatches . . . when clicks his humor is subtle, unusual . . . Musically . . . Town Hall continues strong . . . Peter Van Steeden's ork . . . plays with dash and confidence . . . excellent background for Merry Macs, harmony group, who have a punchy delivery . . . Blackie Schaener, harmonica player . . . good enough to be spotted in most any variety program . . . Stoopnagle comedy included . . . fair enough dialect business by John Brown and Minerva Pious . . . Commercials carefully interpolated into script. Harry von Zell announced.

Billboard Aug. 27

Pinch-hitting for vacationing Fred Allen, Stoopnagle is trying to do a bang-up job and almost succeeding, but . . . the missing Budd would have provided the additional sock . . . Harry von Zell . . . versatility in changing voice and playing stooge proved the highspot of last week's airing, stealing the . . . thunder on the gags . . . Peter Van Steeden ork . . . Merry Macs handle musical portion . . . in excellent style . . . But Fred Allen is still top man on this show.

Radio Daily Aug. 29

* * *

LUM AND ABNER

(*General Foods . . . CBS . . . M-W-F 6:45 p.m.*)

Seemed a dull plodding 15 minutes of hayseed chatter by characters usually referred to, for some vague reason, as "lovable" . . . While lines and dialect are reminiscent of bad vaudeville, the boys do a good job . . . They not only play leads but . . . all other personalities in the script . . . Commercials are well done.

Billboard Sept. 17

Crackerbarrel comedians returned . . . for . . . eighth season as rube gagsters and sages . . . Since it's been standard stuff for seven years there's nothing much to be said . . . obviously rings the bell, as witness its continuous sponsored run . . . Unravels slowly and nothing much happens . . . Compared to most of radio's super-colossal claims, the commercials are fairly painless.

Variety Sept. 7

Pine Ridge comes back for its fall and winter run. A radio favorite.

Radio Daily Sept. 7

* * *

BETTY AND BOB

(*General Mills . . . NBC-R 2 p.m.*)

Harmless stuff, hopefully written to keep the housewives coming back for more . . . Pierre Andre does the spicling . . . in good style . . . cast is adequate but no standout.

Radio Daily Sept. 1

One of longest-run daytime serials designed to catch the ear of housewives . . . continues to roll along . . . Shift of pace from strictly domestic affairs . . . to melodramatic . . . action . . . probably has enabled show to continue . . . As daytime serials go, it manages to sustain interest five days weekly where others tend to bog down . . . Alice Hill . . . Spencer Bentley . . . both bring a surprising amount of thespian talent to the mike . . . Pierre Andre . . . handles trim commercials.

* * *

Variety Sept. 14

HAROLD G. HOFFMAN

(*Renault Wine . . . WOR . . . Sun. 9 p.m.*)

Still a politician . . . voice lacks the fire and snap of the better commentators. Hasn't any style, all seeming to be a recitation . . . Diction, too, fails to measure up.

Variety Sept. 7

Ere long one suspects that Mr. Hoffman (ex Gov. of N. J.) may be able to append "ex-radio news commentator" to his list of professional achievements . . . Forgot to doff the habiliment of the professional politician . . . read his inaugural news script just as if he were addressing a political gathering.

Motion Picture Daily Sept. 7

* * *

GANG BUSTERS

(*Colgate-Palmolive-Peet . . . CBS . . . Wed. 8 p.m.*)

Lovers of G-man and cops and robbers hocus-pocus will probably continue their liking for Gang Busters which returned . . . with much melodrama and sound effects . . . Technique . . . of alternating rapidly between . . . criminal doings . . . and the efforts of police . . . tends to eliminate slowness and monotony in that no particular portion of the script is of sufficient length to become tiresome . . . Phillips H. Lord office continues as producer, with Col. Norman Schwartzkopf lending authenticity as interviewer.

Billboard Aug. 27

Back on the air . . . and say what they will about gangster cycles being passe, its still arresting stuff . . . There's an authentic air . . . with the usages of famed criminologists like Col. Schwartzkopf . . . real-life clues . . . another socko touch.

Variety Sept. 7

Originated by Phil Lord and now conducted by Col. Schwartzkopf . . . returned after a short summer vacation . . . Production and sound effects make this program a hit . . . Frank Gallup reads the commercials.

Radio Daily Aug. 18

VOICE OF THE FARM*(Firestone Tire . . . WOR . . . Fri. 12:15)*

Transcribed . . . sounds like good show for farm trade . . . spotted . . . when farmers are off chore assignment for lunch . . . Urbanites . . . with the ever-present yen to own a farm, are likely to stay tuned in. Everett Mitchell is featured on show, which is primarily an agricultural "Lets Visit" . . . Interesting enough, except for a rude break to pull in a quartet . . . by the bull's horns . . . Altho insistent, commercials are all right.

Billboard Sept. 3

Effectively combining information and entertainment in somewhat the formula of National Farm & Home Hour. Even slot used, noon, is close to that . . . popular network sustainer. Everett Mitchell, m.c. of the "Hour" doubles here as interviewer of outstanding agriculturists . . . Mitchell "travels" . . . to quiz farmers and farm leaders but . . . transcriptions bear the marks of a smooth studio production . . . A farmer . . . suggested a professional actor . . . an eastern dairyman also seemed pretty sure of himself.

Variety Sept. 14

* * *

FIBBER McGEE*(Johnson Floor Wax . . . NBC-R . . . Tues. 9:30 p.m.)*

Comedy show returns . . . minus Molly McGee (Mrs. Jordan) who is still ill . . . with addition of Donald Novis built along same lines as previous . . . seasons . . . though . . . opening . . . was little too much of a clambake . . . Practically entire 30 minutes given over to building up entertainment that never fully asserted itself . . . Novis got strong buildup but only delivered one song . . . trying too hard. Also . . . two running gags . . . never reached a satisfactory climax . . . Only other vocal . . . was "A-Ticket" . . . by Four Notes, harmonists. Considering how overplayed the nursery rhyme is, it wasn't . . . good choice . . . Billy Mills' ork . . . pleasant enough . . . little to do . . . McGee's comedy wasn't very strong, same going for Bill Thompson (Greek dialect and old-timer) and Hugh Studebaker (Negro take-off). Commercials . . . terse and well-delivered by Harlow Wilcox.

Variety Sept. 14

Not a very auspicious reopening . . . wasn't up to par expected on strength of past performances. Maybe Fibber (Jim Jordan) hasn't had time to get into the groove after the vacation . . . he didn't have the old fire. Hugh Studebaker as Silly Watson, Bill Thompson as Nick DePopolous and the Oldtimer and announcer Harlow Wilcox . . . also lacked the inspired sock. Donald Novis . . . piped one song which was up to snuff. Show . . . still stands high above most of today's stints but a comparison with its former quality is unavoidable.

*Billboard Sept. 17**(Continued on page 16)*

RADIO TALENT

and ALLIED SERVICES

Where to Find It

"Talent's the Thing!" It stands between the success or failure of any radio program. The National Radio Register is the only publication in the radio field which makes available to broadcasters and program builders a comprehensive listing of outstanding performers among contemporary radio artists. Here, alphabetically arranged for easy reference, are the names, addresses, telephone numbers and backgrounds of all classes of talent and services from actresses to writers. By consulting this directory you will not only save time and money but also lay the foundation for the kind of program you envision.

A Dependable Directory for Program Builders

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The information concerning individuals herein contained is to the best of our knowledge correct. It has been carefully checked but NATIONAL RADIO REGISTRY, INC., as a clearing house will assume no responsibility for mis-statements.

"Talent's the Thing!"

ACTRESSES

BERG, GERTRUDE . . . NBC Artists Service, 30 Rockefeller Plaza, N. Y.—CI 7-8300.

The Goldbergs (Super Suds, Colgate Dental Powder); House of Glass (Colgate-Palmolive-Pect). (SEE DIRECTORS-PRODUCTION AND WRITERS.)

BERK, FRANCES . . . 1397 East 2nd St., Brooklyn, N. Y.—ES 5-9167.

Ingenué, character, emotional, dialects. Impersonations of Edna May Oliver, Luise Rainer, Katherine Hepburn, Fanny Brice, Mae West, etc.

BROWN, CONSTANCE . . . 395 Riverside Drive, N. Y.—MO 2-8925.

American School of the Air, Columbia Workshop, The Four Corner Players, CBS.

CARLON, LINDA . . . 42 Washington Sq. South, N. Y.—VA 3-8157; GR 7-1347.

Character, straight. All English dialects, French, German, etc.

Kitty Kelly, Myrt and Marge, O'Neills, Death Valley Days, Valiant Lady.

CASSELL, JUNE . . . 40 W. 86th St., N. Y.—EN 2-6407.

Comedy and character, emotional, straight. Dialects: French, Irish, Italian, Jewish, Negro and all English.

COLBERT, JEAN . . . 21 E. 11th Street, N. Y.—LE 2-1100.

Leads, romantic, emotional, comedy. Dialects: French, Spanish, Russian, Southern, tough, English, rural.
Ripley, Myrt and Marge, For Men Only, Kitty Kelly, Goldbergs, Gangbusters, Helen Menken, etc.

CURLEY, VIRGINIA . . . 2418 Laurel Pass, Laurel Canyon, Hollywood.

Dramatic character leads. Dialects.
Cavalcade, March of Time, Dr. Christian, Al Jolson, Jack Haley Jamboree, etc.

DAVIDSON, GRETCHEN . . . Hotel New Weston, N. Y.—PL 3-4800.

Ingenués.
Carol Kennedy in Carol Kennedy's Romance (Heinz), Kate Smith, Camay, Lucky Strike. Formerly in Many Mansions, a Broadway show.

DEE, MARGOT . . . 94 S. Highland Ave., Ossining, N. Y.—VA. 3-8157.

Straight, character, comedy, emotional, tough, etc. Dialects: English, French, Irish, Jewish and others.

Stage experience. Transcriptions.

DOUGLAS, EILEEN . . . 308 W. 11th Street, N. Y.—CO 5-4252.

Character and straight dramatic.
Fred Allen Program.

EVANSON, EDITH . . . 434 E. 52nd Street, N. Y.—WI 2-8960.

Dramatic leads, characters, comedy, Swedish dialect.

Helmi on Myrt and Marge. (SEE COMMENTATORS.)

FOX, TEMPLETON . . . 70 E. 79th Street, N. Y.—VA 3-8157; BU 8-2546.

Ingenué, character, straight. Dialects: Irish, Russian, German, Southern, tough, etc.

First Nighter, Story of Mary Marlin, Grand Hotel, Lights Out, There Was A Woman, etc.

FRANCIS, ARLENE . . . 417 Park Ave., N. Y.—WI 2-9486.

Romantic leads, impersonations, dialects.

Mercury Theatre of the Air, Just Plain Bill, Our Gal, Philip Morris, Lorenzo Jones, Big Sister, March of Time.

FROST, ALICE . . . 101 W. 55th Street, N. Y.—CI 7-6300.

Romantic leads, comedy, impersonations.

Lead on Big Sister, On Broadway, etc. The Shadow. Featured with Walter O'Keefe and Stoopnagle & Budd.

GARDE, BETTY . . . 457 W. 57th Street, N. Y.—CO 5-8450.

Leads, character, comedy.

Mrs. Wiggs, Kate Smith, Lead on Lorenzo Jones, Woman Editor on Dafoe Program. Al Pearce Show. There Was a Woman.

GORDON, ELSIE MAE . . . 70 Morningside Dr., N. Y.—UN 4-5388.

Straight, character, comedy, drama.
Featured on Heinz Magazine of the Air. Guest appearances Fred Allen, etc.

GOULD, MITZI . . . 150 W. 55th St., N. Y.—LE 2-1100.

Ingenué, dialects, characters, children from 5 years.

March of Time, Heart of Julia Blake, Our Gal, Kitty Kelly, etc.

GREENE, ROSALINE . . . 40 W. 72nd St., N. Y.—CO 5-3425; Bay Shore, 1827.

Romantic leads, heavies, dialects.

Mary Lou on Showboat, Death Valley Days, Palmolive, Big Sister, Grand Central Station. Stooze for Eddie Cantor. (SEE AN- NOUNCERS.)

“When seeking Talent—always use the Register”

ACTRESSES

HENSHAW, GAIL . . . 229 W. 97th Street, N. Y.—AC 4-4688.

All dialects, character doubles and straight.

The Shadow, Aunt Jenny, The O'Neill's, True Story, American Weekly, Emily Post, etc.

HIGBY, MARY JANE . . . National Radio, 415 Lexington Ave., N. Y.—VA 3-8157.

Ingenu leads, leads, characters. Dialects: French, German, Spanish, Irish, Southern, Oriental.

Played leads opposite Boris Karloff, Robert Taylor, Spencer Tracy, Francis Lederer. Radio: Jack Benny, Eddie Cantor, Lux, etc.

HITZ, ELSIE . . . 105 E. 53rd Street, N. Y.—EL 5-3718.

Starred with Nick Dawson on Dangerous Paradise and Follow the Moon.

HOWARD, EUNICE . . . 307 E. 44th Street, N. Y.—MU 4-4800.

Leads, ingenu leads, character ingenu.

Linda in Pepper Young's Family, Peggy in Hello Peggy, Radio Guild.

HUNT, LUCILLE . . . 100 Harmon Ave., Pelham, N. Y.—MO 4-6744; Pelham 2404.

Characters. Dialects: Western, Southern, Irish, Negro.

Follow the Moon, Winchell, Coco-Malt, and other major network programs.

KELLEY, MARY . . . 108 W. 43rd Street, N. Y.—BR 9-5707.

Straight dramatic.

Easy Aces, John's Other Wife, Floyd Gibbons, etc. (SEE COMEDIANS.)

KLEIN, ADELAIDE . . . 215 E. 57th Street, N. Y.—EL 5-6215.

