

## ADVERTISING AGENCIES—Continued

*time buyer*: Herschel Deutsch. *Radio clients*: American Tobacco (Roi-Tan Cigars) (CBS, spot); Cremo Cigars (spot); Axton-Fisher Tobacco Co. (Spud Cigarettes) (spot); Royal Lace Paper Works (Roylies, Roylegde) (spot).

**MELVIN F. HALL**, 220 Delaware Avenue, Buffalo, N. Y. *Phone*: Cleveland 4461. *Owner, radio director*: Melvin F. Hall. *Radio clients*: J. Q. Clarke Coal; Peerless Laundry; Henel's Dairy; Lydonville Canning Co.

**HAMMER ADVERTISING AGENCY**, 983 Main Street, Hartford, Conn. *Phone*: 5-4883. *Executives*: M. H. Hammer, president; J. Leonard Dronel, Harry Gold, account executives; Arthur Gould, auditor and secretary. *Radio director*: M. H. Hammer. *Spot time buyer* (also space buyer): Lillian Sivan. *Talent buyer*: Arthur Gould. *Radio clients*: Kay Jewelry Co. (Yankee and Colonial networks); Old England Brewery (spot); Hygrade Oil Co. (spot); Scott Furrriers (Yankee); C and S Motors (spot); Yankee Bread (spot); Smart Shops (spot); Norman Clothing Co. (spot); Helen Beauty Co. (spot); French Dye Co. (spot); Whalen Jewelry Co. (spot); Allyn Theatres (spot); Loew's Theatres (spot); Republican State Central Committee (Connecticut network); Rose Marie Beauty Shops (spot); Henup's, Inc. (spot); Strand Theatres (spot); State Theatres (Connecticut Valley Broadcasting System); Laison Hardware Co. (spot); Connecticut Oil Refining Co. (spot); Raymond Baking Co. (spot). *Writers*: Diana Carlson, I. Goldstein; (Scott Furrriers, Dr. J. L. Fagan); Bert Katzen (various accounts).

**HANFF-METZGER**. See Buchanan & Co., Inc.

**HART-CONWAY COMPANY, INC.**, General Valley Trust Bldg., Rochester, N. Y. *Phone*: Main 2073. *Executives*: H. Lyman Hart, president and treasurer; Harold E. Kennedy, vice-president; Marion B. Hart, secretary. *Radio director and spot time buyer*: John P. Street, Jr. *Radio clients*: Chapin-Owen Corp.; Quality Mattress Co.; Erskine-Healy, Inc.; Doyle Gasoline & Oil Co.; General Electric Supply Co.; Rochester Automobile Dealers Assn.; Chevrolet Dealers of Western N. Y.; Dodge Dealers of Western N. Y.; Florist and Growers of Western N. Y.; Electrical Association; Barr & Creelman; L. C. Forman Co.; Levis Music Stores; Fincher Co.; C. L. Fields Corp.; Genesee Conservation League; Geo. B. Hart, Inc. (all local); various

other local accounts. *Production*: Charles Siverson (Quality Mattress).

**GEORGE H. HARTMAN CO.**, 307 N. Michigan Ave., Chicago. *Phone*: State 0055. *Executives*: George H. Hartman, president and treasurer; Robert Collins, Edwin Cahn, C. J. Ollendorf, K. C. Ring, vice-presidents; Frank R. Hartman, secretary. *Radio director*: Thomas Kivlan. *Script buyers*: James N. Krohne, Lilla I. Lewis. *Radio clients*: Illinois Meat Co., P. A. Starck Piano Co., Thomas J. Webb Co., Hartz Mountain Products, Simoniz Co., Chocolate Products Co., Nash-Underwood Co., Chicago Herald & Examiner, General Furniture (all spot).

**JOHN B. HATCH ASSOCIATES**, 581 Boylston St., Boston, Mass. *Phone*: Commonwealth 0466. *Radio director, talent buyer*: John B. Hatch. *Spot time buyer*: R. E. Felker. *Script buyer*: J. E. O'Brien.

**HAYS ADVERTISING AGENCY**, 252 College St., Burlington, Vt. *Phone*: 852. *Executives*: W. A. Myers, president and treasurer; A. E. Hawkins, secretary. *Radio director, talent and script buyer*: Norman H. Myers. *Spot time buyers*: Norman H. Myers, W. A. Myers. *Radio clients*: Abrahams Cut Rate Drug Stores, Vermont Cleansing Co. (sports broadcasts); Socony Dealers, RCA Victor Distributors. N. G. Gurnsey & Co., Perry Bove Co., Vermont Transit Co., C. P. Smith, Jr., Inc., Huntley's Laundries (all local sportscasts); Girard Baking Co. (spot); Dairy Association Co. (spot); M. M. Farrell & Sons (local, spot sportscasts); Kinox Co. (spot); Champlain Transportation Co. (local newscasts); Vermont Confectionery Co. (local, spot); G. S. Blodgett Co. (local newscasts). *Production*: Norman H. Myers.

**E. W. HELLWIG COMPANY**, 9 East 40th Street, New York, N. Y. *Phone*: Lexington 2-3080. *Executives*: E. W. Hellwig, president; C. L. Miller, vice-president; G. V. Carhart, secretary, assistant treasurer, space buyer. *Radio director and spot time buyer*: G. V. Carhart. *Radio clients*: Corn Products Refining Co. (Kre-Mel, Karo, Mazola, Linit) (CBS); others, including various national and regional spot advertisers.

**HILLMAN-SHANE ADVERTISING AGENCY, INC.**, 412 W. 6th Street, Los Angeles, Calif. *Phone*: Vandike 5111. *Executives*: David S. Hillman, president; Alex Ruben, vice-president; William

## ADVERTISING AGENCIES—Continued

Berger, secretary and treasurer. *Radio director*: David Hillman. *Spot time buyer*: J. Pierce. *Radio clients*: Weaver-Jackson Beauty Shops; Maier Brewing; Fox West Coast Theatres; Paramount Theatre; Superior Sea Food Co., Ltd. (all spot).

**HIRSHON GARFIELD, INC.**, 580 Fifth Ave., New York, N. Y. *Phone*: Bryant 9-9350. *Radio director, talent buyer*: Leon Bloom. *Spot time buyer*: M. C. Dowling. *Script buyer*: Sidney Garfield.

**HIXSON-O'DONNELL, INC.**, Richfield Bldg., Los Angeles, Calif. *Phone*: Mutual 8331. *Executives*: G. K. Breitenstein, president, account executive; R. M. Hixson, secretary, account executive; Julian E. O'Donnell, treasurer. *Radio director*: Mel Williamson. *Radio clients*: Rio Grande Oil Co. (CBS); Day & Night Water Heater Co. (spot); Richfield Oil Corp. (NBC Red).

**HOFFMAN & YORK**, Century Bldg., Milwaukee, Wis. *Phone*: Daly 6510. *Executives*: Harry G. Hoffman, senior partner; Wilford York, managing partner; Helen Whittingham, assistant to managing partner. *Radio director, talent and script buyer*: Howard L. Peck. *Spot time buyers*: Wilford York, James C.

Bjorkholm. *Radio clients*: J. H. Fagan Co., Prime Mfg. Co., Milwaukee Real Estate Board (all spot announcements); Justrite Co. (spot); Meier Ice Cream Co. (spot). *Writing and production*: Howard L. Peck.

**JAMES HOULIHAN, INC.**, 231 Monadnock Bldg., San Francisco, Calif. *Phone*: Garfield 2352. *Executives*: James A. Houlihan, president; C. H. Brockhagen, vice-president; Renzo Cesana, vice-president; Leo J. Mahoney, secretary-treasurer; Elwood Adams, art director. *Radio director, talent buyer*: Renzo Cesana. *Spot time buyer*: Leo J. Mahoney. *Script buyers*: Agency staff. *Radio clients*: Roma Wine Co., Inc. (CBS, Mutual, Don Lee). *Writers*: Mrs. Bernice Batterton, Walter Guild, Carl W. Pierce.

**E. T. HOWARD CO., INC.**, 40 East 49th St., New York, N. Y. *Phone*: Plaza 3-6861. *Executives*: Dewey Pinsker, president; Arthur L. Lippmann, Vincent D. Clausen, vice-presidents; Alfred G. Lippmann, secretary. *Radio director and talent buyer*: Arthur L. Lippmann. *Spot time buyer*: Paul W. Atwood.

**HOWER ADVERTISING AGENCY**, 413 Midland Savings Bldg., Denver, Colo. *Phone*: TA 5221. *Executives*: Mrs. C.

# SCHWIMMER AND SCOTT

## ADVERTISING

## CHICAGO

## ADVERTISING AGENCIES—Continued

M. Hower, president; B. R. Hower, vice-president; E. Thornberg, secretary; Merritt F. Riblett and Harold Monahan, account executives. *Radio director*: George Feltner. *Radio clients*: Adolph Coors Co. (spot); Leeman Auto Co. (spot).

**CHARLES W. HOYT COMPANY, INC.**, 551 Fifth Avenue, New York, N. Y. *Phone*: Vanderbilt 3-4690. *Executives*: R. L. Talley, chairman of the board; Winthrop Hoyt, president; F. A. Whipple, vice-president; Everett W. Hoyt, secretary. *Branch offices*: 216 Tremont Street, Boston; Fritz P. Walther, manager. 650 Main Street, Hartford; F. A. Whipple, vice-president. *Radio director*: Everett W. Hoyt. *Spot time buyer*: C. B. Donovan. *Radio clients*: American Molasses; B. C. Remedy Co.; Charles Gulden, Inc.; Hartford Electric Light; Richardson & Robbins; Silent Glow Oil Burner; Davis Baking Powder; others (all spot).

**HUDSON ADVERTISING CO.**, 75 West St., New York, N. Y. *Phone*: Bowling Green 9-8950. *Radio director*: Michael Gore.

**HUGHES WOLFF & COMPANY, INC.**, Taylor Bldg., Rochester, N. Y. *Phone*: Stone 2080. *Executives*: F. A. Hughes, president; John P. McCarthy, secretary. *Radio director*: F. A. Hughes. *Spot time buyer*: John P. McCarthy. *Other radio executives*: L. Wells Simonds. *Radio clients*: Good Luck Food Co. (Yankee, spot); International Laboratories (spot); W. B. Coon Co. (spot); Kemp & Lane, Inc. (spot).