Character, dialects, emotional.

March of Time, Gangbusters, Kate Smith, Terry and the Pirates, True Story. Three feature spots on Vallee Show.

LA CENTRA, PEG . . . 101 W. 55th Street, N. Y.—CI 7-6300.

Ingenu, ingenu leads, dialects.

Vitalis—For Men Only, True Story. Guest starred on Gulden's, Camay. Transcriptions and slide films. (SEE SINGERS.)

LANE, JANET . . . Paris Hotel, N. Y.—RI 9-3500.

Straight lead, ingenu and heavies.

Authentic southern and negro. Ripley, Myrt & Marge, Mary Sothern, Dale Carnegie, Emily Post, etc.

LEE, BARBARA . . . 245 E. 72nd St., N. Y.—VA 3-8157.

Impersonations, dialects.

Recordings. Legit: Within the Gates, Taming of the Shrew. Radio: March of Time, True Story, Road of Life, etc.

LOWELL, DOROTHY . . . 307 E. 44th Street, N. Y.—MU 4-4800.

Ingenu, leads, characters.

Sunday in Our Gal Sunday, Hilltop House, Aunt Jenny, Workshop, Gangbusters, Transcriptions, slide films.

MacLAREN, MARGARET . . . 103 W. 56th Street, N. Y.—CI 6-1339.

Scotch dialect.

Lux, True Story, Socony, Popular Waltzes, Tastycafe for 2 years.

McGRADY, JEANETTE . . . 67-84 Dartmouth, Forest Hills, L. I.—BO 8-6011.

Ingenu, characters 17 to 40. Irish, British, French dialects.

MELCHIOR, ELAINE . . . 108 E. 38th Street, N. Y.—LE 2-6044.

Comedy, character ingenu, character leads.

On Broadway, Guy Lombardo's Tea-time Tunes, etc.

MOOREHEAD, AGNES . . . 101 W. 55th Street, N. Y.—CI 7-6300.

Dramatic comedy and character roles.

March of Time, Helen Hayes, Phil Baker, Tish, Al Pearce, Lorenzo Jones, There Was a Woman, Ben Bernie. (SEE COMEDIANS.)

PALMER, EFFIE . . . 142 Montague Street, Brooklyn, N. Y.—VA 3-8157; MA 4-3561.

Character, straight, dialect, comedy and emotional roles.

March of Time, Cavalcade, Palmolive, O'Neill's, Road of Life, Carol Kennedy's Romance.

PIERCE, MADELINE . . . 10 W. 93rd Street, N. Y.—RI 9-0753.

All baby sounds, boys and girls—all ages.

Helen Hayes, Goldbergs, Butch—Pepper Young's Family, Mary Sothern (3 yr. old twins).

PIOUS, MINERVA . . . 434 E. 52nd Street, N. Y.—WI 2-8960

Characters, comedienne.

Fred Allen, Four Corner Theatre, Myrt and Marge, Tim and Irene, etc.

PONS, BEATRICE . . . 51 W. 53rd St., N. Y.—CO 5-0478.

Emotional, comedy, straight and character. All dialects and impersonations.

Dick Tracy, Gangbusters, Ripley, Singing Lady, etc.

"Don't be overlooked—register in N. R. R."

ACTRESSES (Continued)

ROBINSON, ADELE . . . 277 Park Ave., N. Y.—VA 3-8157.

Straight leads. French, Russian, Chinese, English dialects.

Lead on John's Other Wife, Betty Tudor on Oneida Silversmiths, On Broadway.

ROY, JEAN . . . 375 W. 48th Street, N. Y.—CO 5-4216.

Comedy, impersonations, dialects.

Olive Oyle on Popeye program, Kate Smith, Ken Murray, Tastycaat, etc. (SEE JUVE-NILES.)

SHIELDS, MARCELLA . . . 619 W. 163rd Street, N. Y.—WA 3-1481.

Ingenue, comedienne, children. Dialects: Spanish, Irish, Southern.

Dining with Geo. Rector, Frances Ingram, Rudy Vallee, Horton Ice Cream, Alka Seltzer, etc.

SILBER, ROSLYN . . . 171 W. 79th Street, N. Y.—TR 4-3757.

Ingenue. Straight, emotional, dramatic and comedy parts.

Rosie on Goldbergs for 9 years, Kitty Kelly, School of the Air, etc.

SONDERGARD, HESTER . . . LE 2-1100.

Character, straight, emotional. Dialects Russian, French, German, Danish, Norwegian, Spanish, Holland Dutch, Italian, Slavic.

Philip Morris, Workshop, School of the Air.

SWENSON, NORA . . . 221 E. 71st Street, N. Y.—TR 7-8998.

Ingenues, straight, characters.

Show Boat, Aunt Jenny, Shadow, Transcriptions.

VALENTINE, GRACE . . . Flanders Hotel, N. Y.—BR 9-8570.

Characters, straight, dialects and comedy.

Minnie Grady in Stella Dallas, Radio Guild, Helen Menken, Second Husband, etc.

WEEKS, BARBARA . . . 141 E. 44th Street, N. Y.—MU 2-8595.

Leads, characters and dialects.

Name part in Her Honor, Nancy James, Gangbusters, Ripley, Philip Morris, Radio Guild, etc.

WINSTON, IRENE . . . Hotel Wellington, N. Y.—CI 7-3900.

Character ingenue, emotional leads.

Aunt Jenny, Gangbusters, Easy Aces, etc.

WORTH, BETTY . . . 129 W. 80th Street, N. Y.—VA 3-8157; TR 7-6847.

Young girls, romantic leads. Irish, Chinese, Swedish dialects.

Alias Jimmy Valentine, Mary Sothern, Road of Life, Just Plain Bill.

YORKE, RUTH . . . 18 W. 69th St., N. Y.—LE 2-1100.

Dramatic, straight, character, dialects.
Lead on Jane Arden, lead on Marie the Little French Princess, Your Family and Mine, True Story, etc. Speaks French and German.

ACTORS

ADAMS, BILL . . . National Radio Registry—VA 3-8157.

Character and straight.

March of Time, Cavalcade, Road of Life, Your Family and Mine, etc. (SEE COMMENTATORS.)

ALEY, ALBERT . . . 127 E. 46th Street, N. Y.—EL 5-3533.

Roles from 15 to 22 years. Straight.
School of the Air, Death Valley Days, Columbia Workshop, Let's Pretend, etc. Recordings. (SEE JUVENILES.)

ANDREWS, CAMERON . . . 235 Wooster Street, N. Y.—VA 3-8157.

Character (rural, eccentric, comedy), straight, juvenile. Impersonations.

Benjamin Sweet, David Harum, 4 Corner Theatre, Stepping Ahead with America, etc.

ARNALL, CURTIS . . . 130 W. 44th Street, N. Y.—BR 9-8020.

Character, juvenile.

Buck Rogers, Pepper Young, Red Davis.

BACKUS, JIM . . . Winslow Hotel, N. Y.—PL 3-6800.

Juveniles, leads, characters.

Fred Allen, Aunt Jenny, Al Pearce, Big Sister, Radio Guild, etc.

BEARDSLEY, G. AUSTIN . . . 1755 Broadway, N. Y.—CO 5-2481.

Straight, character and juvenile.

The Hollisters, It's a Racket, Safety Court, Red Star Rangers. Recordings, Stage experience.

BEAUMONT, ELLIS A. . . . 1181 Broadway, N. Y.—MU 4-0030.

Authentic Chinese and Japanese characters, etc. Fluent knowledge of Cantonese, Scotch, Yorkshire, Cockney.
Headlines.

BECK, JACKSON . . . 574 West End Ave., N. Y.—SC 4-6392.

Leads, juveniles, characters, dialects.
Paul Hargate on Myrt and Marge, Easy Aces, Goldbergs, On Broadway, Ripley. Slide films.

BERGMAN, TEDDY . . . 1560 Broadway, N. Y.—BR 9-2463; EN 2-4774.

Radio's foremost character actor, 22 dialects.

Easy Aces, Myrt & Marge, Big Sister, The Shadow, On Broadway, Thatcher Colt. (SEE COMEDIANS.)

"Failure to register may cost you a good job"

ACTORS

BOULTON, MILO . . . 70-35 Broadway, Jackson Heights, L. I.—NE 9-7400.

Leads, juveniles, heavies.

John's Other Wife, Road of Life, Your Unseen Friend, Goldbergs, Life of Mary Soth-ern, Your Family and Mine. NBC and CBS sustainings.

BRAMLEY, RAYMOND . . . Lamb's Club—CO 5-8321; BR 9-8020.

Heavies, characters, dialects.

Vallee, Ripley, Kitty Kelly, Hilltop House, Helen Menken, Big Sister, etc.

BROWN, JOHN . . . National Radio Registry—CH 3-3868; VA 3-8157.

Comedy, straight, dialects, character.

Fred Allen, Lorenzo Jones, Thatcher Colt, On Broadway, Modern Age Books, Way Down East.

BRYANT, GEOFFREY . . . 400 E. 57th Street, N. Y.—WI 2-5038-5066.

BUCKLEY, FLOYD . . . 6-15—161st Street, Beechhurst, L. I.—IN 3-1596.

Characters, heavies, dialects, emotional.

Original Popeye the Sailor on radio, Lux, Shell Chateau, Rudy Vallee, Billy & Betty. (SEE DIRECTORS, AUTHORS, COMMENTATORS.)

BURGER, TONY . . . 31-55—34th St., Astoria, L. I.—AS 8-2622; VA 3-8157.

Characters, heavies, dialects, comedy. Warden Lawes, Kitty Kelly, Unseen Friend, Showboat, Ripley, etc. Transcriptions and slide films.

COLE, ALONZO DEEN . . . WOR Artists Bureau, 1440 Broadway, N. Y.—PE 6-8383.

Featured on the Witch's Tales program, WOR. Writer and director of Witch's Tales. (SEE WRITERS AND DIRECTORS.)

COLLINS, RAY . . . 139-01 Coolidge Avenue, Jamaica, L. I.—IE 2-1100.

Straights, characters, dialects.

Cavalcade of America, Philip Morris, Kate Smith, Shadow, Aunt Jenny, Big Sister, Grand Central, Easy Aces, etc. (SEE COMMENTATORS.)

COLLYER, CLAYTON . . . 35-20 77th Street, Jackson Heights, L. I.—VA 3-8157.

Leads and young characters.

Kitty Kelly, Just Plain Bill, Jimmy Valentine, Terry and the Pirates, Schaefer's Beer, etc.

COOKE, THOMAS COFFIN . . . 28-20—215th Street, Bayside, L. I.—BA 9-3168.

The Widow's Sons, Radio Guild, John Barclay on The Shadow, etc. Legit: Dr. Vogel in "All the Living."

COOPER, BERNARR . . . 317 W. 56th St., N. Y.—CO 5-0693 (Switchboard).

Leads, comedy, dialects: French, Irish, German, Russian.

Monologues in the Reginald Gardner manner. (SEE DIRECTORS—PRODUCTION.)

COSTELLO, DON . . . 865—1st Ave., N. Y.—EL 5-3477.

Characters, leads, heavies and comedy. Popeye on Popeye Programs, Gangbusters, Kitty Kelly, Columbia Workshop, etc.

CURLEY LEO . . . Lamb's Club, 130 W. 44th St., N. Y.—BR 9-8020.

Character leads and heavies.

Sanfield Malone on Myrt & Marge, Gangbusters, Ripley, Warden Lawes, Philip Morris, Kitty Kelly, Big Sister, etc.

DAIGNEAU, KEN . . . 150 W. 55th Street, N. Y.—VA 3-8157; CO 5-1532.

Leads, heavies, characters, dialects.

Kellogg, Gangbusters, CBS Workshop, Radio Guild, etc.

DAWSON, NICK . . . 35-37 78th St., Jackson Heights, L. I.—VA 3-8157.

Dramatic Actor, Master of Cere-monies.

Starred with Elsie Hitz on Dangerous Paradise and Follow the Moon.

DECKER, ERNEST E. . . . 311 E. 55th Street, N. Y.—PL 3-7926.

Romantic leads, characters, juveniles. Kay Matinee (San Francisco) and transcriptions.

DE KOVEN, ROGER . . . 415 Lexington Ave., Room 510—VA 3-8157; ST 4-5498.

Dialects, characters, heavies, straight.

Randy, lead on Myrt and Marge. Greek in O'Neills, Philip Morris, Gangbusters, Jimmy Valentine, Hilltop House, Big Sister, etc.

DELMAR, KENNETH . . . 667 Madison Ave., N. Y.—VA 3-8157; RE 7-1394.

Character, juvenile, dialects.

Gangbusters, March of Time, Workshop and Aunt Jenny.

DI CORSIA, TED . . . 142 W. 44th Street, N. Y.—VA 3-8157.

Dialects, heavies and straight.

March of Time, Cavalcade, Kate Smith, Philip Morris, Gangbusters, We, the People.

"N. R. R. is the Talent Buyer's Guide"

ACTORS

DILLON, JOHN . . . 2558 Creston Avenue, N. Y.—SE 3-1617.

Straight, character, heavies and dialects.

(SEE ANNOUNCERS, COMMENTATORS.)

DUNN, J. MALCOM . . . 1010—157th St., Whitestone Landing, L. I.—FL 9-7369.

Straight, character, comedy and all dialects.

Radio Guild, School of the Air, Echoes of New York, Rudy Vallee.

FANT, ROY . . . 142 W 49th Street, N. Y.—BR 9-6410.

All characters.

The O'Neills, Old Homestead, David Harum, Ma and Pa, Personal Column, etc.

FERRER, JOSE . . . 390 West End Ave., N. Y.—VA 3-8157; TR 7-1197.

Juvenile leads, characters. Dialects: Spanish, French, Italian.

FRANK, CARL . . . 307 E. 44th Street, N. Y.—VA 3-8157; MU 4-4800.

(SEE ANNOUNCERS, COMMENTATORS.)

GABLE, MARTIN . . . 307 E. 44th Street, N. Y.—MU 4-4800.

Character, straight, heavies.

Featured on Big Sister, etc. Stage: Cassius in Julius Caesar.

GORDON, GALE . . . 2418 Laurel Pass, Laurel Canyon, Hollywood.

Leads and characters. All dialects.

Leading man for Irene Rich, Ray Davis on Dr. Christian, Big Town, Charlie Chan, etc.

GORDON, RICHARD . . . The Player's—16 Gramercy Park, N. Y.—GR 5-6116.

(SEE ANNOUNCERS.)

GRIGGS, JOHN . . . 33 Sutton Place South, N. Y.—EL 5-3448.

Cultivated American actor.

Ten years stage, screen and radio. (SEE ANNOUNCER, COMMENTATOR, DIRECTOR.)

HAYES, ALBERT . . . 400 E. 49th St., N. Y.—PL 3-6583.

Leads, character, dialects.

52 weeks Lux Radio Theatre, Second Husband, True Story, School of the Air, etc. Transcription and slide films.

HEDGE, RAY . . . 60 W. 68th Street, N. Y.—TR 4-2333.

Clarence Tiffentuffer on Myrt and Marge on Supersuds program.

HEFLIN, VAN . . . 166 W. 58th Street, N. Y.—VA 3-8157.

Leads, character, juvenile leads.

Big Sister, CBS Workshop, Easy Aces, Aunt Jenny, etc.

HERMAN, MILTON C. . . . 35-05—30th St., Astoria, L. I.—ASTORIA 8-4330, or Lambs Club—BR 9-8020.

Character, comedy, heavies. All dialects.

Death Valley Days, Valiant Lady, Ripley, Gangbusters, 12 years in radio.

JAMESON, HOUSE . . . 42 E. 52nd St., N. Y.—VA 3-8157; W1 2-3913.

Character, straight and heavies.

Cavalcade, Town Hall, For Men Only, True Story, Robt. Ripley, Renfrew of the Mounted, Living History, Mr. Keane, Americans at Work, etc.

JEROME, ED . . . 470 W. 24th Street, N. Y.—CH 3-7000; VA 3-8157.

Character, straight and dialect roles.

March of Time, Cavalcade, True Story, Heinz Magazine of the Air, etc.

JOHNSTONE, BILL . . . National Radio Registry—415 Lexington Ave., N. Y.—VA 3-8157.

Characters, dialects and straight.

March of Time, Valiant Lady, Aunt Jenny, Myrt and Marge, Philip Morris, etc. The Shadow on The Shadow.

JOSTYN, JAY . . . 81-14—34th Ave., Jackson Heights, L. I. Lamb's Club—Ha 9-4971; BR 9-8020.

Straight and character.

Second Husband, Hilltop House, Our Gal Sunday, Mary Sothern.

KEATH, BYRON . . . 142—26th Street, Guttenberg, N. J.—EN 2-3345; UN 7-0490.

Juveniles, leads, straight, character.

Dialects: Viennese, Russian, Chinese coolies, etc.

Jean Hersholt, Death Valley Days, Little Moments with Big People, etc.

KITTELL, CLYDE . . . 33-35—85th St. Jackson Heights, L. I.—LE 2-1100.

Seven years NBC staff announcer.

Transcriptions, slide films, news reels, industrial films, Hello Peggy, Headlines, etc. (SEE ANNOUNCER AND COMMENTATOR.)

KOLLMAR, DICK . . . 71 W. 68th Street, N. Y.—TR 7-7252; VA 3-8157.

Leads and dialects.

Town Hall, Helen Hayes, John's Other Wife. (SEE SINGERS.)

"YOU can tell them about YOU in N. R. R."

ACTORS

LENROW, BERNARD . . . 239 Van Nostrand Ave., Englewood, N. J.—EN 3-6828; LE 2-1100.

Leads, characters, heavies, dialects.

Easy Aces, Kate Smith, O'Neills, Town Hall Tonight, Carson in Valiant Lady, Stella Dallas, etc. (SEE COMMENTATORS AND ANNOUNCERS.)

LESSER, JERRY . . . 71 W. 68th St., or Lamb's—BR 9-8020.

Character, straight and dialects.

Jane Arden, Warden Lawes, Ripley. Transcriptions.

LOVEJOY, FRANK . . . 36 Central Park South, N. Y. — PL 3-6180; VA 3-8157.

Juveniles, romantic leads, straight, heavies, Irish, light German dialects.
Gangbusters, Workshop, Kate Smith, David Harum, etc.

MacBRYDE, JACK . . . 200 W. 86th Street, N. Y.—TR 4-5887; LE 2-1100.

Miscellaneous characters and character leads.

Death Valley Days, Dan Cassidy in Eno Crime Clues, Warden Lawes.

McCARTHY, CHARLES F. . . . 220 E. 18th Street, Brooklyn, N. Y.—DE-3 8100.

Dialects and straight.

(SEE ANNOUNCER.)

McDONNELL, CRAIG . . . 50 E. 96th Street, N. Y.—SA 2-4012-6838.

Ten years in radio. Straight, heavy, comedy, all dialects, characters.

Follow the Moon, Gangbusters, Ripley, Jimmy Valentine. (SEE SINGERS.)

MORRISON, DON . . . Hotel Plymouth, N. Y.—CI 7-8100.

Leads, heavies, character and straight. Dialects: Spanish, German, French, Russian, Italian, and all principal dialects.

Helen Menken, Ripley, Hilltop House, Stella Dallas.

NEDHAM, LEO . . . 605 W. 111th Street, N. Y.—MO 2-5162.

Character, juvenile, straight, 18 dialects, Paris from 16 years up.

Goldbergs, Wheatcanville, Empire Builders, etc. Transcriptions.

NOA, JULIAN . . . 400 E. 49th Street, N. Y.—EL 5-7446; LE 2-1100.

Straight, character, heavies.

Recordings (SEE ANNOUNCERS.)

ORTEGA, SANTOS . . . 9205 Whitney Avenue, Elmhurst, L. I.—VA 3-8157; Ha 6-0915; BR 9-8020.

QUINN, BILL . . . 35-19—93rd Street, Jackson Heights, L. I.—HA 4-2107.

Juveniles, Irish and Scotch dialects.

Ripley, Renfrew, Plain Bill, Mrs. Wiggs, etc.

REFESE, NED . . . 15 Charles Street, N. Y.—VA 3-8157; CH 3-2997.

Character, straight, Cockney, New England, Negro, Irish dialects.

Featured 5 years on Eno Crime Clues, John's Other Wife, Mrs. Wiggs.

REPP, GUY . . . National Radio Registry—VA 3-8157.

Straight, character, dialects and impersonations.

March of Time, Cavalcade, CBS Workshop, Gangbusters, Ripley.

ROBERTS, KENNETH . . . CBS—485 Madison Ave., N. Y. C.—WI 2-2000.

Straight, character, dialects and impersonations.

March of Time, Easy Aces, etc. (SEE ANNOUNCERS.)

ROLE, ERIK . . . 307 E. 44th Street, N. Y.—MU 4-4800; VA 3-8157.

Straight, character, dialects.

True Story, Rudy Vallee (Guest appearances as Sound Sleuth), Kate Smith, etc. (SEE ANNOUNCERS AND COMMENTATORS.)

SCHNABEL, STEFFAN . . . 218 Central Park South, N. Y.—CI 7-4824.

Straight, heavy, character. All dialects except flat American.

March of Time, Gangbusters, CBS Workshop, Shadow, Big Sister, CBS Shakespeare Series, etc.

SLON, SIDNEY . . . 1370 Sixth Ave., N. Y.—CI 6-8189; EL 5-9148.

Leads, heavies, dialects, characters.

Valiant Lady, Myrt and Marge, Your Family and Mine, Jimmy Valentine, Ripley, Mary Sothern, On Broadway. (SEE WRITERS.)

SMITH, MARK . . . 145 W. 55th St., N. Y.—CI 7-6960.

STERLING, LEN . . . 45 E. 55th Street, N. Y.—PI 3-6800.

Gangbusters, Town Hall, Kitty Kelly, Our Gal Sunday, Emerging Radio Newsreel. (SEE ANNOUNCERS AND COMMENTATORS.)

STEVENS, EDMOND ST. JOHN . . . 218 E. 62nd St., N. Y.—RH 4-9308.

Character, straight and comedy. All English and Irish dialects.

Major network programs, 10 years on English stage. (SEE COMMENTATORS.)

“N. R. R.—the standard for radio talent selection”

ACTORS (Continued)

STRATTON, CHESTER . . . Lambs
Street—130 W. 44th Street, N. Y.—
BR 9-8020.

Juvenile leads and characters. Comedy.

Monty Kayden on O'Neills, There Was A Woman, True Story and all major network programs.

STRAUSS, ROBERT . . . 310 E. 55th
Street, N. Y.—EL 5-0163; LE 2-1100.
Comedy character work.

Inchy with Stebbins Boys, Lew Pettingill in Snow Village, Wiggs in Mrs. Wiggs of the Cabbage Patch, etc.

SWENSON, KARL . . . National Radio
Registry—415 Lexington Ave., N. Y.—
VA 3-8157.

Romantic comedy leads and character parts.

March of Time, Cavalcade, Lorenzo Jones, Benjamin Sweet in "The Ghost of Benjamin Sweet," Our Gal, CBS Workshop, etc.

TIPLADY, GEORGE . . . 5733 Mo-
sholu Avenue, N. Y.—KI 9-7827.

Straight, character, dialects and impersonations.

March of Time, Narration on School of the Air, Workshop. (SEE ANNOUNCER.)

TARPLIN, MAURICE . . . 355 W. 55th
Street, N. Y.—CO 5-8321.

Characters, straight, dialects, impersonations.

Easy Aces, Jimmy Valentine, Gangbusters, Ripley, O'Neills, Aunt Jenny. Slide films.

UTTAL, FRED . . . National Radio
Registry—VA 3-8157.

Straight, character, leads, dialects.

Big Sister, Steinie Bottle, Vitalis, etc. (SEE ANNOUNCERS & DIRECTORS PRODUCTION.)

VAN DYK, JAMES . . . 8 Belvedere
Place, Montclair, N. J.—VA 3-8157;
MO 2-9377.

Characters, straight and dialects.

Death Valley Days, Gangbusters, O'Neills, Aunt Jenny, etc.

WATERS, JAMES R. . . . 223 Abingdon
Road, Kew Gardens, L. I.—RI 2-3088.

Papa Jake Goldberg of the famous radio feature "The Goldbergs," Ninth year.

WEBSTER, CHARLES . . . 31 W. 54th
Street, N. Y.—CI 7-6495; Long Beach
1035.

Specialty: Abraham Lincoln, George Washington, etc.

Floyd Gibbons, Palmolive, Death Valley Days.

WEIST, DWIGHT . . . 38 W. 53rd
Street, N. Y.—VA 3-8157; PL 3-8695.
*Straight, characters, German, Hun-
garian, Chinese and Russian dialects.*
March of Time, Cavalcade, CBS Workshop,
Shadow. (SEE ANNOUNCERS.)

WELLES, ORSON . . . Mercury Theatre
—PE 6-2530.

(See Writers.)

WICK, BRUNO . . . 66 W. 53rd Street,
N. Y.—WI 2-7572.

*Foreign characters. Dialects: German,
French, Italian, Swedish, Slarish, all
Orientals, Near East, etc.*

Seven years radio experience. (SEE DIRECTORS-PRODUCTION.)

ZERBE, LAWSON . . . 135 E. 50th
Street, N. Y.—PL 3-2600.

Juveniles, straight, doubles, dialects.
Goldbergs, Hello Peggy, Big Sister, Vallee
Hour, True Story, Road of Life, etc.

ANNOUNCERS

ALLEN, MELVIN . . . CBS—485 Madi-
son Avenue, N. Y.—WI 2-2000; CI
6-3283.

Pick and Pat—U. S. Tobacco Co., Pontiac,
Swing Session, Football for Atlantic Refining,
CBS commercials.

BARUCH, ANDRE . . . CBS—485 Mad-
ison Avenue, N. Y.—WI 2-2000.

Lucky Strike, Kate Smith, News Parade with
Edwin C. Hill. (SEE COMMENTATORS.)

BRADLEY, TRUMAN . . . WBBM,
Chicago—VA 3-8157.

Ford's Sunday Night Symphony. Own news
commentator program for Procter and Gam-
ble. Recordings.

BROKENSHERE, NORMAN . . . Box
No. 17, Nesconset, L. I.—VA 3-8157.

Announcer and Master of Ceremonies.

CARTER, BOB . . . Hotel Woodward
—55th St. & Bway—CI 7-2000.

*Newsreel and commercial film com-
mentator.*

Transcriptions, Eno Crime Clues (NBC),
Paramount—Newsreel, Good Will Hour,
General Mills Sports Parade. (SEE COM-
MENTATORS.)

DILLON, JOHN . . . 2558 Creston
Avenue, Bronx, N. Y.—SE 3-1617.

*Special events, all sports, newscaster,
straight announcing.*

Socony-Vacuum football descriptions. At
present on staff of WFAS, White Plains.
(SEE COMMENTATORS, ACTORS.)

"Mention N. R. R. when contacting Talent-please"

ANNOUNCERS

DOUGLAS, PAUL . . . Columbia Broadcasting System, 485 Madison Avenue, N. Y.—WI 2-2000. (SEE COMMENTATORS.)

EDWARDS, RALPH . . . 100 W. 55th St., N. Y.—CI 6-3283.
CBS staff announcer, M.C. Major Bowes, Horn & Hardart Children's Hour, The O'Neills, Chipso's Road of Life, Emily Post, Ben Bernie.