**H. B. HUMPHREY COMPANY**, 1235 Statler Bldg., Boston, Mass. *Phone*: Liberty 4714. *Executives*: H. B. Humphrey, chairman of the board; R. S. Humphrey, president, treasurer; Francis S. Moulton, secretary; Julian L. Watkins, copy director; Herbert T. Hand, Jr., account executive; Sanford E. Gerard, art director; Winfield Hatch, production manager. *Radio director and spot time buyer*: John C. Strouse.

**ROY A. HUNTER**, 710 Seymour Street, Vancouver, B. C., Can. *Phone*: Trinity 9503. *Executives*: Roy A. Hunter. *Radio director*: None. *Radio clients*: Memba Seals; Memba Pectin; McGavins Bakeries; Pet Dog Food; Hall Fuel (spot announcements); Pacific Milk (spot, spot announcements); Fraser Farms (spot); Safeway (spot announcements); Tree Fruit Brand (spot); Agricultural Marketing Division, Clive Planta. *Writing and production*: Handled by agency.

**HUSBAND & THOMAS COMPANY, INC.**, 370 Lexington Avenue, New York, N. Y. *Phone*: Caledonia 5-8297. *Executives*: David C. Thomas, president; Theodore R. Harris, vice-president; Harvey L. Kneeland, vice-president. *Radio director*: T. R. Harris. *Spot time buyer*: David G. Evans. *Radio clients*: Omega Chemical Co. (spot); Oyster Shell Products Co. (spot); Antikamnia 3XB Corporation (spot).

**HUTCHINS ADVERTISING COMPANY, INC.**, 42 East Avenue, Rochester, N. Y. *Phone*: Main 3528. *Executives*: M. S. Hutchins, president; F. A. Hutchins, vice-president; F. I. Hutchins, secretary and treasurer. *Branch office*: Hutchins Advertising Company of Canada, Ltd., 1305 Northern Ontario Bldg., Toronto; John Bennett, manager. *Radio director*: R. P. Weis. *Spot time buyer*: H. C. Scheck. *Talent and script buyer*: F. A. Hutchins. *Radio clients*: Philco Radio & Television Corp. (CBS, spot); Artophone Corp. (spot); Bluefield Supply Co. (spot); Brown Distributing Co. (spot); Cabell Electric Co. (spot); Carolina Sales Corp. (spot); Columbia Wholesalers, Inc. (spot); Commonwealth Sales Corp. (spot); D. & H. Distributing Co., Inc. (spot); Electric Sales & Service, Inc. (spot); E. J. Gustafson Co. (spot); Philip Levy & Co. (spot); Oklahoma Tire & Supply Co. (spot); Philco Sales & Service, Inc. (spot); C. R. Rogers Co. (spot); Sharp Battery & Electric Co. (spot); Thalhimer Bros. (spot); Taylor Distributing Co. (spot); Utterback-Gleason Co. (spot); Wagner Radio Co. (spot).

**HUTCHINSON ADVERTISING COMPANY**, 1000 Hodgson Bldg., Minneapolis, Minn. *Phone*: Atlantic 5238. *Executives*: Merrill Hutchinson, president; A. M. Hutchinson, treasurer; H. K. Painter, vice-president; H. R. Stevenson, vice-president; J. M. Bridge, vice-president; J. V. Pidgeon, secretary. *Radio director*: H. K. Painter. *Spot time buyer*: R. T. Klagstad. *Talent buyer*: H. K. Painter (assisted by agency executive committee). *Radio clients*: Pillsbury Flour Mills (NBC Red, spot); Gluek Brewing Co. (spot); Chippewa Springs Corp. (spot). *Writers*: Irna Phillips (Pillsbury).

**INSELBUCH BROADCASTING SERVICE**, 1619 Broadway, New York, N. Y. *Phone*: Circle 7-0657. *Executives*: Samuel Inselbuch. *Spot time buyer*: H. Hermelin. *Talent buyer*: M. Lubetsky. *Radio clients*: Coward Shoe Co., Atlantic Macaroni Co., Manischewitz Bread Co. (all spot).

## ADVERTISING AGENCIES—Continued

- INTERSTATE ADVERTISING AGENCY**, 1008 Marshall Bldg., Cleveland, O. *Phone*: Main 9444. *Executives*: George A. Kirkendale, president; C. M. Marvin, vice-president; J. M. Johnson, secretary-treasurer. *Radio director*: W. B. Dye. *Spot time, talent and continuity buyer*: C. M. Marvin. *Other radio executives*: J. H. Burchfield. *Radio clients*: Marshall Drug Co.; Forest City Brewing Co.; Dan Dee Pretzel & Mfg. Co.; The Bailey Co.; The Alms & Doepke Co.; The Wurlitzer Co.; A. Polsky Co.; Schulte-United; Bonne Bell Cosmetics; Fisher Bros. (local).
- DILLARD JACOBS CO.**, 1632 Candler Bldg., Atlanta, Ga. *Phone*: WA. 3481. *Executives*: J. D. Jacobs, president; P. W. Smith, vice-president and account executive; D. M. Stone, production manager. *Radio director, spot time and talent buyer*: P. W. Smith. *Script buyers*: P. W. Smith, D. M. Stone. *Radio clients*: Capudine Chemical Co., Mentholatum Co. (both spot).
- RALPH H. JONES COMPANY**, 431 Main Street, Cincinnati, O. *Phone*: Main 3351. *President and treasurer*: Ralph H. Jones. *Branch office*: 400 Madison Ave., New York. *Radio director and spot time buyer*: C. M. Robertson, Jr. *Other radio executives*: Charles M. Coward, George Slavín. *Radio clients*: Kroger Grocery & Baking Co.; Drackett Co.
- H. W. KASTOR & SONS ADVERTISING COMPANY**, 360 N. Michigan Avenue, Chicago, Ill. *Phone*: Central 5331. *Executives*: Louis Kastor, president; F. W. Kastor, vice-president; R. H. Kastor, vice-president; W. B. Kastor, secretary; E. H. Kastor, treasurer. *Branch offices*: Waldorf-Astoria Hotel, New York, N. Y., Arthur Kastor, head; Arcade Bldg., St. Louis, Mo., Fred Kastor, head; no radio executives in these offices. *Radio director*: Gordon Cooke. *Spot time buyer*: H. H. Hudson. *Radio clients*: Kirk's Castile Soap (spot); P & G for Drene Shampoo (NBC Red, spot); American Family Soap & Flakes (spot); Tums (NBC Red, spot); Welch's Grape Juice (NBC Blue, spot); Ward Baking Co. (spot); Crown Overall Co. (Mutual); 4 Way Cold Tablets (spot); Grove's Bromo Quinine (spot); William Penn Cigars (spot); Pluto Water (spot); Oh Henry Candy Bar (spot); Booth Fisheries (spot); Listerine Brushless Shaving Cream (spot); Pacquin's Hand Cream (spot); Pursang Tonic (spot). *Production*: Handled by agency.
- JOSEPH KATZ COMPANY**, 16 E. Mt. Vernon Place, Baltimore, Md. *Phone*: Vernon 7094. *Executives*: Joseph Katz, president; C. M. Harrison, treasurer; Kate Katz, secretary. *Branch offices*: 247 Park Ave., N. Y.; Nat C. Wildman, vice-president and manager. 6362 Hollywood Blvd., Hollywood, Calif. *Radio director*: J. C. Bridgwater. *Spot time buyer*: O. B. Bond. *Other radio executives*: Edward Prager, George Lucas, Stanley Blumberg. *Radio clients*: Maryland Pharmaceutical Co. (REM and REL); Ex-Lax, Inc.; American Oil Company; Laco Products; also various other national, regional and local advertisers.
- HENRY J. KAUFMAN ADVERTISING**, 305 Homer Bldg., Washington, D. C. *Phone*: DI-7400. *Executives*: Henry J. Kaufman, proprietor; William F. Sigmond, copy director. *Radio director*: Jeffrey A. Abel. *Radio supervisor*: Vivian Bitner. *Script and talent buyer*: Marjorie King. *Radio clients*: Dr. Pepper Bottling Co. of Washington; American Sales Co. for Old Milwaukee Beer; Rock Creek Gingerale Co.; Maryvins Department Store; D. J. Kaufman Stores for Men; Personal Industrial Bankers; Maryland & Virginia Milk Producers Assn. (all local); American Automobile Assn.; Trew Motor Co.; Sears, Roebuck & Co.; Dodge Dealers Assn.; Washington Laundry; Kann's Department Store (all spot). Various other spot accounts. *Writers*: Ronald Dawson, Shannon Allen.
- KELLY, STUHLMAN & ZAHRENDT, INC.**, Mart Bldg., St. Louis, Mo. *Phone*: Garfield 0777. *Executives*: Charles F. Kelly, Jr., president; Conrad F. Stuhlman, vice-president, secretary; Walter W. Zahrendt, vice-president, treasurer; Virgil A. Kelly, vice-president. *Radio director*: Virgil A. Kelly. *Spot time buyer*: Walter W. Zahrendt. *Radio clients*: Lutheran Laymen's League (Mutual); Central Shoe Company; American Life & Accident Insurance Co.; Visit St. Louis Committee; Streckfus Steamers; Joyce 7-Up, Inc. (all spot).
- KENYON & ECKHARDT, INC.**, 247 Park Avenue, New York, N. Y. *Phone*: Wickersham 2-3920. *Executives*: Henry Eckhardt, chairman of the board; Thomas D'A. Brophy, president; Otis A. Kenyon, treasurer; Charles H. Vasoll, vice-president and controller; Edwin Cox, vice-president. *Radio director, talent and script buyer*: Tyler Davis. *Radio clients*: C. F. Mueller Co. (NBC Blue); Kellogg Co. (local); Bosco Co. (local and spot); Chasers (spot); Knox Gelatine Co. (spot); Piel Brothers (spot). *Writers*: Earl Sparling (Mueller); Don Ross (Bosco); Jack Nelson, Neil Hopkins

## ADVERTISING AGENCIES—Continued

(Kellogg). *Production*: Tyler Davis and Jean Grombach (Mueller); Tyler Davis (Bosco).

**KETCHUM, MAC LEOD & GROVE, INC.**, 2000 Koppers Bldg., Pittsburgh, Pa. *Phone*: Atlantic 1100. *Executives*: George Ketchum, president; Emil Hofsoos, Ernest T. Giles, Vincent Drayne, vice-presidents; Robert E. Grove, vice-president and secretary; W. J. Thomas, treasurer. *Spot time buyer*: Homer L. Andrews. *Radio clients*: Haller Baking Co. (CBS); Natural Gas Companies Serving the Greater Pittsburgh Area (NBC Red, Blue, CBS); Ruud Manufacturing Co. (Mutual); Pittsburgh Dairy Council (NBC Blue); Edward A. Woods Co. (NBC Red, Blue); The Peoples Natural Gas Co. (spot). *Production*: Handled by agency.