FRANK, CARL . . . 307 East 44th St., N. Y.—VA 3-8157; MU 4-4800. (SEE ACTORS, COMMENTATORS.)

GALLOP, FRANK . . . 155 E. 49th Street, N. Y.—EL 5-1565; WI 2-2000.
Palmolive, Hilltop House, Saturday Night Serenade, Gangbusters, N. Y. Philharmonic Symphony.

GORDON, RICHARD . . . The Player's, 16 Gramercy Pk., N. Y.—GR 5-6116. (SEE ACTORS.)

GRAUER, BEN . . . NBC, 30 Rockefeller Plaza, N. Y.—CI 7-8300.
RCA Magic Key, Lucky Strike Hit Parade, Winchell for Jergens, Special and sports events, M.C. Film trailers, Slide films.

GREENE, ROSALINE . . . 40 W. 72nd Street, N. Y.—CO 5-3425; Bay Shore 1827.
Announcer for Mrs. Franklin D. Roosevelt, M.C. on Hour of Charm, Daily News Caster WOR, Narrator for movie shorts, Commercials on major networks. (SEE ACTRESS.)

GRIGGS, JOHN . . . 33 Sutton Place South, N. Y.—EL 5-3448.
Formerly staff WGN Chicago. (SEE ACTORS, COMMENTATORS, DIRECTORS.)

HARDING, LARRY . . . 59 E. 75th Street, N. Y.—RE 4-5733.
March of Time, 4 years CBS, Experienced M.C. (SEE COMMENTATORS AND DIRECTOR-PRODUCTION.)

HASEL, JOE . . . P. O. Box 136, Flushing L. I.
Play by play football and baseball.
All sports and special events for WNYC, Davis Cup, Wightman Cup, National Tennis, Rugby, Olympic Trials, all major outdoor track and field meets. (SEE COMMENTATORS, SPECIAL FEATURES.)

HAVRILLA, ALOIS . . . Brayton Street, Englewood, N. J.
Ridin' High, Rippling Rhythm Revue, Red Grange, Ben Bernie and All the Lads, etc.

HOFFOSS, JOHN N. . . . 40-27A 201st Street, Bayside, L. I. — IN 3-7553.
Special events announcing.
Men of Music Concert (SEE COMMENTATORS.)

HUSING, TED . . . CBS, 485 Madison Avenue, N. Y.—WI 2-2000; Va 3-8157.
(SEE COMMENTATORS.)

KING, JEAN PAUL . . . 152 W. 57th Street, N. Y.—CI 7-8172.
(SEE COMMENTATORS.)

KING, JOHN REED . . . CBS—485 Madison Avenue, N. Y.—WI 2-2000.
Heinz, Fels Napha, Babe Ruth, General Mills, Lady Esther, Newsreels. (SEE COMMENTATORS.)

KITTELL, CLYDE . . . 33-35—85th St., Jackson Heights, L. I.—LE 2-1100.
Seven years NBC staff announcer. Transcriptions, slide films, news reels, industrial films, Hello Peggy, Headlines, etc. (SEE ACTORS AND COMMENTATORS.)

LENROW, BERNARD . . . 239 Van Nostrand Ave., Englewood, N. J.—EN 3-6828; LE 2-1100.
Commercial programs and transcriptions, Slide films. (SEE ACTORS AND COMMENTATORS.)

MILLET, ART . . . CBS—485 Madison Avenue, N. Y.—WI 2-2000.
General Mills, Valiant Lady, Our Gal Sunday, Spud Cigarettes, Bayer's Aspirin, Pop-eye, The Goldbergs.

NOA, JULIAN . . . 400 E. 49th Street, N. Y.—EL 5-7446; LF 2-1100.
(SEE ACTORS.)

PARKS, BERT . . . CBS—485 Madison Avenue, N. Y.—WI 2-2000.
Noxzema, Good Gulf, Willys Cars. Transcriptions and Paramount shorts, CBS sustaining and commercial. (SEE SINGERS.)

ROBERTS, KENNETH . . . CBS—485 Madison Avenue, N. Y.—WI 2-2000.
Al Pearce and His Gang for Ford, Minute Tapioca with M. M. McBride, Life of Mary Sothern for Hinds. Transcriptions, newsreels and shorts. (SEE ACTORS.)

ROLF, ERIK . . . 307 E. 44th Street, N. Y.—MU 4-4800; VA 3-8157.
Announcer on Buake Carter and Grand Central Station programs, Narrator and announcer for motion pictures and transcriptions, Speaks German, Scandinavian. (SEE ACTORS AND COMMENTATORS.)

ROSS, DAVID . . . CBS—485 Madison Avenue, N. Y.—WI 2-2000.
Commentator, narrator, Newsreels.
(SEE COMMENTATORS.)

"What programs are YOU on? List them"

ANNOUNCERS (Continued)

SEYMOUR, DAN . . . CBS—485 Madison Avenue, N. Y.—WI 2-2000; HA 4-7812.

Aunt Jenny's Real Life Stories for Spry, Benny Goodman's Swing School for Camel, Big Town, with Edw. G. Robinson for Rinsol, Master of Ceremonies. (SEE COMMENTATORS.)

SHARBUTT, DELL . . . 141 E. 44th Street, N. Y.—VA 3-8157; Mu 2-4484. Producer & M.C. Coca Cola, Tim & Irene, Guy Lombardo, Hobby Lobby.

STANTON, ANDREW . . . 145 W. 55th Street, N. Y.—CI 7-6960. Commercial and special events announcer. Master of ceremonies, Transcriptions and newsreels, Kitty Kelly, etc. (SEE COMMENTATORS.)

STARK, CHARLES . . . CBS—485 Madison Avenue, N. Y.—WI 2-2000. CBS sustaining. Narration on American School of the Air, Special Events.

STERLING, LEN . . . 45 E. 55th Street, N. Y.—PL 3-6800. McKesson & Robbins, Girl Interne. Announcer for SSS Tonic, Energine Radio newsreel. (SEE ACTORS AND COMMENTATORS.)

TARPLIN, MAURICE . . . 355 West 55th Street, N. Y.—CO 5-8321. Narration and announcing. Various Styles. Slide Films. (SEE ACTORS.)

TEMPLE, BROOK . . . 118 Riverside Drive, N. Y.—TR 7-8895. Diversified activities on all stations. (SEE COMMENTATORS.)

TIPLADY, GEORGE . . . 5733 Moshulu Avenue, N. Y.—KI 9-7827. (SEE ACTOR.)

TROUT, BOB . . . CBS—485 Madison Avenue, N. Y. or, 333 E. 53rd Street, N. Y.—WI 2-2000; PL 3-9353. Ad-lib announcing. (SEE COMMENTATORS.)

UTTAL, FRED . . . National Radio Registry—Va 3-8157. Commercial announcer, commentator and M.C. Lucky Strike Melody Puzzles, Vitalis, Big Sister (SEE DIRECTORS-PRODUCTION AND ACTORS.)

WEIST, DWIGHT . . . 38 W. 53rd Street, N. Y.—PL 3-8695; VA 3-8157. Narrator on Casalcade program. (SEE ACTORS.)

WOLF, JOHN ALLEN . . . 33-51—73rd Street, Jackson Heights, L. I.—WI 2-2000. Dr. Dafoc, etc. Also CBS sustaining.

ARRANGERS

MAHR, CURLEY . . . 35-40—82nd St., Jackson Heights, L. I.—WI 2-2000. Arranger and coach for trio, quartette and choir.

The Four Stars, Rhythm Girls and Landt Trio, Penthouse Party, Blue Velvet, etc. (SEE COACHES.)

SINATRA, RAY . . . 17 Ibis Street, Forest Hills, L. I.—BO 8-7118; RE 4-6250.

Camel, Frigidaire, Studebaker, Manhattan Merry-Go-Round, (SEE DIRECTORS—MUSICAL.)

ARTISTS'

REPRESENTATIVES

ALLEN, SHERRY . . . 1585 Broadway, N. Y.—CI 5-6158; CO 5-9221.

The Kidoodlers
The Kampus Kids
Jane Clifton
Hal Gordon

COLLINS, TED . . . 1819 Broadway, N. Y.—CI 7-0094.

Kate Smith Jack Miller
Henry Youngman Ted Straeter

COLUMBIA ARTISTS, INC. . . . 485 Madison Avenue, N. Y.—WI 2-2000.

CONSOLIDATED RADIO ARTISTS, INC. . . . RCA Bldg., Room 1438 N. Y.—CO 5-3580.

Cleveland, Chicago, Dallas, Hollywood, San Francisco.
Orchestras and Artists.

FIELD, MOSES & JONES, INC. . . . 730 Fifth Avenue, N. Y.—CI 6-2677.

John Alcorn Elsa Maxwell
A. L. Alexander Wayne Merrill
Robert Armbruster Gretta Palmer
Faith Baldwin Gina Pinnera
Stephano Ballarini Don Reid
Elsa Buchanan Mrs. Theodore
Ralph Bunker Roosevelt, Jr.
Noel Coward Edna Russell
Marylin Erskine Strings in
Lillian Gish Swing Time
Ruth Gordon Frank Sullivan
Gertrude Lawrence Dorothy Thompson
Alexander Woolcott

HESSE, NELSON S., & McCAFFREY, WM. . . . 501 Madison Ave., N. Y.—EL 5-1076.

"N. R. R. Expedites contact between Artist and Producer"

ARTISTS' REPRESENTATIVES
(Continued)

NELSON S. HESSE AGENCY—Equitable Bldg., Hollywood and Vine, Hollywood, Calif.—Hillside 6159.

NBC ARTISTS SERVICE . . . 30 Rockefeller Plaza, N. Y.—CI 7-8300.
George Engles, Managing Director; Daniel S. Tuthill, Assistant Managing Director.

WILLIAM MORRIS AGENCY, INC.
. . . 1270 Sixth Avenue, N. Y.—CI 7-2160.
203 North Wabash Ave., Chicago, Ill.
8511 Sunset Blvd., Hollywood, Calif.

WILSON, POWELL & HAYWARD
444 Madison Avenue, N. Y.—PL 5-5480.

WOR ARTISTS BUREAU . . . 1440 Broadway, N. Y.—PE 6-8383.
Nat M. Abramson, Managing Director.

COACHES

MAHR, CURLEY . . . 35-40—82nd St., Jackson Heights, L. I.—WI 2-2000.
Coach and arranger for trio, quartette and choir.
The Four Stars, Rhythm Girls and Landt Trio, Penthouse Party, Blue Velvet, etc. (SEE ARRANGERS.)

STRAFTER, TED . . . Ted Collins-1819 Broadway, N. Y.—CI 7-0094.
Coach and arranger for chorus on Kate Smith's A & P Bandwagon.

COMEDIANS

ALLEN, FRED . . . NBC—30 Rockefeller Plaza, N. Y.—CI 7-8300.
Network comedian, master of ceremonies.
Limit Bath Club Revue—1932. Salad Bowl Revue—1933. Town Hall Tonight since 1934.

BENNY, JACK . . . A. Lyons—Cal. Bank Bldg., Beverly Hills, California.
Major network comedian.
Jello Show since 1934. Big Broadcast of 1937. MGM. Theatrical background.

BERGMAN, TEDDY . . . 1560 Broadway, N. Y.—BR 9-2463; EN 2-4774.
20 appearances as guest star on Vallee show. Starred on 5 major network comedy programs. Currently-Uncle Happy on Royal Crown Cola program. (SEE ACTORS.)

BURNS, GEORGE . . . L. Hamell, Wm. Morris Office, 1270 Sixth Ave., N. Y. CI 7-2160.
Burns & Allen (Campbell Soup, General Foods). Motion pictures.

COOK, JOE . . . Sleepless Hollow, Landing, N. J.
Shell Chateau, Rain or Shine, etc. Theatrical background. Known as the One Man Show.

DURANTE, JIMMIE . . . L. Clayton, 8221 Sunset Boulevard, Hollywood, California.
Motion pictures. Various radio programs.

ED EAST & RALPH DUMKE . . . H. Ommerle, William Morris Office, 1270 Sixth Avenue, N. Y.—CI 7-2160.

HOPE, BOB . . . Louis Shurr, Hollywood, California.
Light comedian, M.C.
Formerly on Bromo Seltzer, and Atlantic Refining. Woodbury program. Theatrical background.

HOWARD, TOM & SHELTON, GEO.
. . . Wilson, Powell & Hayward, 444 Madison Ave., N. Y.—PL 5-5480.
Under the personal direction of Russ Jermon.

JOHNSON DON (Professor Figg's bottle) . . . 21 Ohio Ave., Long Beach, N. Y.
Comedy Monologist.
Vallee Hour, Easy Aces, Alka Seltzer, Jello Summer Show. (SEE WRITERS.)

JOLSON, AL . . . Wm. Morris Office, 1270 Sixth Ave., N. Y.—CI 7-2160.
Litebuoy Program, CBS.

KELLEY, MARY . . . 108 W. 43rd St., N. Y.—BR 9-3707.
Jack Benny, Walter O'Keefe, Eddie Cantor, Burns and Allen, Phil Baker, etc. (SEE ACTRESSES.)

MOOREHEAD, AGNES . . . 101 W. 55th Street, N. Y.—CI 7-6300.
Bea Lilly, Bob Hope, Ben Bernie, Phil Baker, Al Pearce, Phil Cook. (SEE ACTRESSES.)

PEARCE, AL . . . Fanchon & Marco, 30 Rockefeller Plaza—CI 7-5630.
Ford Motor Car Program. Watch the Fun Go By.

PEARL, JACK . . . A. & S. Lyons, Inc., 1501 Broadway, N. Y.—LA 4-7460.
Programs for Chrysler, Frigidaire, etc. Theatrical background. Motion pictures.

PERKINS, RAY . . . 257 Madison Rd., Scarsdale, N. Y.—SC 3696. Columbia University Club—PE 6-2900.
(SEE SPECIAL FEATURES.)

"Who are YOU? Are YOU listed?"

COMEDIANS (*Continued*)

VINCENT, ELMORE (Senator Fish-face) . . . Representatives—Wilson, Powell & Hayward, 444 Madison Avenue, N. Y.—PL 5-5480.

YOUNGMAN, HENNY . . . Ted Collins, 1819 Broadway, N. Y.—CI 7-0094.

COMMENTATORS

ADAMS, BILL . . . National Radio Registry . . . 415 Lexington Avenue, N. Y.—VA 3-8157.

News commentator—commercial announcements.
(SEE ACTORS.)

BARUCH, ANDRE . . . CBS—485 Madison Avenue, N. Y.—WI 2-2000.

Columbia's News Report, Pathe News, National Screen Trailers, Transcription and newsreel work. (SEE ANNOUNCERS.)

BUCKLEY, FLOYD . . . 6-15—161st St., Beechhurst, L. I.

Vismatic & Vocafilm, Inc., over 200 different productions. Recording Reporter. (SEE ACTORS, DIRECTORS AND AUTHORS.)

COLLINS, RAY . . . 139-01 Coolidge Avenue, Jamaica, L. I.—LE 2-1100.

Philip Morris, Kate Smith Command Appearance. Transcriptions. (SEE ACTORS.)

COOKE, ALISTAIRE . . . NBC—30 Rockefeller Plaza, N. Y.—CI 7-8300.

British commentator.

DILLON, JOHN . . . 2558 Creston Avenue, Bronx, N. Y.—SE 3-1617.

Special events, all sports, newscaster, straight announcing.

Sucony-Vacuum football descriptions. At present on staff of WFAS White Plains. (SEE ANNOUNCERS, ACTORS.)

DOUGLAS, PAUL . . . CBS—485 Madison Avenue, N. Y.—WI 2-2000.

(SEE ANNOUNCERS.)

EVANSON, EDITH . . . 434 E. 52nd Street, N. Y.—WI 2-8960.

Two years as "Observer," sponsored commentator program. Transcriptions and slide films. (SEE ACTRESSES.)

FRANK, CARL . . . 307 E. 44th Street, N. Y.—VA 3-8157; MU 4-4800.

(SEE ACTORS, ANNOUNCERS.)

GRIGGS, JOHNNY . . . 33 Sutton Place South, N. Y.—EL 5-3448.

(SEE ACTORS, ANNOUNCERS, DIRECTORS.)

HASEL, JOE . . . P. O. Box 136, Flushing, L. I.

15 minutes sport program.

"Sportslants." Interviews with outstanding athletic personalities. Sports resumes three times weekly. (SEE ANNOUNCERS, SPECIAL FEATURES.)

HOFFOSS, JOHN N. . . 40-27A 201st Street, Bayside, L. I. — IN 3-7553.

News commentator.

News oddities for Philco at WISN. (SEE ANNOUNCERS.)

HUSING, TED . . . CBS, 485 Madison Ave., N. Y.—VA 3-8157; WI 2-2000.

(SEE ANNOUNCERS.)

JOSTYN, JAY . . . 8-14—34th Avenue, Jackson Heights, L. I.—HA 9-4971;

BR 9-8020.

(SEE ACTORS.)

KING, JEAN PAUL . . . 152 W. 57th Street, N. Y.—CI 7-8172.

News of the Day newsreel for MGM. (SEE ANNOUNCERS.)

KING, JOHN REED . . . CBS—485 Madison Avenue, N. Y.—WI 2-2000.

Kellogg football games, Chrysler sport program. Newsreels. (SEE ANNOUNCERS.)

KITTELL, CLYDE . . . 33-35—85th St., Jackson Heights, L. I.—LE 2-1100.

Seven years NBC staff announcer. Transcriptions, slide films, news reels, industrial films. Hello Peggy. Headlines, etc. (SEE ACTORS AND ANNOUNCERS.)

LENROW, BERNARD . . . 239 Van Nostrand Ave., Englewood, N. J.—EN 3-6828; LE 2-1100.

Narrator for radio programs and motion pictures. Slide Films.
(SEE ACTORS AND ANNOUNCERS.)

ROLF, ERIK . . . 307 E. 44th Street, N. Y.—MU 4-4800; VA 3-8157.

Commentator and narrator for travel and commercial pictures.
(SEE ACTORS, ANNOUNCERS.)

ROSS, DAVID . . . CBS—485 Madison Avenue, N. Y.—WI 2-2000.

Commentator, narrator. Newsreels.
(SEE ANNOUNCERS.)

SEYMOUR, DAN . . . CBS—485 Madison Avenue, N. Y.—WI 2-2000; HA 4-7812.

News Commentator for Baume & Mercier. Sport Shorts for Columbia pictures. Master of Ceremonies. (SEE ANNOUNCERS.)

SHELOVE, POLLY . . . The Osborne, 205 W. 57th Street, N. Y.—CI 7-5420.

Women's News Commentator.
(SEE SPECIAL FEATURES.)

"Over \$45,000,000 annually invested in Talent"

COMMENTATORS (Continued)

STANTON, ANDREW . . . 145 W. 55th Street, N. Y.—CI 7-6960.

Commentator, narrator, announcer, transcriptions, newsreels, industrial films.

Pretty Kitty Kelly, etc. (SEE ANNOUNCERS.)

STEVENS, EDMOND ST. JOHN . . . 218 E. 62nd Street, N. Y.—RH 4-9308.

Major network programs.

(SEE ACTORS.)

TEMPLE, BROOK . . . 118 Riverside Drive, N. Y.—TR 7-8895.

Diversified activities on all stations. (SEE ANNOUNCER.)

TROUT, BOB . . . CBS—485 Madison Ave., N. Y. or 333 E. 53rd Street, N. Y.—WI 2-2000; PL 3-9453.

Political and human interest commentator.

(SEE ANNOUNCER.)

DIRECTORS—MUSICAL

AUGUSTINE, JOHNNY . . . CBS—485 Madison Ave., N. Y.—WI 2-2000.

Conductor of Drene Shampoo. (SEE MUSICIANS.)

BARLOW, HOWARD . . . CBS—485 Madison Ave.—WI 2-2000.

March of Time, CBS Symphony programs.

BLACK, FRANK J. . . NBC—30 Rockefeller Plaza, N. Y.—CI 7-8300.

General Musical Director of NBC, RCA Magic Key, Chevrolet, Buick, Edison Hour, Happy Wonder Bakers, Squibb, Pontiac, General Motors, Coca-Cola.

BLOCK, RAY . . . CBS—485 Madison Ave., N. Y.—WI 2-2200.

Musical director of Noxzema and Philip Morris programs. (SEE COACHES AND ARRANGERS.)

CLOUTIER, NORMAN . . . NBC—30 Rockefeller Plaza, N. Y.—CI 7-8300.

NBC Staff Conductor.

GREEN, JOHNNY . . . 6331 Hollywood Blvd., Suite 208, Hollywood, Calif.

CBS "In the Modern Manner" Series, Oldsmobile, Hotel St. Regis, 1935, Socony, 1935, Jello, 1935-36, Packard, Composer of Body and Soul, Night Club Suite.

KOSTELANETZ, ANDRE . . . CBS—485 Madison Ave., N. Y.—WI 2-2000.

Chesterfield Program.

MURRAY, LYN . . . CBS—485 Madison Ave., N. Y.—WI 2-2000.

Group Director for Chrysler Show, Socony, Sealtest Sunday Night Party, Chesterfield, Woodbury, Heinz and Ford.

ROTH, AL . . . Steinway Hall—CI 7-4680.

Eight years musical director for Skouras Theatres in St. Louis. Now heard over NBC network.

SALTER, HARRY . . . 485 Madison Ave., N. Y.—PL 8-2900.

Lucky Strike, Hobby Lobby for Hudson Motor Car Co., etc.

SINATRA, RAY . . . 17 Ibis St., Forest Hills, L. I.—BO 8-7118; RE 4-6250.

Carlsbad, Carnay, Lucky Strike, Vitalis, Limit. Currently WOR staff. (SEE ARRANGERS.)

WARNOV, MARK . . . CBS—485 Madison Ave., N. Y.—WI 2-2000.

WEBER, MAREK . . . CRA—30 Rockefeller Plaza, N. Y.—CO 5-3580.

Violinist and Conductor of orchestras. NBC. The Magic Key, Carnation Milk "Contented Hour," Hotel Stevens, Chicago.

WHITEMAN, PAUL . . . Artists Management Bureau, 17 East 45th Street, N. Y.—MU 2-1888.

Chesterfield Program, CBS.

DIRECTORS — PRODUCTION

ALEXANDER, ALTON . . . RKO Bldg, Radio City, N. Y.—CI 7-4943.

Free lance network Writer-Director. Specializing in the writing and production of unusual commercialism. Especially for beauty products, etc. (SEE WRITERS.)

BATTLE, JOHN TUCKER . . . 400 Park Avenue, N. Y.—PL 8-3231.

Available: "Design for Happiness," Musical Comedy in miniature; "Log of the Gray Goose," Juvenile "Sunset Trail" with Carson Robinson and group. (SEE WRITERS.)

BERG, GERTRUDE . . . NBC Artists Service, 30 Rockefeller Plaza, N. Y.—CI 7-8300.

The Goldbergs (Super Suds, Colgate Dental Powder); House of Glass (Colgate-Palmolive-Peet). (SEE ACTRESS and WRITER.)

BUCKLEY, FLOYD . . . 6-15—161st St., Beechhurst, L. I.

All productions for Cleveland B. Chase Co. Vocaflm for 4 years. Radio: Me and the Doc, Sob Sister, Recording Reporter, Hobbies. (SEE ACTOR, AUTHOR and COMMENTATOR.)

"They will remember YOU if YOU are listed"

**DIRECTORS —
PRODUCTION**

CASHMAN, ED . . . CBS—485 Madison Ave., N. Y.—WI 2-2000.

Director of Comedy and popular variety programs.

Hal Kemp for Griffin, Saturday Night Swing Session, Steinie Bottle Boys.

COLE, ALONZO DEEN . . . WOR Artists Bureau, 1440 Broadway, N. Y.—PE 6-8383.

Director and writer of Witch's Tales program on WOR. (SEE WRITERS AND ACTORS.)

COLEMAN, MEL . . . 745 Fifth Ave., 9th floor, N. Y.—EL 5-6700.

Attention-compelling, low-cost program ideas. Producer and writer of Voice of the City over WHN. Write for booklet: Maybe Copywriters Live in a Different World. (SEE WRITERS.)

COOPER, BERNARR . . . 317 West 56th St., N. Y.—CO 5-0693 (Switchboard).

(SEE ACTORS.)

DAWSON, RONALD . . . Radio Events, 535—5th Ave., N. Y.—MU 6-3487.

Director, writer, and producer of Barn Dance. With Northern Dramatic Company for 8½ years. (SEE WRITERS.)

DINSDALE, A. "DINNY" . . . 414 E. 52nd St., N. Y.—PL 3-5040.

Slide Films, transcriptions, radio. All productions for Audio Vision, Inc., for 3 years. Chrysler-Ziegfeld Hour, Andre Kostelanetz for Pontiac.

ELMAN, DAVE . . . 485 Madison Ave., N. Y.—PL 8-2900.

Dave Elman's Hobby Lobby for Hudson Motor Car Company. (SEE SPECIAL FEATURES.)

GRIGGS, JOHNNY . . . 33 Sutton Place South, N. Y.—EL 5-3448.

(SEE ACTOR, ANNOUNCER, COMMENTATOR.)

LA PORTE, PAUL . . . CBS—485 Madison Ave., N. Y.—WI 2-2000.

Rinso, Big Sister, Major Bowes Amateur Hour, Ben Bernie for U. S. Rubber Tire Co.

McGILL, "JERRY," E. R. . . . 2 West 67th Street, N. Y.—TR 7-1293.

Director of network and recorded shows. (SEE WRITERS.)

MENKIN, LARRY . . . 43 W. 53rd Street, N. Y.—CO 5-9886.

Book of People, Darktown Get Together, Fish, Stories of Industry, Wells Fargo, etc. (SEE WRITERS.)

REIS, IRVING . . . CBS—485 Madison Ave., N. Y.—WI 2-2000.

Sound work on Spanish Earth. Original story for 20th Century-Fox—Meridian 7-1212. Under contract as Writer-Director for Paramount. (SEE WRITERS.)

ROBSON, WILLIAM N. . . . CBS—485 Madison Ave., N. Y.—WI 2-2000.

Columbia Workshop, The Ghost of Benjamin Sweet (SEE WRITERS.)

STAFFORD, GENE . . . 306 W. 73rd Street, N. Y.—TR 7-9263.

Writer of: Front Page Drama; Jungle Jim; Ray Perkins' Hi There Audience Revue; Treasure Adventures of Jack Masters and others. All networks. (SEE WRITERS.)

SWEETS, BILL . . . National Radio Registry—VA 3-8157.

Free-lance writer, director and producer. (SEE WRITERS.)

UTTAL, FRED . . . National Radio Registry—VA 3-8157.

Steinie Bottle, There Was a Woman. (SEE ACTORS AND ANNOUNCERS.)

WELLES, ORSON . . . Mercury Theatre, N. Y.—PE 6-2430.

(SEE ACTORS AND WRITERS.)

WICK, BRUNO . . . 66 W. 53rd Street, N. Y.—WI 2-7572.

Child's Welfare Court, Temple of Knowledge, Small Town Justice, etc. (SEE ACTORS.)

JUVENILES

ALEY, ALBERT . . . 127 E. 46th Street, N. Y.—EL 5-3533.

Roles from 15 to 22 years. Straight. School of the Air, Death Valley Days, Columbia Workshop, Let's Pretend, etc. Recordings. (See Actors.)