**KEY ADVERTISING COMPANY**, 805 Fountain Square Bldg., Cincinnati, O. *Phone*: Main 1164. *Executives*: Samuel Glueck, president and treasurer; Nathan P. Glueck, vice-president; E. J. Deister, secretary. *Radio director, talent and script buyer*: Leonard M. Sive. *Radio clients*: Midwest Radio Corp. (regional, spot); Indo-Vin, Inc. (spot); Buckeye Soda Co. (spot); Sloans Furriers (spot). *Writers*: Samuel Glueck, Leonard M. Sive.

**KRAFF ADVERTISING AGENCY**, 1010 Second Ave., S., Minneapolis, Minn. *Phone*: Bridgeport 3166. *Proprietor*: Norman E. Kraff. *Radio director, spot time, talent and script buyer*: E. P. Shurick, Jr. *Radio clients*: Sun Ray Laboratories (spot); Mannly Research Laboratories (spot); Central Furniture (spot); Merit Fur Co. (spot); Sha-Ri, Inc. (spot); Piggly Wiggly Corp. (local). *Writers*: E. P. Shurick, Jr., Norman E. Kraff.

**ARTHUR KUDNER, INC.**, 620 Fifth Avenue, New York, N. Y. *Phone*: Circle 6-3200. *Executives*: Arthur H. Kudner, president; E. J. Owens, vice-president; Sam D. Fuson, vice-president; C. F. Gannon, vice-president; James H. S. Ellis, vice-president. *Branch offices*: Washington, D. C.; Frank Getty, manager. Detroit, Mich.; Robert Copeland, manager. San Francisco, Calif.; John H. Hornell, manager. *Radio director*: Charles F. Gannon. *Spot time buyer*: Lucile L. King. *Other radio executives*: Hendrik Booraem, Jr., Rowena Runnette, Mary Colgan. *Radio clients*: Macfadden Publications (NBC Red); U. S. Tobacco Co. (CBS); Goodyear Tire & Rubber Co. (spot); Buick Motor Division of General

Motors (NBC Red & Blue and spot). *Writer*: William Sweets (Macfadden). *Production*: Hendrik Booraem, Jr. (Macfadden).

**LAMBERT & FEASLEY, INC.**, 9 Rockefeller Plaza, New York, N. Y. *Phone*: Columbus 5-3721. *Executives*: J. L. Johnston, president; Gordon Seagrove, executive vice-president; Bert M. Nussbaum, Martin Horrell, vice-presidents; Walter P. Lantz, secretary; Frank W. Mace, treasurer; Albert Sterling, art director; Frank Gangemi, production manager. *Radio director*: Martin Horrell. *Spot time buyer*: Thomas F. McMahon. *Radio clients*: Phillips Petroleum Co.—Phillips 66, Ethyl, etc.—(CBS, spot); Lambert Pharmaceutical Co.—Listerine Tooth Paste (NBC Blue).

**LANG, FISHER & KIRK, INC.**, 1010 Euclid Ave., Cleveland, Ohio. *Phone*: Main 6579. *Executives*: H. Jack Lang, president; Alvin B. Fisher, vice-president; Fred P. Stashower, vice-president. *Radio director and talent buyer*: Alvin B. Fisher. *Spot time buyers*: M. J. Cohn, R. O. Fishel. *Script buyers*: Alvin B. Fisher, M. J. Cohn, Fred P. Stashower. *Radio clients*: Potato Chip Institute, Cleveland-Sandusky Brewery, The Distillata Co., The Texas Distributing Co., I. J. Fox, Inc., The Weideman Co., The Arco Co., Yellow Cab Co. (all spot). *Production*: Sidney Andorn (I. J. Fox).

**LANPHER & SCHONFARBER**, 58 Weybosset St., Providence, R. I. *Phone*: G.A. 4813. *Executives*: Gordon Schonfarber, president; Lawrence Lanpher, treasurer; Carleton Goff, secretary. *Radio director*: Gordon Schonfarber. *Spot time buyer*: E. D. Armstrong. *Script buyers*: Frank Jones, D. Parmlee Havens. *Radio clients*: Old Colony Cooperative Bank, Louttit Laundry Co., F. E. Ballou Shoe Co., Colt-Brady Co., Comfi-Coil Corp., F. E. Church, De Blois Oil Co., Swiss Cleansing Co., Sunlight Chemical Co., Standard Wholesale Grocery, N. Cappelli Co., Enterprise Brewing Co., The Sorority Shop (all spot).

**LAUSEN & SALOMON**, 520 N. Michigan Ave., Chicago, Ill. *Phone*: Superior 0738. *Executives*: A. M. Salomon, F. P. Wagener, W. Walker. *Radio director, spot time and talent buyer*: F. P. Wagener. *Script buyer*: W. Walker. *Radio clients*: Foley & Co. (spot). *Writers*: Les A. Weinrott (of Les A. Weinrott & Associates), Thompson-Day. *Production*: Les A. Weinrott.

**LAVENSON BUREAU**, 12 S. 12th Street, Philadelphia, Pa. *Phones*: Lombard

## ADVERTISING AGENCIES—Continued

1158; Race 7552. *Executives:* Jay Laven-son, owner; Raymond Reinhart, art di-rector. *Radio director, spot time, talent, and script buyer:* Roland Israel.

**LEIGHTON & NELSON**, 243 State Street, Schenectady, N. Y. Phone: Schenectady 6-4202. *Executives:* Winslow P. Leigh-ton and George R. Nelson, partners. *Radio director:* Robert S. Cragin. *Spot time buyer:* Winifred Niles. *Talent buyers:* George R. Nelson, Winslow Leighton. *Script buyer:* Robert Cragin. *Radio clients:* Hudson Coal Co. (NBC Red); Alling Rubber Co. (spot); Albany Business College (spot); American A-1 Laundry (spot); Amos-Rice Coal Co. (spot); Automatic Voting Machine Corp. (spot); Bailey Rug Co. (spot); H. S. Barney Co. (spot); Beyer Fur Shop (spot); Breslaw Brothers (spot); Carl Co. (spot); Caruso, Rinella, Battaglia (spot); T. Arthur Cohen (spot); Col-onial Ice Cream Co. (spot); Cotrell & Leonard (spot); D'Jimas-Reliable Fur Co. (spot); Ehmler Estate (spot); Fa-mous Shoe Stores (spot); Fern Furni-ture Co. (spot); Fort Orange Chemical Co. (spot); Grosberg-Golub, Inc. (spot); P. Gould (spot); W. T. Hanson (spot); Jay Jewelry Co. (spot); Kimmey Bakeries (spot); Wm. W. Lee & Co.

(spot); McManus & Riley (spot); Myers Co. (spot); Morris Plan Bank of Schen-ectady (spot); National Accessories Stores (spot); New York State Bureau of Publicity (spot); Patton & Hall (spot); Pinkham's (spot); G. C. Rear-don (spot); Rudolph Brothers (spot); Sand Springs Corp. (spot); Saratoga Assn. for the Improvement of the Breed of Horses (spot); Schenectady Chamber of Commerce (spot); Schenectady County Coal Co. (spot); Schenectady County Coal Merchants (spot); Simmons Furniture Co. (spot); Ben V. Smith (spot); Spalt & Son, Inc. (spot); Star Furniture Co. (spot); Steiner's (spot); E. V. Stratton Corp. (spot); Sturdee Dis-tributors (spot); Union Book Co. (spot); Wallace Co. (spot); Webster Motor Sales Co. (spot); John D. Wendell, Inc. (spot); J. B. White (spot); A. L. Parsons & Son (spot); American Briquet (spot); Ash-grove Farms (spot); J. T. D. Blackburn (spot); Chief Markets (spot); DeLong Fuel Co. (spot); Fitzgerald Bros. Brew-ing Co. (spot); Guy Buick Co. (spot); Julia Lee (spot); J. Levi Co., Inc. (spot); Montgomery County Democratic Comm. (spot); A. Wayne Merriam (spot); Mur-ray Furniture (spot); W. H. Rice Motor Co. (spot); E. B. Salisbury & Sons (spot); Schenectady County Republican

# Dr. Charles M. Courboin

## Belgian-American Concert Organist

Heard Exclusively Over the  
**Mutual Broadcasting System**  
 Sundays, 12 Noon E.D.S.T.

*RCA-Victor Recording Artist, Wanamaker Guest Organist, former Organist at Court of Belgium, guest soloist with various symphonies*

●

Available for Guest Appearances, 1938-39 Season

## ADVERTISING AGENCIES—Continued

Committee (spot); Spaulding Bakeries (spot); W. M. Whitney Co. (spot); Walter S. Wood Coal Co. (spot); J. M. Wytrwal Coal (spot). *Writing and Production:* Handled by agency.

**LENNEN & MITCHELL**, 17 East 45th Street, New York, N. Y. *Phone:* Murray Hill 2-9170. *Executives:* Philip W. Lennen, president; Robert W. Orr, executive vice-president; Ray VirDen, vice-president; Arthur L. Lynn, secretary. *Radio director:* Mann Holiner. *Spot time buyer:* Blayne Butcher. *Talent and script buyers:* Mann Holiner, Blayne Butcher. *Radio clients:* John H. Woodbury (NBC Blue); Andrew Jergens Co. (NBC Blue); P. Lorillard Co. (CBS, spot); Nestle Products Co. (spot); Lehn & Fink (CBS); Tide Water Oil (Yankee spot).

**LESSING ADVERTISING COMPANY, INC.**, 910-915 Walnut Bldg., Des Moines, Ia. *Phone:* 3-6928. *Executives:* R. J. Flynn, president and treasurer; D. L. Dungan, secretary. *Radio directors and spot time buyers:* R. J. Flynn, D. L. Dungan. *Local account executive:* Gus Strauss. *Radio clients:* Earl Ferris Nursery (spot); National Aluminate (spot announcements); Younker Bros.; Sanders Motor Co.; Davidson Furniture; Ginsberg Furniture (all local).

**TED LEVY ADVERTISING AGENCY**, Temple Court Bldg., Denver, Colo. *Phone:* Ke. 0159. *Executives:* Ted Levy, owner; Herb. Kendig, production manager; V. Barger, office manager. *Radio director, talent buyer:* Ted Levy. *Spot time buyers:* Ted Levy, Herb. Kendig. *Script buyers:* Barbara Duncan, Lois Brown. *Radio clients:* Kortz-Lee Jewelry Co. (spot); New Method Cleaners & Dyers (local sponsor of George Jessel Show, Mutual; entire program handled by Redfield-Johnstone, Inc.). *Writers:* Maysel Archer, Leona Dodson, Barbara Duncan.