DONNELLYS, THE . . . Andy, 17; Jimmy, 13; Tommy, 10 . . . 60 Hudson Ave., Ridgefield Park, N. J.—HA 2-6246-W.

Straight and emotional.

Road of Life, Hilltop House, Widder Jones, Dick Tracy, Jr.

FIELD, ELVIN ERIC . . . 300 W. 49th Street, N. Y.—CI 6-0990, Ext. 705.

Voice range from 3-9.

Consolidated Edison—11 weeks, Gangbusters, Kate Smith, Aunt Jenny, March of Time, Goldbergs, Transcriptions, Five legit. shows. Features and shorts.

"Mention N. R. R. when contacting Talent—please"

JUVENILES

GILBERT, JANICE . . . 14 Years Old,
110 Mowbray Pl., Kew Gardens, L. I.
—CL 3-8193; CO 5-1621.

Infants to 16 year olds. Dialects.

13 year lead on O'Neills, 10 year daughter on Second Husband, 13 year Jean Adair on Hilltop House. Star on Little Playhouse Players, Kate Smith, Myrt and Marge, Kitty Kelly, etc.

JAYS, THE . . . Lester, 17; Burton, 13.
6139 Spencer Ave., Riverdale, N. Y.—
KI 9-8039.

Character and dialects.

Kate Smith, guest starred on Vallee, Floyd Gibbons, Let's Pretend.

JORDAN, JACKIE . . . 13 Years Old,
350 W. 55 Street, N. Y.—CO 5-8244.

Parts to 16 years.

Robert Ripley, Peter Pan for Lux, Gangbusters, We, the People, Hilltop House, O'Neills, American School of the Air for three seasons.

KELK, JACK . . . 205 W. 54th Street,
N. Y.—CI 6-2091.

Terry on Terry and the Pirates, Bud Colby on Scaltest, Marney on Hilltop House.

KELLY, JACKIE—9 Years Old . . .
2144—46th St., Astoria, L. I.—RA
8-1487; WI 7-3400.

6 to 11 year roles. Russian and French Dialects. Rural characters.

March of Time, Floyd Gibbons, Town Hall. Broadway stage.

LEVY, ESTELLE . . . 200 W. 54th St.,
N. Y.—CI 7-1130.

Infants to 12 years. Dialects.

Featured on: Kate Smith with Francis Lederer, Chase & Sanborn and Hibeco with Eddie Cantor, Les Miserables with Orson Welles, Workshop, etc.

LISS, RONALD . . . 560 West End
Ave., N. Y.—SC 4-0968; DR 4-1348.
Parts from 4 to 10 years. Dialects.

Floyd Gibbons, Singing Lady, True Story, Fred Allen, Gangbusters, Kate Smith's Band Wagon.

OLDHAM, LYNN MARY—13 Years
Old . . . 69 W. 55th Street, N. Y.—
CO 5-7174.

Voices from 3 to 13 years. Colored and Southern dialects.

Aunt Jenny, Big Sister, March of Time, True Story, Rudy Vallee, Goldbergs, Myrt and Marge.

ROY, JEAN . . . 375 W. 48th Street,
N. Y.—CO 5-4216.

Comedy, impersonations, dialects.

Kate Smith, Ken Murray, Tastyeast, Olive Oyle on Popeye Program. (SEE AC-TRESSES.)

TYLER, BETTY JANE—9 Years Old
. . . 8 West 65th Street, N. Y.—TR
7-0397.

French and Italian dialects.

Death Valley Days, Jean Hersholt, Heinz Programs, Recordings, newsreels, Stage: "County Chairman." Warner shorts.

MUSICIANS

AUGUSTINE, JOHNNY . . . CBS—485
Madison Ave., N. Y.—WI 2-2000.

Conductor of Drene Shampoo. (SEE DIRECTORS MUSICAL.)

BERIGAN, BUNNY . . . CBS—485
Madison Ave., N. Y.—WI 2-2000.

Swing Trumpeter. Director Bunny Berigan and his band, Saturday Night Swing Club. Recordings. (SEE ORCHESTRA LEADERS.)

DAVIS, STANLEY . . . 44 W. 56th St.,
N. Y.—CI 6-4744.

Soloist. Novelty vocal with guitar. Musical signatures on Louis Phillipe, Anacin, etc. Appeared on Modern Minstrels, Rudy Vallee, etc. (SEE SINGERS.)

FEIBEL, FRED . . . CBS—485 Madison
Ave., N. Y.—WI 2-2000.

Organist. Phil Cook Almanac, Big Sister, True Story Court of Human Relations. CBS sustaining.

HENNINGER, GEORGE . . . 457 W.
57th Street, N. Y.—CO 5-8450.

Swing organist. Theme on Heinz Magazine of the Air.

PRIMROSE, WILLIAM . . . NBC—30
Rockefeller Plaza, N. Y.—CI 7-8390.
Instrumentalist.

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\$5 to the first person identifying the man on page 10 with the "?" head. Answers to Photo Editor. NRR staffmen ineligible.

"N. R. R. Expedites contact between Artist and Producer"

ORCHESTRA LEADERS

CALLOWAY, CAB . . . Mills Artists, 799—7th Ave., N. Y.—CI 7-7162.

Director, singer and composer. CBS sustaining 6 months of each year from Cotton Club, N. Y. C. Vocalion Recordings.

CHILDS, REGGIE . . . Consolidated Radio Artists, 30 Rockefeller Plaza, N. Y.—CO 5-3580.

Currently on tour. NBC. Decca Recordings.

ELLINGTON, DUKE . . . Mills Artists, 799—7th Ave., N. Y.—CI 7-7162.

Director, Composer, Arranger, Musician. CBS sustaining 6 months of each year from Cotton Club, N. Y. C. Brunswick Recordings.

HALL, GEORGE . . . Consolidated Radio Artists, 30 Rockefeller Plaza, N. Y.

Currently Hotel Taft, N. Y. C. CBS network. Victor and Master Recordings. Paramount and Warner shorts.

HINES, EARL . . . Consolidated Radio Artists, 30 Rockefeller Plaza, N. Y.—CO 5-3580.

Colored swing pianist. At Grand Terrace Cafe, Chicago. NBC network.

HUDSON, WILL . . . Mills Artists, 799—7th Ave., N. Y.—CI 7-7162.

Director, composer and arranger.

JOHNSTON, JOHNNIE . . . Station WMAQ, Chicago, Illinois.

KAHN, ROGER WOLFE . . . 660 Madison Ave., N. Y.—RE 4-0400.

Broadcasts from Hotel Biltmore, 1925-1926. Hotel Pennsylvania, 1927 and 1932. Perroquet of Paris, 1927, Forrest Club, New Orleans, 1933, etc.

LEWIS, TED . . . Harold Gumm, 1540 Broadway, N. Y.—BR 9-2030.

Ted Lewis and His Rhythm Rhapsody Revue. Radio and theatrical background.

McPHAIL, LINDSAY . . . 150 Riverside Drive, N. Y.—SC 4-5800.

"Lindsay McPhail and His Quintuplet Orchestra." Novelty group for children's and mothers' interest broadcast sponsor. Lysol 2 years. With Dr. Allan Roy Dafee (CBS coast to coast.)

MILLER, JACK . . . Ted Collins, 1819 Broadway, N. Y.—CI 7-0094.

Musical director on Kate Smith program.

REISMAN, LEO . . . 130 W. 57th St., N. Y.—CI 7-5344.

Formerly on Oil-O-Matic and Ponds' programs. Vitaphone shorts.

VAN STEEDEN, PETER . . . 420 Madison Ave., N. Y.—WI 2-2150; HA 4-3047.

Formerly on Jack Pearl and Tim & Irene programs. Currently on Town Hall Tonight. Various hotels and clubs. Warner shorts.

WHITEMAN, PAUL . . . Artists Management Bureau, 17 East 45th Street, N. Y.—MU 2-1888.

Chesterfield Program, CBS. (SEE DIRECTORS—MUSICAL.)

PUBLICITY

GARVIS, JOHN . . . 113 W. 57th St., N. Y., Room 1119—CO 5-1990.

SINGERS—GROUP

ARMCHAIR QUARTETTE . . . Keith McCloud, director. Henry Souvaine, Inc., 30 Rockefeller Plaza, N. Y.—CI 7-5666.

Major network programs.

SOUTHERNAIRES . . . NBC—30 Rockefeller Plaza—CI 7-8300.

NBC network. Personal appearances.

SWING FOURTEEN . . . CBS—485 Madison Ave., N. Y.—WI 2-2000.

Mixed group. CBS sustaining and commercial. Under direction of Ray Block.

THE SYMPHONETTES . . . CBS—485 Madison Ave., N. Y.—WI 2-2000.

Girl Trio Watch the Fun Go By, Schaefer's Beer, Kay Thompson Choir, CBS sustaining programs.

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\$5 to the first person identifying the man on page 10 with the "?" head. Answers to Photo Editor. NRR staffmen ineligible.

"What programs are YOU on? List them"

SINGERS—GROUP (Continued)

KAMPUS KIDS . . . NBC Artist Service, Sherry Allen, Personal Representative, 1585 Broadway, N. Y.—CI 5-6158; CO 5-9221.

Quintet—3 boys, 2 girls. Vocal and Instrumental.

NBC twice weekly. Guest appearances. Shorts. Personal appearances. Hotels, clubs.

KIDOODLERS . . . NBC Artist Service, Sherry Allen, Personal Representative, 1585 Broadway—CI 5-6158; CO 5-9221.

Male Quartet. Vocal and Instrumental. 4 boys. 2 guitars. 110 toy instruments.

4 programs weekly. NBC red and blue networks. Guest appearances. Shorts, personal appearances.

SINGERS—MEN

CASINO, DEL . . . CBS—485 Madison Avenue, N. Y.—WI 2-2000.

Popular Tenor.

CBS Noxzema and Woodbury. Personal appearances at Paramount Theatre and Hollywood Restaurant.

CLARK, BUDDY . . . CBS—485 Madison Ave., N. Y.—WI 2-2000.

Popular Baritone.

Your Hit Parade, MGM motion pictures, CBS sustaining.

COOPER, JERRY . . . CBS—485 Madison Ave., N. Y.—WI 2-2000.

Baritone.

Popular singer. Hollywood Hotel program.

CROSBY, BING . . . Everett N. Crosby, Ltd., 9028 Sunset Blvd., Hollywood, California.

Kraft Music Hall since 1935. Master of Ceremonies. Paramount and MGM pictures.

CURRAN, VINCENT . . . NBC—30 Rockefeller Plaza, N. Y.—CI 7-8300.

Tenor.

DAVIS, STANLEY . . . 44 W. 56th Street, N. Y.—CI 6-4744.

Soloist.

Musical signatures on Babo, Louis Phillipe, Anacin Modern Minstrels, Rudy Vallee, Tom Mix, etc. (SEE MUSCIANS.)

DICKSON, ARTELLS . . . CBS—485 Madison Ave., N. Y.—WI 2-2000.

Baritone.

Sunday Morning at Aunt Susan's program.

DORR, RUSSELL . . . CBS—485 Madison Ave., N. Y.—WI 2-2000.

Baritone.

Winner of Atwater Kent Contest. CBS sustaining.

DOWNEY, MORTON . . . 9 Rockefeller Plaza, N. Y.—CI 6-2388.

Tenor.

Currently appearing Billy Rose's Casa Marina, Camel Cigarettes, Woodbury program.

ELLIS, MAURICE . . . 450 W. 147th St., N. Y.—ED 4-3509.

Colored Vocalist Baritone.

Paul Whiteman, Kratt Music Hall, Irene Rich, Hilltop House. (SEE ACTORS.)

FULTON, JACK . . . Station WBBM, Chicago, Ill.

Tenor.

Formerly on Paul Whiteman's programs. Currently appearing on Poetic Melodies. Warner Bros., Universal, Fox Films.

GRAHAM, ROSS . . . Hotel Wellington, N. Y.—CI 7-3900.

Bass Baritone.

Radio, concert, opera. Cities Service Concert. Maxwell House Showboat. Guest appearances Dill's Best, Chevrolet, etc. Chevrolet recordings.

GUIZAR, TITO . . . CBS—485 Madison Ave., N. Y.—WI 2-2000.

Mexican Tenor.

CBS sustaining programs. Personal appearances. Concerts.

GURNEY, JOHN . . . NBC—30 Rockefeller Plaza, N. Y.—CI 7-8300.

Member of the Metropolitan Opera Company.

HELLER, JACKIE . . . WENR, Chicago, Ill.

Popular singer. NBC network and personal appearances.

HERRICK, JOHN . . . NBC Artists Service—CI 7-8300.

Baritone.

Member of the Revellers. Solo programs over NBC network.

HOLTON, BRICK . . . NBC—30 Rockefeller Plaza, N. Y.—CI 7-8300.

Heard four times a week over the NBC network.

HUNT, PEE WEE . . . CBS—485 Madison Ave., N. Y.—WI 2-2000.

Singer with Glen Gray's Orchestra.

KIRK, GEORGE . . . CBS—485 Madison Ave., N. Y.—WI 2-2000.

Solo and group.

Chesterfield, Socony, Woodbury, General Motors, etc.

"When seeking Talent—always use the Register"

SINGERS—MEN

KOLLMAR, DICK . . . 71 W. 68th St., N. Y.—TR 7-7252; VA 3-8157.

A Singing Actor.

Singing-acting parts on Eugene O'Neill series, *Dreams of Long Ago*, *Aunt Jenny*, *Kitty Kelly*. (SEE ACTORS.)

LAMBERT, HAROLD (SCRAPPY) . . . 470 West End Ave., N. Y.—TR 7-2384.

Coca Cola, Lucky Strike, Town Hall, Bob Ripley, Manhattan Merry-Go-Round. Chevrolet transcriptions.