**JAY LEWIS ASSOCIATES**, 211 East 45th St., New York, N. Y. *Phone:* Murray Hill 2-5347. *Radio director:* Norman Brokenshire. *Spot time buyers:* Jay Lewis, Rose Sorens. *Talent buyer:* Jay Lewis. *Script buyers:* Jay Lewis, Bert Miller. *Radio clients:* Winkelman Shoe Co. (local); A. N. Smallwood, Real Estate (local); Radbill Oil Co. (spot).

**CARR LIGGETT, ADVERTISING**, 1605 NBC Bldg., Cleveland, O. *Phone:* Cherry 3434. *Executives:* Carr Liggett, president; T. H. Liggett, treasurer; Walter J. Staab, production manager; E. C. Sheeler, research director; E. C. Sheeler,

Carr Liggett, Rockwell H. Austin, account executives. *Radio director, spot time, talent and script buyer:* Rockwell H. Austin. *Radio clients:* Cleveland Bar Association (local); Hickman, Williams & Co. (local); ITS Co. (spot); Scott & Fetzer Co. (spot). *Writers:* William A. D. Millson (Hickman, Williams & Co.) *Production:* Guild Productions, Inc. (Hickman, Williams & Co.)

**LOGAN & STEBBINS**, 811 W. Seventh Street, Los Angeles, Calif. *Phone:* Trinity 8821. *Executives:* Barton A. Stebbins, president; Dudley L. Logan, vice-president; Mae McDermott, secretary, treasurer; Arthur W. Gudelman, space buyer; Henry Todd, art director. *Radio director, talent and script buyer:* Barton A. Stebbins. *Radio clients:* Signal Oil Co. (NBC Pacific Coast Red); others, including spot advertisers.

**LONG ADVERTISING SERVICE**, 19 N. 2nd Street, San Jose, Calif. *Phone:* Ballard 5600. *President:* Alvin Long. *Branch office:* Russ Bldg., San Francisco (Douglass 3168); Hassel W. Smith, manager. *Radio director, talent and script buyer:* Hassel W. Smith. *Other radio executives:* Mrs. Gertrude Murphy. *Radio clients:* Gallenkamps, Inc. (NBC Pacific Red); Peters Shoe Co. (NBC Pacific Red); Granat Bros. (spot, time signals); Hirsch & Kaye (spot announcements); Shirar-Young Co. (spot announcements); Marney Ford Co. (local).

**LORD & THOMAS**, 919 N. Michigan Avenue, Chicago, Ill. *Phone:* Superior 4800. *Executives:* Albert D. Lasker, president; Sheldon R. Coons, executive vice-president, New York; Don Francisco, executive vice-president, California; David M. Noyes, executive vice-president, Chicago; Edward Lasker, vice-president and treasurer; Mary L. Foreman, vice-president and secretary; William Sachse, vice-president and comptroller; Thomas M. Keresey, vice-president; Edgar Kobak, vice-president; Leonard M. Masius, vice-president (London); David Horwich, vice-president; H. G. Little, vice-president. *Branch offices:* 247 Park Ave., New York City; Sheldon R. Coons, executive vice-president; George F. McGarrett, program manager; John D. Hymes, spot time buyer. 601 W. 5th St., Los Angeles, Calif.; Don Francisco, executive vice-president; Thomas A. McAvity, program manager; Jack Runyon, assistant. 235 Montgomery St., San Francisco, Calif.; John Whedon, manager; Harold W. David, program manager. *Vice-president in charge of radio:*

## ADVERTISING AGENCIES—Continued

Edward Lasker. *Manager of radio service*: Holly Shively. *Program director*: Basil Loughrane. *Radio clients*: American Tobacco Co. (NBC Red, CBS, Mutual, spot); First National Bank of Chicago (NBC Blue participation program); Lady Esther, Ltd. (NBC Blue, CBS); Pepsodent Co. (NBC Red, Pacific Coast Red); Petroleum Advisers, Inc.—Cities Service (NBC Red); Quaker Oats Co. (NBC Red and Blue); Union Oil Co. (NBC Pacific Coast Red); Associated Oil (Pacific Coast spot); California Fruit Growers Exchange (spot transcriptions); Consolidated Edison Co. (local); Rainier Brewing Co. (spot); Southern Pacific Railroad (spot).

**JAMES R. LUNKE & ASSOCIATES**, 919 N. Michigan Ave., Chicago, Ill. *Phone*: Superior 4453. *Executives*: J. R. Lunke. *Radio director, talent buyer*: Gene Baker. *Spot time buyer*: F. M. Landwehr. *Radio clients*: Refrigeration and Air Conditioning Institute (Don Lee Pacific Coast, transcriptions). *Writer*: Wade Thompson. *Production*: D. E. Williamson, Gene Baker.

**LUSTIG ADVERTISING AGENCY**, 321 Euclid Ave., Cleveland, O. *Phone*: Cherry 2840. *Executives*: Leroy F. Lustig, president; Lloyd H. Rosenblum, vice-president. *Radio director and spot time buyer*: Lloyd H. Rosenblum. *Radio clients*: Rosenblum's, Inc., Goodrich Silver-town Stores, Cotton Club Ginger Ale Co.; Miller-Becker Co.; Rotbart's Jewelry Co.; Bill's Clothes; Urman-Burger Hat Mfg. Co.; Lubeck Distributing Co. (beer and ale); Alyce Paige Dress Shoppes (all spot programs and announcements, local and regional). *Writing and production*: Handled by agency.

**MACE ADVERTISING AGENCY**, 508 Lehman Bldg., Peoria, Ill. *Phone*: 7197. *Executives*: M. J. Matusak, owner. *Radio director*: R. M. Davis. *Script buyers*: R. M. Davis, L. W. Funk. *Radio clients*: Keystone Steel & Wire Co., Mantho-Kreamo, Inc., Funk Bros. Seed Co., G. C. Heberling Co. (all spot).

**HAYS MAC FARLAND & COMPANY**, 333 N. Michigan Avenue, Chicago, Ill. *Phone*: Randolph 9360. *Executives*: Hays MacFarland, president; Malcolm A. Jennings, first vice-president, art director; Allen B. Dicus, vice-president; Carroll Dean Murphy, vice-president; Andrew Coburn, vice-president; B. Ruttingh, secretary-treasurer; Willis M. Carpenter, production manager; Madge Child, space buyer. *Radio director*: Arthur W. Stowe. *Assistant radio director*: Evelyn Stark.

*Spot time buyer*: Madge Child. *Radio clients*: Stewart-Warner Corp.; Northwestern Yeast Co.; Wincharger Corp.

**MACKAY & SAVARY**, Union Bldg., Calgary, Alberta, Can. *Phone*: M 4560. *Executives*: M. H. Mackay, president; A. W. Savary, managing director; S. C. James, secretary-treasurer. *Branch offices*: Affiliated with MacLaren Advertising Company, Ltd., Toronto. *Radio director and spot time buyer*: A. W. Savary. *Talent buyer*: S. C. James. *Script buyer*: H. Jackson. *Other radio executives*: Miss Beverley Wallace. *Radio clients*: Consolidated Mining & Smelting; Canada Dry Ginger Ale; George Harris & Son; Texas Co.; Alberta Provincial Board Retail Merchants Assn. of Canada. Also various local accounts.

**MACKAY-SPaulding COMPANY, INC.**, 420 Lexington Avenue, New York, N. Y. *Phone*: Mohawk 4-1490. *Executives*: Herbert K. Stroud, president; James Mackay, vice-president; Eugene W. Spaulding, secretary. *Radio director, talent and script buyer*: William L. Rech. *Spot time buyer*: Frederick Ehli. *Radio clients*: Camel Pen Co. (spot); Candy-Cod Laboratories Corp. (spot); Pechter Baking Co., Inc. (spot). *Writers*: William L. Rech (Candy-Cod Laboratories Corp.; Pechter Baking Co., Inc.).

**MAC MANUS, JOHN AND ADAMS, INC.**, Fisher Building, Detroit. *Phone*: Trinity 2-8300. *Executives*: W. A. P. John, president; James R. Adams, executive vice-president, treasurer; John R. MacManus, vice-president, secretary; Harvey G. Luce, vice-president, art director; Leo A. Hillebrand, assistant treasurer. *West Coast representative*: Harry Elliott, Monadnock Bldg., 681 Market St., San Francisco, Calif. *Radio directors, spot time buyers, production managers*: Elmer W. Froehlich, Sue Adams. *Radio clients*: Pontiac Motor Co. (NBC Red, CBS); Cadillac Motor Co. (NBC Red); Tivoli Brewing Co. (CBS); Champion Spark Plug Co.; others, including various national and regional spot advertisers.

**MALCOLM - HOWARD ADVERTISING AGENCY**, 20 E. Jackson Blvd., Chicago, Ill. *Phone*: Webster 2110. *Executives*: Arthur M. Holland, owner; M. G. Holland. *Radio director*: John L. Sullivan. *Time and talent buyer*: Arthur M. Holland. *Radio clients*: The Newart Co. (spot); Joy Candy Shoppes (spot); Rubin's, Inc. (spot); Roller Derby (spot); Hollands Jewelry (spot); Bell Auto (spot); Nu-Enamel Co. (spot);



## ADVERTISING AGENCIES—Continued

Cascade Laundry (spot); Zion Tabernacle (spot). *Production:* Ray Friedman, Barry Becker.

**DAVID MALKIEL ADVERTISING AGENCY**, 260 Tremont Street, Boston, Mass. *Phone:* Liberty 1421-2. *Executives:* David Malkiel, owner and production manager; Harry Lawrence, art director; Martha Brest, secretary; Harry Lane, space buyer; Mildred Triger, clerk; Alfred Black, J. L. Michelson, Martin Kadis, Leon Goldstein, account executives. *Radio director:* Harry Lane. *Spot time and talent buyer:* David Malkiel. *Radio clients:* Tremont Theatre; Hi-Hat Barbecue; C. L. Richardson Co.; Hayward Wine & Liquor; Family Finance; R.K.O. Keith Memorial Theatre; R.K.O. Boston Theatre; Elcho Cigar Co.; Economy Grocery Stores; Epstein Drug; Great Northern Finance; Freilich Kabtzen, Paramount Baking (local).

**MARSCHALK & PRATT, INC.**, 535 Fifth Avenue, New York, N. Y. *Phone:* Vanderbilt 3-1525. *Executives:* Harry C. Marschalk, president and treasurer; Wilbur E. Johnson, vice-president; Samuel L. Meulendyke, vice-president; Sydney H. Giellerup, vice-president; Arthur R. Anderson, secretary; George A. Poetschke, recording secretary. *Radio director:* Curt Peterson. *Spot time buyer:* George L. Trimble. *Radio clients:* Standard Oil of New Jersey (spot); Rogers Peet Company (local); Postal Telegraph Cable Company (spot).

**CHARLES A. MASON**, David Stott Bldg., Detroit, Mich. *Phone:* Cherry 1945. *Executives:* Charles A. Mason, owner; Rockwood N. Bullard, Clyde Yarnell, Edward Cooke, account executives. *Radio clients:* E. B. Muller & Co. (spot); Beauty Counselors, Inc. (spot announcements); Auto City Brewing Co. (spot); Semet-Solvay Co. (spot announcements); Koenig Coal & Supply Co. (spot); Specialties Distributing Co. (spot); Malcolm-Barnard Co. (spot); Lafer Bros. (spot announcements); Sterling Coal (spot).

**J. M. MATHES, INC.**, 122 East 42nd Street, New York, N. Y. *Phone:* Lexington 2-7450. *Executives:* J. M. Mathes, president; William Okie, vice-president; J. Ellington, vice-president; H. L. Hodgson, vice-president and treasurer. *Radio director:* Wilfred King. *Radio clients:* Ludens, Inc. (NBC Red); New York State Bureau of Milk Publicity (spot); Malted Cereals Co. (participating spot programs); Canada Dry Ginger Ale, Inc. (spot); National Carbon Co., Inc. (spot).

**MAXON, INC.**, 2761 E. Jefferson Avenue, Detroit, Mich. *Phone:* Fitzroy 5710. *Executives:* Lou R. Maxon, chairman of the board; T. K. Quinn, president; Searle Hendee, vice-president; G. R. McKiel, secretary; W. I. O'Neil, treasurer; H. G. Selby, P. C. Beatty, space buyers. *Branch offices:* 570 Lexington Avenue, New York; M. S. Gould, manager, Heights-Rockefeller Bldg., Cleveland; W. Ray Baker, manager, 919 N. Michigan Avenue, Chicago; J. L. Sholty, manager. *Radio director:* R. C. Wilson, Jr. (New York office). *Radio clients:* H. J. Heinz (CBS); General Electric (NBC Blue); Berry Bros. (spot); Goebel Brewing (spot announcements).

**CHARLES H. MAYNE COMPANY**, Insurance Exchange Bldg., Los Angeles, Calif. *Phone:* Trinity 5579. *Executives:* Charles H. Mayne, president; N. V. Mayne, vice-president; S. N. Austin, secretary-treasurer. *Radio director:* N. V. Mayne. *Spot time buyer:* Eugene P. Ramsay. *Talent buyer:* Ed Lynn. *Script buyer:* Logan Jones. *Radio clients:* Peerless American Canneries (spot transcriptions); Lyon Van & Storage (transcriptions); Keeno Packing Co. (spot); Kern Food Products (local); Lyon Furniture Sales (transcriptions); Mutual Citrus Products Co. (spot transcriptions). *Writers:* Ed Lynn, Norma Novak.

**McCANN-ERICKSON, INC.**, 285 Madison Avenue, New York. *Phone:* Lexington 2-1700. *Executives:* H. K. McCann, president; Harrison Atwood, vice-president; L. S. Briggs, vice-president; John L. Anderson, secretary, treasurer. *Branch offices:* 910 S. Michigan Avenue, Chicago; Homer Havermale, vice-president, manager; G. B. Dunscomb, radio director; G. Victor Lowrie, spot time buyer. 2246 Penobscot Building, Detroit; D. C. Hight, vice-president, manager. 625 National City Building, Cleveland; R. M. Alderman, vice-president, manager; James Watt, spot time buyer. 114 Sansome Street, San Francisco; Henry Q. Hawes, vice-president, general manager, Pacific Coast Division; Walter A. Burke, radio director; T. G. McGuffick, W. R. Steffner, spot time buyers. 448 S. Hill Street, Los Angeles; August J. Bruhn, manager, radio director. 665 Skinner Building, Seattle; Burt Cochran, manager, radio director. 1308 Public Service Building, Portland; Vernon R. Churchill, manager, radio director. The H. K. McCann Co. has offices in Montreal, Toronto, Winnipeg, Vancouver, Paris, London and Frankfurt, Germany. *Radio director:* Donald S. Shaw. *Production:* Margaret Jessup. *Time buyer:* Francis H. Conrad. *Script*

## ADVERTISING AGENCIES—Continued

*buyer:* Stuart Ludlum. *Radio clients:* National Biscuit Co. (NBC Red, spot); Pacific Coast Borax (NBC Red, spot); Regional Advertisers (NBC Red, spot); Standard Oil of California (NBC Pacific Red); Anglo-California National Bank of San Francisco (spot); Axton-Fisher Tobacco Co. (spot); Borden Dairy Delivery Co. (spot); City Ice & Fuel (spot); Ford Motor Co. (spot); General Brewing Co. (spot); Gruen Watch (transcriptions, spot announcements, time signals); Northwestern Electric (spot); Pacific Power and Light (spot); Portland Gas & Coke (spot); Provident Loan Society of New York (spot); Standard Oil of Cuba (spot); Standard Oil of Latin America (spot); West India Oil, Puerto Rico (spot); West India Oil, South America (spot); Standard Oil of Ohio (transcriptions, spotted); California Walnut Growers Assn. (spot) Chesebrough Mfg. Co. (CBS); Newsline Company (spot); Zonite Products Corporation (spot); Richman Brothers (spot); Fisher Flouring Mills Co. (spot).

**McCord Company, Inc.**, 1225 First National-Soo Line Bldg., Minneapolis, Minn. *Phone:* Bridgeport 1225. *Executives:* R. D. McCord, president and treasurer; Louis Melamed, vice-president; M. E. Shulind, secretary. *Radio director:* Louis Melamed. *Spot time buyer:* M. E. Shulind. *Radio clients:* Theo. Hamm Brewing (CBS, participating); Domestic Products; Henry C. Garrett, Inc.; Coast-to-Coast Stores; Kindy Optical Co.; W. H. Barber Co.; United States Bedding; Vega Separator Corp. of America; A. J. Krank Co.; Chocolate Products; Minneapolis Gas Light Co.; Worch Cigar Co.; Chippewa Shoe Mfg. Co.; Consolidated Drug Trade Products, Blue Bird Division; Zinsmaster Baking Co. (all spot).

**McCormick Company**, 217 E. Seventh Avenue, Amarillo, Tex. *Phone:* 5333. *Executives:* James L. McCormick, owner-manager; John R. Forkner, director of advertising dept. *Radio director:* John R. Forkner. *Radio clients:* Borden Co.; Amarillo Gas Co.; Shamrock Oil & Gas Corp. (local).

**McJunkin Advertising Company**, 228 N. LaSalle Street, Chicago, Ill. *Phone:* State 5060. *Executives:* William D. McJunkin, president; Gordon Best, vice-president; L. B. Krick, vice-president, art director; Gordon Best, Irving M. Tuteur, S. N. Becker, vice-presidents; R. Shadinger, space buyer; Edward M. Tobias, production manager. *Radio director:* Frank R. Steel. *Radio clients:* Princess Pat, Ltd. (NBC Blue,

spot, local); H. Fendrich, cigars (spot, local); Curtiss Candy (spot); Seminole Flavor Co. (spot).

**Philip J. Meany Company**, 816 West Fifth Street, Los Angeles, Calif. *Phone:* Michigan 3601. *Executives:* Philip J. Meany, owner. *Radio director, time and talent buyer:* H. H. Wright. *Radio clients:* Pierce Bros. (local); Breakfast Club Coffee, Inc. (regional).

**Merrill Advertising Co., Inc.**, 317 Sycamore St., Cincinnati, O. *Phone:* Cherry 3006. *Executives:* Morris Levinson, president; Allen L. Jonas, vice-president and buyer; C. B. Dury, secretary. *Branch office:* 11 W. 42nd St., New York City. *Radio clients:* General Mills, Inc. (CBS, transcriptions); Nutone Chimes, Inc., Mail Pouch Tobacco Co. Albers Super Markets, A. Nash Co., Lavelle, Inc. (all spot).

**Metropolitan Advertising Company**, 92 Liberty Street, New York, N. Y. *Phone:* Rector 2-0450. *Executives:* Harry D. Adair, president, treasurer; Peter J. McKenna, vice-president; Louis C. Pedlar, vice-president. *Radio director and spot time buyer:* H. D. Adair. *Other radio executive personnel:* B. St. George, Joseph Cirone. *Radio clients:* Greenwich Savings Bank (local); Modern Industrial Bank (local); Wanamaker School (local); Man-of-War (local).

**Ray Mills Advertising Agency, Inc.**, 15 Turner Street, Auburn, Me. *Phone:* Lewiston 3417. *Executives:* Ray Mills, president and treasurer; Radcliffe Mitchell, clerk. *Radio director and spot time buyer:* Ray Mills. *Radio clients:* Nissen Baking (local, regional); Lewiston Chamber of Commerce (local); B. Peck Co. (spot); Androscogging Fish & Game Assn. (spot).

**Dan B. Miner Company**, 250 Chamber of Commerce Bldg., Los Angeles, Calif. *Phone:* Prospect 2121. *Executives:* Dan B. Miner, president; John C. Morse, vice-president; L. L. Johnston, vice-president; Isabel Moses Greer, vice-president. *Radio director:* Clyde Scott. *Radio clients:* Forest Lawn Memorial Park (spot); Western Auto Supply Co. (spot); Bureau of Power & Light (spot); Globe Grain & Milling Co. (spot). *Writers:* Edward Lynn and John Guedel. *Production:* Clyde Scott.

**Mitchell-Faust Advertising Company**, 230 N. Michigan Avenue, Chicago, Ill. *Phone:* State 6610. *Executives:* Paul E. Faust, president; Paul Holman Faust, L. H. Copeland, and C.