MARTIN, JOE . . . 425 W. 57th Street, N. Y.—CI 6-1663.

Staff Tenor WITH.

From popular songs to Opera.

MAXWELL, RICHARD . . . CBS—485 Madison Ave., N. Y.—WI 2-2000.

Religious songs. Monologist. CBS sustaining programs.

McDONNELL, CRAIG . . . 50 E. 96th Street, N. Y.—SA 2-4012—6838.

Baritone.

Popular and concert work. 10 years on all networks. (SEE ACTORS.)

NASH, JOEY . . . 85-20 Hamilton Parkway, Brooklyn, N. Y.—SH 8-5189.

Tenor.

Studebaker, Capitol Theatre Family, Vitalis. Camay programs. World Broadcasting recordings.

PARKER, FRANK . . . 247 Park Ave., N. Y.—PL 3-9280.

Chesternfield, with Andre Kostelanetz, etc. Concert and musical comedies.

PARKS, BERT . . . 7 East 55th Street, N. Y.—WI 2-2000.

Baritone.

Popular. Thursday Matinee (SEE ANNOUNCERS.)

PHILLIPS, HOWARD . . . CBS—485 Madison Ave., N. Y.—WI 2-2000.

c/o Mack Davis.

Baritone.

Popular, light classics. M.C. CBS sustaining 3 times weekly. Hollywood Hotel. Formerly soloist with Johnny Green, Ray Noble, Ted Fiorita.

ROSS, LANNY . . . Young & Rubicam, 285 Madison Ave., or Hollywood Office—AS 4-8400.

Tenor.

M.C. Packard Hollywood Mardi Gras. Columbia Pictures. Columbia Concerts.

RUSSELL, JOHNNY . . . CBS—485 Madison Ave., N. Y.—WI 2-2000.
Popular singer. CBS programs.

SHERMAN, FLOYD . . . 119-09 178th Pl., St. Albans, L. I.—LA 8-5167.

Tenor. Solo, quartette and ensemble. Soloist on Philip Morris, Chesterfield Chorus, Socony Quartette, Shell Gas Quartette, Heinz Chorus.

WHITE, JOE . . . NBC—30 Rockefeller Plaza, N. Y.—CI 7-8300.

Ballad. NBC network shows.

WOODYARD, DARRELL . . . CBS—485 Madison Ave., N. Y.—WI 2-2000.

Bass. Solo and quartette work. CBS programs.

SINGERS—WOMEN

ALBANI, COUNTESS OLGA . . . NBC—30 Rockefeller Plaza, N. Y.—CI 7-8300.

Soprano.

Cities Service, Ford, etc. Guest appearances on Maxwell House, Real Silk and others. Theatre: New Moon.

BARRIE, GRACIE . . . NBC—30 Rockefeller Plaza, N. Y.—CI 7-8300.

Network blues singer.

Former programs: Pabst Blue Ribbon Beer, Bromo-Seltzer, American Can, Hammerstein's Music Hall.

BEASLEY, IRENE . . . The Beverly—125 E. 50th St., N. Y.—PL 3-2700.

Old Dutch Girl, DuPont Show, Life Savers, guest star on Atlantic Refining. Club work. (SEE WRITERS.)

BLATHERWICK, BARBARA . . . 43 Fifth Ave., N. Y.—GR 5-6392.

Coloratura Soprano.

Classical songs. Italian, French, Spanish, German, English. Operatic arias.

CARHART, RUTH . . . CBS—485 Madison Ave., N. Y.—WI 2-2000.

Popular Contralto.

Dr. Dafoe, Chevrolet, Songtime, CBS sustaining.

CONNER, NADINE . . . CBS—485 Madison Ave., N. Y.—WI 2-2000.

Popular songs. Vicks program.

DAUM, MARGARET—CBS—485 Madison Ave., N. Y.—WI 2-2000.

Soprano.

CBS sustaining programs.

“Failure to register may cost you a good job”

SINGERS—WOMEN (*Continued*)

DAWN, DOLLY . . . CBS—485 Madison Ave., N. Y.—WI 2-2000.
Popular songs. Soloist with George Hall's orchestra.

DAY, NOLA . . . NBC—30 Rockefeller Plaza, N. Y.—CI 7-8300.
Popular singer.

DEAN, HONEY . . . 117 W. 57th St., N. Y.—CO 5-4962.
Popular. Personality singer. Hudson-Essex, Maxwell House Showboat, Chevrolet recordings, etc.

DEIS, CAROL . . . NBC—30 Rockefeller Plaza, N. Y.—CI 7-8300.
Soprano.
Winner of the Atwater Kent prize.

de LEATH, VAUGHN . . . NBC—30 Rockefeller Plaza, N. Y.—CI 7-8300.
Singer, pianist.
Programs for Firestone, Dodge, Cities Service, Wrigley's, etc. Guest appearance on Maxwell House Showboat.

DRESLIN, DOROTHY . . . NBC Artists Service—CI 7-8300.
Soprano—popular, semi-classical and light opera.
Hammerstein Music Hall, Chevrolet. Recording and NBC programs.

EASTMAN, MARY . . . Wykagyl Gardens—New Rochelle 4953.
Sunday Night Serenade—Pet Milk, Packard Program, Showboat.

ELLINGTON, JEAN . . . NBC—30 Rockefeller Plaza, N. Y.—CI 7-8300.
Popular singer. NBC red network artist.

ELZY, RUBY . . . CBS—485 Madison Ave., N. Y.—WI 2-2000.
Colored singer—soprano.
CBS sustaining programs.

FROOS, SYLVIA . . . WOR—1440 Broadway, N. Y.—PE 6-8383.
Blues singer.
Richman Brothers, CBS, Three Bakers, NBC. Currently featured on WOR.

GLENN, HAZEL . . . 150 W. 58th St., N. Y.
Soprano.
Vocalist on Dr. Datoe Lysol program.

HOWARD, ELAINE . . . CBS—485 Madison Ave., N. Y.—WI 2-2000.
Popular singer. CBS programs.

HUNTER, ALBERTA . . . NBC—30 Rockefeller Plaza, N. Y.—CI 7-8300.
Popular singer.

KENDEL, MARY . . . 1 Bank St., N. Y. WA 9-0463.
Coloratura Soprano. Operatic, popular, musical comedy.
Chase National Bank, Good Gulf, etc.

KERR, DORIS . . . 48 Cedar Drive, Great Neck, L. I.—GR 295.
Contralto.
Popular songs. Guest appearances: Good Gulf, Town Hall, etc. CBS sustaining. Chevrolet transcriptions.

LA CENTRA, PEG . . . 101 W. 55th Street, N. Y.—CI 7-6300.
Camel Caravan, Vitalis—For Men Only. Personal appearances at Paramount Theatre, N. Y. City. (SEE ACTRESSES.)

LANE, PRISCILLA . . . CBS—485 Madison Ave., N. Y.—WI 2-2000.
Popular singer with Fred Waring's Pennsylvanians.

LANE, ROSEMARY . . . CBS 485 Madison Ave., N. Y.—WI 2-2000.
Popular singer with Fred Waring's Pennsylvanians.

LANGFORD, FRANCES . . . Ken Dolan, Mgr., Sunset Boulevard, Hollywood, California.
Formerly on Colgate Hour, Spartan Radio Hour, Ploughs Aspirin Program. Currently on Hollywood Hotel Show, Paramount and MGM pictures.

LEE, ROSA . . . NBC—30 Rockefeller Plaza, N. Y.—CI 7-8300.
Red network of NBC.

LOW, ROSA . . . CBS—485 Madison Avenue, N. Y.—WI 2-2000.
Concert Singer.

MARSH, AUDREY . . . 1 Stoneleigh Place, New Rochelle, N. Y.—HA 4643.
Popular singer, Schaefer Beer, Thursdays 7:30 WEAF, Harvester Cigar, Maxwell House, etc.

MARIQUITA . . . Wellington Hotel, 55th St. and 7th Avenue, N. Y.—CI 7-3900.
Packard Hour, WOR Symphony—Perole String Quartet. Sings in French, Italian, Spanish.

McCRAE, MARGARET . . . CBS—485 Madison Ave., N. Y.—WI 2-2000.
Popular singer. Lucky Strike program and CBS sustaining.

MONROE, LUCY . . . Management of Arthur Judson, Hampshire House, N. Y. C.—CI 6-7700.
Guest appearances with Lanny Ross, Ben Bernie, Philharmonic Orchestra, Lucky Strike, etc.

"Don't be overlooked—register in N. R. R."

SINGERS—WOMEN (*Continued*)

NEISEN, GERTRUDE . . . CBS—485
Madison Ave., N. Y.—WI 2-2000.
Torch Balladist.
CBS programs. Motion pictures.

SHAW, HOLLACE . . . CBS—485 Mad-
ison Ave., N. Y.—WI 2-2000.
Soprano.
CBS sustaining programs.

SHERRY, ELLINOR . . . WOR Artists
Bureau, 1440 Broadway, N. Y.—PE
6-8383.
Rhythm Singer.
WOR.

SINGER, SALLY . . . NBC—30 Rocke-
feller Plaza, N. Y.—CI 7-8300.
Popular singer. Kreuger Musical toast.

SMITH, KATE . . . Ted Collins, 1819
Broadway, N. Y.—CI 7-0094.

SWARTHOUT, GLADYS . . . NBC
Artists Service, N. Y.—CI 7-8300.
Operatic, classical and popular. General Mo-
tors, Palmolive, Firestone, Ford, Packard,
Ice Industry, General Electric, Magic Key,
etc.

TUCKER, SOPHIE . . . MGM—Holly-
wood, California.

VENUTA, BENAY . . . 107 Riverside
Drive, N. Y.—TR 7-6245.
Singing Mistress of Ceremonies.
Shell Chateau, Kraft Music Hall, Penthouse
Party, Chevrolet, Musical Cartoons, Benay
Venuta's Program.

VERRILL, VIRGINIA . . . CBS—485
Madison Ave., N. Y.—WI 2-2000.
Contralto—popular singer.
Vocals by Verrill, Socony. CBS sustaining.
Personal appearances and motion pictures.

WEYMANN, CAROL . . . NBC—30
Rockefeller Plaza, N. Y.—CI 7-8300.
Popular singer. On red network of NBC.

WHITE, FRANCA—NBC—30 Rocke-
feller Plaza, N. Y.—CI 7-8300.
Formerly on Vick's Open House with Nelson
Eddy, Packard, Palmolive. Guest appearances.

SOUND ENGINEERS

KAY, FRANK . . . 1650 Broadway,
N. Y.—CI 7-2777—2797.
In charge of Sound Division, Silver-Frank,
Inc. Recording Studios.

PIERSON, WALTER R. . . . CBS—485
Madison Ave., N. Y.—WI 2-2000;
Great Neck 3289.
Manager Sound Effects Division—Supervisor
of Development Work and Program Sound
Operations.

SPAN, AL . . . Columbia Broadcasting
System, 5939 Sunset Boulevard, Hol-
lywood, California.
Sound Supervisor for West Coast CBS, Hol-
lywood Hotel, Jack Oakie, Al Jolson, etc.

SPECIAL FEATURES

BYRON, BOB . . . CBS—485 Madison
Ave., N. Y.—WI 2-2000.
Novelty program. Sings and plays piano,
organ and celeste. Swing whistler, Announces
and writes own program. Arranges own
music.

CHEERIO . . . NBC—30 Rockefeller
Plaza, N. Y.—CI 7-8300.

CLEMENS, LORETTA . . . NBC—30
Rockefeller Plaza, N. Y.—CI 7-8300.
Jack & Loretta Clemens, song team and mu-
sicians. Guest on Ford, Lucky Strike, etc.
Appeared on Maxwell House, Ivory Soap,
etc.

COOPER, BERNARR . . . 317 W. 56th
Street, N. Y.—CO 5-0693. (Switch-
board.)
Original comedy song material. Monologues
in the Reginald Gardiner manner (Supper
Clubs.) (SEE ACTOR.)

DAVE ELMAN'S HOBBY LOBBY . . .
485 Madison Ave., N. Y.—PL 8-2900.
For Hudson Motor Car Co. (SEE DIREC-
TORS—PRODUCTION.)

EASY ACES . . . Ritz Towers Hotel,
Park Avenue at 57th Street, N. Y.—
WI 2-5000.
Anacin Program.

GORDON, DOROTHY . . . 37 River-
side Drive, N. Y.—TR 7-5688.
Writes and directs Children's Corner—CBS
sustaining program. American School of the
Air. Speaks French, German, Italian, etc.

GRACE AND SCOTTY . . . NBC—30
Rockefeller Plaza, N. Y.—CI 7-8300.
Sing and play guitar, accordion, organ,
piano and harmonica. Scotch and southern
comedy. Write and produce own shows.
Brunswick recordings.

HASEL, JOE . . . P. O. Box 136, Flush-
ing, L. I.
Sports-Special Events. Interviews with sports
"names" in all fields with a personality
angle. Three times weekly program WNYC.
(SEE ANNOUNCERS, COMMENTATORS.)

"N. R. R. is the Talent Buyer's Guide"

SPECIAL FEATURES (Continued)

MacCORMACK, FRANKLYN . . . CBS
—485 Madison Avenue, N. Y.—WI
2-2000.

Poetic Reader.

CBS network. Wrigley Program.

MEEDER ENSEMBLE . . . NBC—30
Rockefeller Plaza, N. Y.—CI 7-8300.
Organ and mixed quartet.

MERRY MACS, THE . . . Harry Nor-
wood-RCA Bldg.—CO 5-0272.
Ford Program—Kellogg—Standard Oil, Show-
boat, Real Silk, Fred Allen, Brunswick
Records.

NEIGHBOR NELL . . . 150 W. 47th
Street, N. Y.—BR 9-0947.
NBC network.

POLLY THE SHOPPER (POLLY
SHEDLOVE) . . . The Osborne, 205
West 57th Street, N. Y.—CI 7-5420.
A participating program WHN 9:00 to 9:30
A. M. Monday through Saturday. (SEE
COMMENTATOR.)

PERKINS, RAY . . . 257 Madison Rd.,
Scarsdale, N. Y.—Scarsdale 3696; PE
6-2900.
Columbia University Club (SEE COME-
DIANS.)

RECTOR, GEORGE . . . 16 Park Ave.,
New York.
Network talks on cooking.

SENATOR FISHFACE AND PROF.
FIGGSBOTTLE . . . NBC Artists
Bureau, 30 Rockefeller Plaza, N. Y.
—CI 7-8300.

Available for sponsor. Sustaining and Guest
Spots. (SEE COMEDIANS—DON JOHN-
SON and ELMORE VINCENT.)

WRITERS

ALEXANDER, ALTON . . . RKO
Building, Radio City, N. Y.—CI
7-4943.

Free lance network. Writer-Director. Spe-
cializing in the writing and production of
unusual commercialism. Especially for beauty
products, etc. (SEE DIRECTORS—PRODUC-
TION.)

BATTLE, JOHN TUCKER . . . 400
Park Ave., N. Y.—PL 8-3231.

Follow the Moon, Molasses'n January, Bobby
Benson, Heroes Was People. Featured spots
on Rudy Vallee and Showboat. (SEE DI-
RECTOR—PRODUCTIONS.)

BEASLEY, IRENE . . . The Beverly,
125 E. 50th Street, N. Y.—PL 3-2700.
Dutch Cleanser, Aunt Zelena (Children's
stories). Special song material. (SEE SING-
ERS—WOMEN.)

BERG, GERTRUDE . . . NBC Artists
Service, 30 Rockefeller Plaza, N. Y.
—CI 7-8300.

The Goldbergs (Super Suds, Colgate Dental
Powder); House of Glass (Colgate-Palm-
olive-Peet). (SEE ACTRESS AND DIREC-
TORS—PRODUCTION.)

BUCKLEY, FLOYD . . . 6-15—161st
Street, Beechhurst, L. I.—EL 5-1720;
IN 3-1596.

Twenty Years Ago Today, Me and the Doc,
Sob Sister, Hobohemia, Recording Reporter.
(SEE ACTOR, DIRECTOR, COMMENTA-
TOR.)

COLE, ALONZO DEEN . . . WOR
Artists Bureau, 1440 Broadway, N. Y.
—PE 6-8383.

Writer and director of Witch's Tales. Feat-
ured on the Witch's Tales program, WOR.
(SEE ACTOR—DIRECTOR.)

COLEMAN, MEL . . . 9th floor, 745
Fifth Ave., N. Y.—EL 5-6700.

Attention-compelling, low-cost program ideas.
Producer and writer Voice of the City over
WHN. Write for booklet: Maybe Copy
writers Live in a Different World. (SEE DI-
RECTORS—PRODUCTION.)

CONRAD, EUGENE . . . Claridge Ho-
tel, 44th St. and Broadway, N. Y.—
BR 9-0346.

Writer—Stage, Screen and Radio.

DAWSON, RONALD . . . Radio
Events, 535—5th Ave., N. Y.—MU
6-3487.

Writer for Radio Events, N. Y. Author of
Edge of Beyond, There Is No Escape, Barn
Dance. (SEE DIRECTORS—PRODUCTION.)

JOHNSON, DON . . . 21 Ohio Ave.,
Long Beach, L. I.

Comedy and dramatic writing. Al Pearce,
Easy Aces, The Gumps, On Broadway, NBC
Drama Hour, Fishface and Figsbottle. (SEE
COMEDIANS.)

McGILL, "JERRY," E. R. . . . 2 West
67th Street, N. Y.—TR 7-1293.

Free lance writer.

45 Minutes in Hollywood, Cavalcade of
America, Bambi with Helen Hayes, Big Town
with Ed. G. Robinson, Shadow, True Story
and many juvenile and adult serials. (SEE
DIRECTORS—PRODUCTION.)

MENKIN, LARRY . . . 43 W. 53rd
Street, N. Y.—CO 5-9886.

Gangbusters, Kenrad, Famous Jury Trials,
Hits of the Week, Heatrontown Herald. (SEE
DIRECTOR—PRODUCTION.)

“N. R. R.—the standard for radio talent selection”

WRITERS (Continued)

REIS, IRVING . . . CBS—485 Madison Ave., N. Y.—WI 2-2000.

Sound work on Spanish Earth. Original story for 20th Century-Fox Meridian 7-1212. Under contract as Writer-Director for Paramount. (SEE DIRECTORS-PRODUCTION.)

ROBSON, WILLIAM N. . . . CBS—485 Madison Ave., N. Y.—WI 2-2000. (SEE DIRECTORS-PRODUCTION.)

SILVER, SAM . . . 1650 Broadway, N. Y.—CI 7-2777—2797.

Has written material for Tommy Riggs, Milton Douglas, George Beatty, Rose Marie and others. In charge of Radio Productions, Silver-Frank, Inc. Recording Studios.

SLON, SIDNEY . . . 1370 Sixth Ave., N. Y.—CI 6-8189; EL 5-9148.

Half hour and five-a-week shows ready to be shown. (SEE ACTORS.)

STAFFORD, GENE . . . 306 W. 73rd Street, N. Y.—TR 7-9263.

Writer of: Front Page Drama; Jungle Jim; Ray Perkins' Hi There Audience Revue; Treasure Adventures of Jack Masters and others. All networks. (SEE DIRECTORS-PRODUCTION.)

SWEETS, BILL . . . National Radio Registry—VA 3-8157.

Free-lance writer, director and producers. (SEE DIRECTORS-PRODUCTION.)

WELLES, ORSON . . . Mercury Theatre, PE 6-2530.

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415 LEXINGTON AVE., NEW YORK

"Mention N. R. R. when contacting Talent—please"

Take "Five"—
Win Five \$

We're damn proud of our picture pages; and not lazy.

But when captioning the pictures we were unable to find anyone that knew the name of the man with the "?" head, in the bottom picture on page 10, so we said tuh hell with it! Mebbe, we figgered, our readers know his name; or know someone that does.

So we chipped in and got together a \$5 pot for the first one to correctly identify this actor.

And just to be ornery we made it good and tough by blocking out his features.

Make your guess and notify our Photo Editor by letter, telegram or fone—but be sure you file your name with your selection—cause the first correct answer wins.

This contest is not open to employees of NRR, their families, relatives or mishpucha.

CONDENSED PROGRAM REVIEWS (*Continued from page 23*)

Radio veteran returns . . . with same routine . . . Debut program just fair . . . Fibber (Jim Jordan) continuing alone . . . due to absence of Molly (Mrs. Jordan) because of ill health, returned . . . under the same sponsorship . . . good jokes in the minority. Pace of show was slow with occasional lapses of dead silence . . . Donald Novis, tenor; Billy Mills ork and a quartet were good. Harlow Wilcox is the announcer.

Radio Daily Sept. 8

* * *

ENERGINE SPELLING BEE

(*Enginer . . . NBC-R . . . Sun. 5:30 p.m.*)

New production featuring Paul Wing's emceeing a spelling bee . . . aided by Jack Costello . . . Wing matched 5 sailors against 5 chorines . . . novelty . . . and obvious banter went over neatly. Good, listenable production, ably handled.

Radio Daily Sept. 14

Paul Wing is back . . . with a new spelling bee series . . . pitting teams of five against each other . . . First program stacked five showgirls against a quintet of gobs. Gobs won . . . Prizes to the finalists . . . Wing is personable and manages . . . some semblance of showmanship even though gag of quizzes over the air is becoming stalemated.

Variety Sept. 14

* * *

RHYTHM SCHOOL OF THE AIR

(*NBC-B . . . Thurs. 6:30 p.m.*)

. . . pleasant 15 minutes. Talent . . . as pupils of Lanny Grey deliver solos, duets, etc. . . includes Don Richards, Mary McHugh, Judy and Lanny, Sing Sing Sisters and Jimmy Rich . . . all warble and not an unpleasant voice in the lot.

Billboard Sept. 3

Sustainer continues along same lines as before but show is now a more finished production. Jimmy Rich . . . is taking the play away from the rest of the cast with his nursery rhyme renditions while Mary McHugh, who has one of the clearest voices on the air, does the best vocalizing job. Lanny Gray . . . along with his new partner, Judy Marshall, provides good entertainment in their duet. Rich . . . is definitely network caliber.

Radio Daily Aug. 29

* * *

LIFE CAN BE BEAUTIFUL

(*Procter & Gamble . . . NBC-R 4:30 p.m.*)

Carl L. Bixby and Don Becker . . . have evolved a surefire formula . . . borrowing characters and incidents . . . only from the tried and true and successful. Practically every character has a counterpart in some clik daytime serial . . . amalgamation reinforced by a crack cast can't help but deliver . . . Background, characters and plot . . . suggest . . . ingredients that can keep the hausfrau listener in a sustained dither . . .

Earle Larrimore endows . . . part of Stephen Hamilton . . . with lots of substance and understanding. Alice Reinhart lends broad experience and talent to . . . the waif . . . Ralph Locke proves engaging in . . . stock Hebe character. Waldemar Kappel plays the heavy . . . Carl Eastman the neighborhood youth . . . Becker . . . responsible for . . . one of the more adroit samples of dramatic strip direction. *Variety* Sept. 14

Pretty promising . . . sounds awfully corny but . . . Carl Bixby and Don Becker have given the script some believable dialogue which . . . Alice Reinhart, Earle Larrimore and Waldemar Kappel read with telling effect. *Motion Picture Daily* Sept. 7

New program dealing with the realities of life is a well written and produced show . . . Jack Fraser reads the commercials. *Radio Daily* Sept. 7

* * *

HOLLYWOOD HOTEL

(*Campbell Soup . . . CBS . . . Fri. 9 p.m.*)

. . . attractive cast for program which deviates from previous formula . . . But . . . Friday night remains wide open to the opposition . . . Instead of scenarios . . . stage plays with (too familiar?) picture players . . . Current framework is defeated by its length . . . 'Dark Angel' . . . nicely done but on long side . . . Schedule misses its comedy moments . . . It would be pertinent to hear . . . same people reduced to half hour, the guest star doing a one-act playlet . . . Miss Langford . . . must do something about material . . . don't sing songs so well that . . . can follow the East by five or six weeks with tunes which have been done to a turn . . . its important that Miss Langford be . . . alert for new melodies instead of waiting until they've been thru the wash . . . Jean Sablon . . . finally on a commercial . . . the wrong one . . . because they've made just an average vocalist of him . . . has, or had, style and plenty of charm. That's all hidden here . . . sings a better song than on this session . . . Some day sponsors are going to find out that . . . full hour programs are . . . double features of radio.

Variety Sept. 14

. . . despite reports that it would be a considerably revamped "Hollywood Hotel" . . . remains basically the same show—musical variety with drama added . . . has practically a new cast. Frances Langford being only holdover . . . Newcomers are Herbert Marshall as m.c. and male lead, Jean Sablon as male singer, Victor Young ork . . . Guest star was Claudette Colbert . . . in "Dark Angel" . . . Provides 60 minutes of pleasant entertainment . . . Drama was topnotch . . . variety portion was excellent with Mr. Marshall surprisingly adept in strange role of m.c.

Motion Picture Daily Sept. 13

RECORDING ON LOCATION

It will pay you to investigate the profit possibilities of recording under the EXACT CONDITIONS YOUR STORY DEMANDS . . . adding tremendously to an increasing interest in your broadcast.

The ability to guarantee "Perfect Transcriptions" . . . supported by the proper equipment . . . transportation . . . plus all those facilities that call for a GOOD job indoors or out-of-doors . . . under ALL conditions.

Properly portraying industrial plant interiors . . . woodland scenes . . . marine activities, etc. These are the kind of assignments we like. May we give you a quotation on your next job? Our estimates will fit your plans and pocketbook.

Vanderbilt 3-8157

CAldwell 6-0096J

M. P. FRUTCHEY, Jr.
Recording Engineer

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WBBM	WHBC	WMCA	W6XAI	CKOY
WBEN	WHBO	WMFF	W9XBY	CKPR
WBIG	WHBQ	WMMN	5-AD	CKTB
WBNS	WHDL	WMT	3-KZ	CKWX
WBRC	WHEC	WNBH	5-KA	CMCD
WBRE	WHHO	WNBR	2-5M	CRCM
WBTM	WHP	WNBX	3-BA	XET
WBZ	WIBX	WNEW	XETB	KABC
WCHY	WIL	WNOX	CFAC	KADA
WCOLO	WIRE	WOC	CFCN	KDKA
WCOA	WJAG	WOKO	CFCY	KDYL
WCPO	WJAS	WOL	CFQC	KFEQ
WDAY	WJBC	WOOD	CFRB	KFGJ
WDBJ	WJBC	WOR	CFRN	KFIZ
WDEY	WJDD	WOWO	CHAB	KFJZ
WDRC	WJR	WPEN	CHML	KFOY
WEBR	WJW	WRGA	CHNS	KFPY
WELI	WKBN	WRJA	CHRC	KFRC
WEMP	WKBY	WRK	CHSJ	KFRO
WENR	WKZ	WRU	CHWK	KFYM
WESG	WKY	WRVA	CJCA	KGB
WFAS	WKZO	WSFA	CJCB	KGDE
WFBL	WLBF	WSGN	CJIC	KGER
WFBM	WLEU	WSPD	CJLS	KGEZ
WFBT	WLS	WTAD	CJOC	KGCC
WFDF	WMAZ	WTAM	CKAC	KGMB
WFIL	WMBC	WTMJ	CKCH	KGNC
WFLA	WMBD	WTMY	CKCK	KGNO

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