## ADVERTISING AGENCIES—Continued

- M. Joice, vice-presidents; Lyman L. Weld, treasurer; R. A. L. Herweg, secretary. *Director radio department:* Paul Holman Faust. *Spot time buyer:* C. J. Turner. *Talent and script buyer:* Miss D. L. Parsons. *Other radio executives:* Martha Crane, Helen Joyce. *Radio clients:* Various national and regional spot advertisers, including Dean Milk Co.; Gebhardt Chili Con Carne; Reliance Mfg. Co. (Big Yank Work Shirts, underwear); Rapinwax Paper Co.; W. F. Straub & Co. (Lake Shore Honey); Quaker Oats Co.; Consolidated Biscuit Co.; Albert Miller & Co. (potatoes); Steele-Wedeles Co. (Savoy Foods); Airy Fairy Foods, Inc.
- MONTROSE ROSENBERG COMPANY, 8** West 40th Street, New York, N. Y. *Phone:* Bryant 9-6345. *Executives:* J. Julius Rosenberg, principal. *Radio director:* J. J. Rosenberg. *Radio clients:* Natural Bloom Cigars; Stag Laundry (local).
- RAYMOND R. MORGAN COMPANY, 6362** Hollywood Blvd., Hollywood, Calif. *Phone:* Hempstead 4194. *Executives:* Raymond R. Morgan, president; Ernest Hix, vice-president; R. E. Messer, secretary-treasurer and manager. *Radio and casting director:* Cyril Armbrister. *Spot time buyer:* R. E. Messer. *Publicity director:* Frank B. Howe. *Continuity editor:* Richard Weil. *Music director:* Felix Mills. *Radio clients:* Folger Coffee Co. (CBS, Don Lee, spot); Stokely Bros. & Co. (spot); Union Pacific Railroad (spot) (time bought by The Caples Co., program produced by Raymond R. Morgan Co.). *Writers:* Catherine Turney; Vera Oldham; Richard Weil; James McCleary; Cherry Wilson; Harry Balkin; Hector Chevigny; Commander Noville; Emerson Treacy.
- MORRIS-SHENKER-ROTH, INC., 230 N.** Michigan Ave., Chicago, Ill. *Phone:* State 4050. *Executives:* Philip Morris, president; Ben W. Schenker, Sydney Roth, vice-presidents. *Radio director and talent buyer:* Harold Weiler. *Spot time buyer:* Roger Tuttle. *Script buyers:* Harold Weiler, Ralph Schoolman. *Radio clients:* Premier-Pabst Sales Co. (Pabst Beer); Allied Mills, Inc. (Kreemex Pancake Flour) (spot).
- MORSE INTERNATIONAL INC., 122 East** 42nd Street, New York, N. Y. *Phone:* Lexington 2-6727. *Executives:* Roy Head, president; C. J. Balliett, vice-president; E. P. Anderson, vice-president; J. Van MacNair, secretary-treasurer. *Radio director:* J. L. Rawlinson. *Assistant radio director:* Richard Nichols. *Radio clients:* Vick Chemical Co. (CBS, spot); M. J. Breitenbach Co. (spot).
- MOSER & COTINS, INC., 420 Lexington** Avenue, New York, N. Y. *Phone:* Mohawk 4-7187. *Executives:* T. E. Moser, president; A. S. Cotins, vice-president, treasurer. *Branch office:* 10 Hopper Street, Utica, N. Y. *Radio director:* None. *Spot time buyer:* C. Veronica Welch. *Radio clients:* G. W. Van Slyke & Horton (spot).
- MOSS-CHASE CO., 425 Franklin St., Buf-** falo, N. Y. *Phone:* Grant 8614. *Executives:* E. J. Felt, president and treasurer; J. J. Fuller, vice-president; W. A. Hamelman, secretary and assistant treasurer; M. M. Schuler, assistant secretary. *Radio director:* E. J. Felt. *Radio clients:* Buffalo Industrial Bank, Danahy Packing Co., Bettinger Associates; Dates Laundry Service (all local).
- FARAON JAY MOSS & ASSOCIATES, 306** Insurance Exchange Bldg., Los Angeles, Calif. *Phone:* TR. 5584. *Executives:* Faraon Jay Moss, president. *Radio director:* C. Church More. *Spot time buyer:* C. W. Prewett, Jr. *Radio clients:* Amer-Spa Water, Bante Oil, Cosmorayed Products, The Voice of Healing, Dr. William S. Casselberry (local); F. Arnold Young (spot).
- NATIONAL ADVERTISERS, INC. (former-** ly John L. Wierengo & Staff), Grand Rapids Trust Bldg., Grand Rapids, Mich. *Executives:* G. H. England, president; John L. Wierengo, vice-president and treasurer; M. C. Lindeman, F. C. Hannagan, vice-presidents; Lucy M. Powell, secretary. *Radio director:* G. H. England.
- NEEDHAM, LOUIS & BRORBY, INC., 360** N. Michigan Ave., Chicago, Ill. *Phone:* State 5152. *Executives:* Maurice H. Needham, president; John J. Louis, Melvin Brorby, Harry E. Phelps, vice-presidents; Otto R. Stadelman, secretary-treasurer. *Radio directors:* Cecil Underwood, Mrs. Helen Wing. *Spot time buyers:* Otto R. Stadelman, Miss Evolyn Hardinge. *Talent buyers:* John J. Louis, Melvin Brorby, Mrs. Helen Wing, Cecil Underwood. *Script buyer:* Mrs. Helen Wing. *Radio clients:* S. C. Johnson & Son, Inc. (NBC Red and Blue); S. C. Johnson & Son, Ltd. (spot); Wieboldt Stores (spot); Kraft-Phenix Cheese Corp. (spot). *Writers:* Paul Henning and Don Quinn (Fibber McGee and Molly for S. C. Johnson & Son, Inc.), John Young (Attorney-at-Law for S. C. Johnson & Son, Inc.) *Produc-*

## ADVERTISING AGENCIES—Continued

tion: Cecil Underwood (Fibber McGee and Molly).

**NEFF-ROGOW, INC.**, 30 Rockefeller Plaza, New York, N. Y. Phone: Circle 7-4231. *Executives:* Walter J. Neff, president; William Rogow, vice-president. *Radio director and talent buyer:* Walter J. Neff. *Spot time and script buyer:* William Rogow. *Continuity:* Lois Henry. *Personnel director:* Antoinette Mannina. *Radio clients:* Drezma, Inc.; F. Lowenfels & Sons; Loft, Inc.; Fischer Baking Co.; McCoy's Products, Inc.; Nu Enamel Corp., N. Y. Evening Post; D'Arrigo Bros. Co.; Physical Culture Shoe Co. (all spot). *Writer:* Stanley Whitman. *Production:* Donald Peterson.

**NEISSER-MEYERHOFF, INC.**, 400 North Michigan Avenue, Chicago, Ill. Phone: Delaware 7860. *Executives:* A. E. Meyerhoff, president; R. J. Kornhauser, vice-president; W. R. Neisser, secretary-treasurer; L. F. Schenkenberg, production manager; Frank B. Avery, space buyer. *Branch offices:* 530 West 6th Street, Los Angeles; 759 N. Milwaukee Street, Milwaukee. *Radio director, talent and script buyer:* Nelson A. Shawn. *Radio clients:* William Wrigley, Jr., Co., chewing gum (CBS); others, including various national and regional spot advertisers.

**NEWELL-EMMETT COMPANY, INC.**, 40 East 34th Street, New York, N. Y. Phone: Ashland 4-4900. *Executives:* C. D. Newell, president; C. S. Walsh, Lucius D. Mahon, William Reydel, J. P. Cunningham, G. S. Fowler, F. H. Don-shea, vice-presidents; Richard L. Strob-ridge, secretary; Fred H. Walsh, treasurer. *Radio executives:* William Reydel, Donald Langan, Newman McEvoy. *Radio clients:* Liggett & Myers Tobacco Co. (CBS).

**NORTHWEST RADIO ADVERTISING COMPANY, INC.**, 802 American Bank Bldg., Seattle, Wash. Phone: MA 9282. *Executives:* Edwin A. Kraft, president, general manager, W. L. Paul, assistant manager, secretary. Jean Spence, continuity; Dean Sherman, account executive; Elinor Kinkaid, statistics. *Radio director:* Edwin A. Kraft. *Radio clients:* Gardner Nursery Co. (spot campaigns, announcements); Compagnie Parisienne, Inc. (spot, spot announcements); Skrud-land Studios (spot); Pine Tree Prod-ucts (spot). *Production:* Miriam War-ner N. Dubiqk, Luray Tatro.

**EARL C. NOYES ADVERTISING AGENCY**, Rutland, Vt. Phone: 56.

*Executives:* Earl C. Noyes, owner; C. E. Emmke, treasurer. *Radio director:* Al Taylor. *Other radio executives:* George Tousignant. *Radio clients:* Beacon Lab-oratories; End-O-Corn; Seyon Products; Downey-Turnquist Co.; Dr. Davidson's Associates; Bunker Mfg. Co. (all spot).

**OHIO ADVERTISING AGENCY**, 1740 East 12th Street, Cleveland, O. Phone: Prospect 7177. *Executives:* Samuel L. Abrams, president; Clay Herrick, Jr. vice-president; Saul E. Roth, secretary-treasurer. *Radio director:* Clay Herrick, Jr. *Radio clients:* Weinberger Drug Co. (spot announcements); M & N Cigar Co. (spot announcements); H. Blonder Co. (spot); Wilcox College (spot); American Vineyards Corp. (spot an-nouncements); Stadler Products Co. (spot); Lyon Tailoring Co. (spot).

**P. F. O'KEEFE ADVERTISING AGENCY, INC.**, 45 Bromfield Street, Boston, Mass. Phone: Liberty 1700. *Executives:* A. J. O'Keefe, president; A. F. Wholley, clerk; W. C. Sampson, treasurer. *Radio direc-tor:* W. C. Sampson.

**PACIFIC ADVERTISING STAFF**, 414 Thirteenth Street, Oakland, Calif. Phone: TE 2885. *Executives:* Eric F. Dandy, manager; Helen Augsburg, account executive. *Radio director:* Robert L. Gibbs.

**PACIFIC MARKET BUILDERS**, 1016 Pershing Square Bldg., Los Angeles, Calif. Phone: Trinity 4937. *Executives:* Fred G. Swartz, president; Lee Wood-ruff, executive vice-president; Hume Seymour, vice-president; H. M. Dun-ham, secretary; A. J. Cornelson, treas-urer; Arnold Swan, art director. *Radio director, talent buyer:* Lee Cooley. *Spot time buyer:* F. G. Swartz. *Script buyers:* Hume Seymour, Lee Cooley. *Radio clients:* Sunset Oil Co. (California Radio System); Calas Laboratories (California Radio System); Sylmar Packing Corp. (CBS Pacific Coast). *Writing and pro-duction:* True Boardman, John Murray, Hume Seymour, Leonard Cony, Lee Cooley (Sunset Oil); True Boardman, John Murray (Sylmar Packing Corp.).

**PARIS & PEART**, 370 Lexington Avenue, New York, N. Y. Phone: Caledonia 5-9840. *Executives:* A. G. Peart and J. H. Rehm, partners. *Branch offices:* 428 New Center Bldg., Chicago. *Radio di-rector and spot time buyer:* E. J. Cogan. *Radio clients:* Seminole Paper Corp. (spot); Benson & Hedges (spot).

**AMOS PARRISH & CO., INC.**, 500 Fifth Ave., New York, N. Y. Phone: Pennsyl-

## ADVERTISING AGENCIES—Continued

- vania 6-6190. *Radio director:* H. Beck Jorden.
- B. J. PAULSON ASSOCIATES**, 623 N. 2nd St., Milwaukee, Wis. *Phone:* Marquette 6877. *Executives:* B. J. Paulson, owner, A. J. Gerlach, account executive; E. J. Schikel, account executive; Pete Keck, account executive and art director; Roy A. Franke, production manager. *Radio director, spot time buyer:* B. J. Paulson. *Talent buyers:* B. J. Paulson and other account executives. *Script buyers:* B. J. Paulson, E. J. Schickel, Pete Keck. *Radio clients:* Random Ice & Coal Co. (transcriptions); United Coal & Dock Co., Kellogg Seed Co., George Webb Food Co., Trapp's Golden Rule Dairy (all spot).
- PECK ADVERTISING AGENCY**, 444 Madison Avenue, New York, N. Y. *Phone:* Plaza 3-0900. *Executives:* Harry Peck, chairman of the board; A. H. Messing, president; Harry Krawitz, secretary - treasurer; Walter Schwartz, executive vice-president, production. *Radio director, talent, time and script buyer:* Arthur Sinsheimer. *Foreign spot time buyer:* Alvin Moss. *Other executive radio personnel:* Phillip Schendler; Martin Lieberman. *Radio clients:* Beverwyck Breweries (regional spot); Manhattan Soap (national transcriptions and announcements); I. J. Fox (regional); Wise Shoes; Olde Tyme Distillers; Fairfax Tobacco Co.; Hammondspout Wineries; Glyco Thymoline (all spot announcements).
- PEDLAR & RYAN, INC.**, 250 Park Avenue, New York, N. Y. *Phone:* Eldorado 5-7700. *Executives:* Thomas L. L. Ryan, president; Laurence L. Shenfield, vice-president; Frank J. Doherty, vice-president; Arthur Cobb, Jr., treasurer. *Radio director and script buyer:* Gregory Williamson. *Spot time buyer:* W. E. Steers. *Talent buyer:* John Wiggin. *Other radio executives:* John Archer Carter. *Radio clients:* Procter & Gamble, for Camay, Chipso, Calay and Dash (NBC Red and Blue, CBS, spot); Borden's Mel-O-Rol (local); Bristol-Myers for Vitalis (NBC Red). *Writers:* Elaine Sterne Carrington, Irna Phillips, Allen Prescott (Procter & Gamble); Finis Farr, Robert J. Mann (Bristol-Myers). *Production:* John Wiggin.
- EDWIN M. PHILLIPS & COMPANY**, 420 Lexington Avenue, New York, N. Y. *Phone:* Mohawk 4-5590. *Radio director:* Edwin M. Phillips. *Radio clients:* State Laundries; Producers Distributing Agency; Decorative Cabinet Corp. (all spot).
- HAROLD W. PICKERING, ADVERTISING**, 310 Templeton Bldg., Salt Lake City, Utah. *Phone:* Wasatch 2658. *Executives:* Harold W. Pickering, owner; L. H. Malzahn, secretary. *Radio clients:* Saltair Beach Co. (spot); Utah State Fair (spot); Bennett Glass & Paint Co. (spot); Boyd Park, Inc. (spot).
- PITLUK ADVERTISING CO.**, 2200 Alamo National Bldg., San Antonio, Tex. *Phone:* G-7268. *Executives:* J. N. Pitluk, president; C. R. Cusick, vice-president; N. D. Schwerke, general manager; G. J. Wild, art director; L. Merriion, account executive, space buyer; H. M. London, F. G. Allen, account executives. *Radio directors and script buyers:* Ben Lee, Fred G. Allen. *Spot time buyer:* H. M. London. *Talent buyer:* J. N. Pitluk. *Radio clients:* Beyer-Rolnick, Inc. (regional, Texas Quality Network); San Antonio Brewing Assn., Handy-Andy Community Stores, Inc., Karotkin Furniture Co., Shaw Jewelry Co., Gunter Hotel, Citizens Industrial Bank, Wolff & Marx Co., Seven-Up, Richard Gill Co., H. & H. Coffee Co., Yale Shoe Store, Fehr Baking Co., Porter Loring, Gebhardt Chili Powder Co., South Texas Appliance Corp., Shepherd Laundry (all spot). *Production:* Handled by agency.
- POTTS-TURNBULL COMPANY**, Carbide & Carbon Bldg., Kansas City, Mo. *Phone:* Victor 9400. *Executives:* W. J. Krebs, president; D. E. Dexter, vice-president and production manager; A. B. Russell, vice-president; C. R. Lawson, vice-president; G. F. McGill, secretary; E. T. Chester, treasurer; Ewing Rankin, art director; N. P. Rowe, W. B. Stone, I. J. Lauderdale, account executives; B. G. Wasser, space buyer. *Radio director:* G. F. McGill. *Radio clients:* Coleman Lamp & Stove Co.; Derby Oil Co.; Binkley Coal Co.; Dempster Mill Mfg. Co.; Goetz Sales Co.; Gooch Milling & Elevator Co.; H. P. Lau Co.; Neuer Bros.; Refinoil Mfg. Corp.; Standard Briquette Co.; Sovereign Service.
- PRESBA, FELLERS & PRESBA**, 360 N. Michigan Avenue, Chicago Ill. *Phone:* Central 7683. *Executives:* Bert S. Presba, president and treasurer; E. A. Fellers, vice-president; Will B. Presba, secretary. *Radio director and spot time buyer:* E. A. Fellers. *Radio clients:* United Factories; Flex-O-Glass Mfg. Co; Mantle Lamp Co.; Olson Rug Co.; Household Magazine; Earl May Seed Co.; De Forest's Training; Service Life Insurance Co.; Albert Mills; Micaseal Co. (all spot).

## ADVERTISING AGENCIES—Continued

- RADIO ADVERTISERS, LTD.**, 707 Kent Bldg., Toronto, Ont., Canada. *Phone:* Elgin 5709. *Executives:* M. I. Plaxton, president; E. Ward, secretary; R. Fison, program director; A. Trotter, musical director. *Radio directors and script buyers:* M. I. Plaxton, R. Fison. *Spot time buyer:* Mr. Livingstone. *Talent buyer:* M. I. Plaxton. *Radio clients:* Ontario Department of Highways, Camp Coffee, Tea Cup Orange Pekoe Tea, Palcoseel Cleaner, Innoxa Beauty Products, D. W. McIntosh Exclusive Ladies' Establishment, Clifton Bath Salts, Frigipaks (cellophane food wrappers), Krispy Co., Ontario Celery Growers Assn., Old York Cereal (all spot). *Writers:* R. Fison, M. I. Plaxton, Miss Pixley.
- RADIO-RUNDFUNK CORP.**, 207-11 East 84th St., New York, N. Y. *Phone:* Rhineland 4-9609. *Executives:* Herbert F. Oettgen, president; William C. Foerster, secretary and treasurer. *Radio director:* H. F. Oettgen. *Spot time buyer:* William C. Foerster. *Talent and script buyers:* H. F. Oettgen, William C. Foerster. *Radio clients:* Bolle & Detzel, Inc.; Express Exchange, Travel Bureau; Hamburg-Bremen S.S. Agency Travel Bureau; Frederics, Opticians; Jack & Co. Tailor; Public Travel Service; Erwin Studio, Photographer (all local); B. Muecke, Optician; Vongries, Delicatessen; Haenlein & Esch (all local spot announcements). (All programs in German.)
- L. W. RAMSEY COMPANY**, Union Bank Bldg., Davenport, Ia. *Phone:* Davenport 3-1889. *Executives:* L. W. Ramsey, president; F. L. Eason, vice-president; E. G. Naeckel, secretary. *Branch office:* 230 N. Michigan Ave., Chicago. *Radio director:* E. G. Naeckel. *Spot time buyers:* E. G. Naeckel, L. W. Ramsey. *Radio clients:* F. W. Fitch (NBC Red); local and spot accounts.
- WILLIAM H. RANKIN CO.**, 9 Rockefeller Plaza, New York, N. Y. *Phone:* Circle 6-3550. *Radio director, talent buyer:* Robert H. Rankin. *Spot time buyer:* Charles W. Rankin. *Script buyer:* Katherine DeWitt. *Radio clients:* Clairrol, Inc. (California Radio System); Dufay Color, Inc. (spot announcements).
- RAWSON-MORRILL, INC.**, Commercial Exchange Bldg., Atlanta, Ga. *Phone:* WA 3594. *Executives:* Charles A. Rawson, president and treasurer; M. P. Morrill, vice-president; H. L. Morrill, Jr., vice-president and secretary; Embert Lusink, vice-president and art director. *Radio director:* H. L. Morrill, Jr. *Spot time buyer:* Frank Bell. *Other radio executive:* Polly Vaughan. *Radio clients:* Seiberling Tire; Southern Gold Medal Flour; Atlanta Baking; Willingham Tift Lumber; Atlantic Beer; Mentho Mulson; Ernest G. Beaudry, Ford Dealer; Atlanta Ice Dealers; Briarcliff Properties; Wheaties (all spot).
- CHARLES DALLAS REACH CO.**, 58 Park Place, Newark, N. J. *Phone:* Market 3-5100. *Executives:* Charles Dallas Reach, president; Howard E. Sands, vice-president; E. M. Reach, treasurer; Edward C. Stover, Jr., director of marketing. *Radio director:* Charles Dallas Reach. *Spot time buyer:* Richard N. Gulick. *Radio clients:* Admiracion Laboratories, Inc. (Mutual); Doyle Packing Co.; Vogeler's Mayonnaise; Camir Corporation; Cut Rite Wax Paper (all spot).
- REDFIELD-JOHNSTONE, INC.**, 247 Park Ave., New York, N. Y. *Phone:* Plaza 3-6120. *Executives:* E. F. Johnstone, president; B. L. Rottenberg, J. J. McNevin, vice-presidents; L. L. Redfield, chairman of the board. *Radio director, spot time and talent buyer:* Norman S. Livingston. *Script buyers:* Donald O'Brien, Ralph DuBrowin. *Radio clients:* Jessel Cooperative Program (Mutual); Garfield Tea Co., Blackstone Products Co., Grace Donohue, Inc., Standard Drug Co., Oklahoma Power & Light Corp., Crawford Laundries, Standard Furniture (all spot).
- EDWIN I. REESER** (successor to Cooperative Advertising Agency), 127 W. Third Street, Tulsa, Okla. *Phone:* 36156. *Executive:* Edwin Reeser, owner and director of all radio activities. *Radio clients:* Barnsdall Refining Corp. (CBS, spot). *Writing and production:* Handled by agency.
- KNOX REEVES ADVERTISING, INC.**, 307 Fourth Avenue, S, Minneapolis, Minn. *Phone:* Bridgeport 4291. *Executives:* Wayne Hunt, president, treasurer; John H. Sarles, Helen Brown, vice-presidents; K. P. Torgerson, secretary. *Radio director:* No single person; under immediate direction of officers. *Spot time buyer:* K. P. Torgerson. *Other radio executives:* B. N. Robinson, Jr., Lloyd Griffin, James T. Kelley. *Radio clients:* General Mills for Wheaties, Softasilk, Bisquick, Gold Medal Kitchen-Tested Flour (CBS, spot); Socony-Vacuum Oil Co. (spot); B. F. Goodrich Co. (spot); Kelly Liquor Co. (spot).
- EMIL REINHARDT**, 324 Thirteenth Street, Oakland, Calif. *Phone:* Templebar 2408. *Owner:* Emil Reinhardt. *Radio director:*

## ADVERTISING AGENCIES—Continued

- Lafayette Mathews. *Spot time buyer*: Mildred McMahon. *Other radio executives*: David Lane. *Radio clients*: Standard Beverage, Ltd. (spot); Parisian Baking Co. (spot); Kilpatrick's Bakery (spot); Golden Gate Macaroni Co. (Don Lee; Mutual).
- PHILIP RITTER CO., INC.**, 511 Fifth Ave., New York, N. Y. *Phone*: Murray Hill 2-3393. *Radio director*: Philip Ritter, Jr.
- ROCHE, WILLIAMS & CUNNYNGHAM, INC.**, 310 S. Michigan Avenue, Chicago, Ill. *Phone*: Harrison 8490. *Executives*: John P. Roche, president; Lloyd Maxwell, first vice-president; Guy C. Pierce, executive vice-president; Stewart Weston, James M. Cleary, vice-presidents; Miner F. Williamson, assistant treasurer, secretary; Daniel J. Kelly, treasurer; William A. Savin, George S. Lyman, art directors; R. H. Stracke, production manager; Ben F. Abeling, Frank Hake-will, space buyers; J. V. Gilmour, J. H. Kelly, F. E. Duggan, account executives. *Branch offices*: 1500 Chestnut Street, Philadelphia; Guy C. Pierce, executive vice-president; Edith Ellsworth, space buyer. 507 Mariner Tower, Milwaukee; H. C. Mulberger, manager. *Radio time buyer*: N. J. Cavanagh. *Radio clients*: Sun Oil Co. (NBC Blue); Cudahy Packing Co.—Old Dutch Cleanser (CBS); others, including various national and regional spot advertisers.
- ROGERS, GANO & GIBBONS, INC.**, National Bank of Tulsa Bldg., Tulsa, Okla. *Executives*: R. C. Gano, president; J. Burr Gibbons, vice-president; J. C. Bachrodt, secretary. *Branch office*: Chicago; J. C. Bachrodt, manager. *Radio director, talent and continuity buyer*: J. Burr Gibbons. *Radio clients*: S.O.S. Hair Tonic; Rose Hill Mausoleum; Atlas Life Insurance Co.; Banfield Bros. Packing Co. (all local).
- ROHRABAUGH & GIBSON ADVERTISING AGENCY**, Lincoln-Liberty Bldg., Philadelphia, Pa. *Phone*: Rittenhouse 0557. *Executives*: C. M. Rohrbaugh, J. C. Gibson, partners; E. F. Adams, art director. *Radio client*: Wheatena Corp. (CBS).
- RONALDS ADVERTISING AGENCY, LTD.**, 701 Keefer Bldg., Montreal, Que., Canada. *Phone*: Plateau 4803. *Executives*: Russell C. Ronalds, president; E. M. Putnam, vice-president; G. Walter Brown, director. *Branch office*: New Wellington Bldg., Toronto, Ont.; R. J. Avery, manager and spot time buyer. *Radio director*: E. M. Putnam. *Spot time and talent buyers*: E. M. Putnam, G. Walter Brown. *Radio clients*: Henry K. Wampole Co., Ltd. (spot); Bristol-Myers Co. (Bristol-Myers Shaving Cream, Ipana Toothpaste, Milkweed Cream, Mum, Sal Hepatica) (spot). *Production*: All-Canada Radio Facilities and Radio Programme Producers, Montreal.
- ROSE-MARTIN, INC.**, 21 West 46th Street, New York, N. Y. *Phone*: Bryant 9-4621. *Executives*: Irl W. Rose, president; Alvin H. Kaplan, vice-president; John B. Martin, secretary-treasurer. *Radio director and spot time, talent and script buyer*: Alvin H. Kaplan. *Associate radio directors*: Mollie Pomerlian, Sidney Bruck. *Radio clients*: S. Gumpert Co., Inc. (spot); Richle Associates, Inc. (spot); Lewis Training Schools (spot); Palm Beach Biltmore Hotel (spot); Whitehall Hotel, Palm Beach (spot); Miami Biltmore (spot); Half Moon Hotel, Coney Island (spot).
- ROSS-GOULD COMPANY**, Tenth and Olive Streets, St. Louis, Mo. *Phone*: Central 1646. *Executives*: Herbert O. Ross, president; Walter K. Eckles, vice-president and treasurer; Harry Meyer, vice-president; Herbert M. Ross, treasurer. *Radio director*: None. *Radio clients*: Absorene Mfg. Co. (spot announcements).
- RUTHRAUFF & RYAN, INC.**, 405 Lexington Ave., New York, N. Y. *Phone*: Murray Hill 6-6400. *Executives*: F. B. Ryan, president; W. B. Ruthrauff, vice-president and treasurer; C. J. McCarthy, P. E. Watson, E. J. Grady, R. F. Sullivan, W. P. Littell, J. R. Busk, F. B. Ryan, Jr., E. W. Garbisch, C. Lawton Campbell, E. B. Ruffner, vice-presidents; R. Van Buren, secretary, assistant treasurer. *Branch offices*: Chicago, Ill.; P. E. Watson, W. P. Littell, vice-presidents; R. M. Metzger, radio director; A. K. Buckholz and A. E. Trask, production; J. C. Hetherington, facilities; Catherine Haynie, scripts; Ward Webb, sales. Detroit, Mich.; Ellis Travers, manager. St. Louis, Mo.; O. A. Zahner, manager. Hollywood, Calif.; W. E. Betts, manager; E. B. Ruffner, Pacific Coast radio director; G. Bennett Larson, Nathan Tufts and Clark Andrews, production; Edward Ettinger, script editor. San Francisco, Calif.; C. Perrine, manager. Lakeland, Fla.; Marvin Walker, manager. Seattle, Wash.; Frederick Duerr, manager. *Radio director*: C. Lawton Campbell. *Assistant radio director*: S. Heagan Bayles. *Director radio publicity*: John Gordon. *Supervisor daytime programs*: Charles Christoph. *Supervisor*



## ADVERTISING AGENCIES—Continued

- Pacific Coast programs in New York:* Merritt W. Barnum. *Spot time buyers:* Elizabeth Black, Charles Ayres. *Production:* George Nobbs, Herschel Williams, F. Bourne Ruthrauff, John Loveton. *Director commercial writing:* Ruth Borden. *Commercial writers:* Regina Morgan, Vivian Washburn, Avery Giles, Don Wallace. *Radio clients:* Chrysler Corp. (CBS); Lever Brothers for Rinso (CBS); Lever Brothers for Spry (CBS, spot); R. B. Davis for Cocomalt (CBS); La Fendrich Cigars (NBC Red); Florida Citrus Commission (CBS); Blue Coal (Mutual); Ironized Yeast (Inter-City, Mutual); Campbell Cereal Co. (spot); Dodge Motors (spot); Holland Furnace Co. (spot); Lewis-Howe Co. for Nature's Remedy (spot); Oshkosh Overalls (spot); Penn Tobacco Co. (spot).
- ROBERT ST. CLAIR CO., INC.**, 30 Rockefeller Plaza, New York, N. Y. *Phone:* Circle 7-5052. *Executives:* Robert S. Conahay, Jr., president and treasurer; Arthur R. Griswold, Hubert F. Johnson, Arnott Jones, vice-presidents; H. A. MacQueen, secretary. *Branch office:* Second National Bank Bldg., Wilkes-Barre, Pa. *Radio director and spot time buyer:* Hubert F. Johnson.
- SHECK ADVERTISING AGENCY**, 9 Clinton St., Newark, N. J. *Phone:* Market 2-0480. *Executives:* Julius Scheck, Morris Scheck. *Radio clients:* Philadelphia Dairy Products (spot); American Institute of Food Products (participation spot campaign).
- WILLIAM N. SCHEER ADVERTISING AGENCY**, 24 Branford Place, Newark, N. J. *Phone:* Market 3-4171. *Radio director:* Robert J. Walsh. *Script buyer:* Robert Becker.
- SCHWIMMER & SCOTT**, 75 East Wacker Drive, Chicago, Ill. *Phone:* Dearborn 1816. *Executives:* Walter Schwimmer and R. J. Scott, partners. *Radio directors and talent buyers:* Cecil Widdifield, Norman Heyne. *Spot time buyer:* John Davies. *Radio clients:* Lee & Perrins, Look Magazine, Gruen Watches (spot announcements); Fox Deluxe Beer, Salerno-Megower Biscuit Co., Chrysler Motors, Thom McAn Shoes, Silex Coffee Maker (spot).
- SCOTT-TELANDER**, 411 E. Mason St., Milwaukee, Wis. *Phone:* Daly 1080. *Executives:* N. L. Telander, partner; Harry H. Scott, partner. *Radio director:* Harry H. Scott. (Agency belongs to Continental Agency Network, with members in Chicago, Los Angeles, Milwaukee, New York, Philadelphia, Pittsburgh, Providence, Rochester, San Francisco, Seattle, St. Louis.) *Radio clients:* Wadhams Oil Co., Milwaukee Div., Socony-Vacuum (All-Wisconsin network, spot); Milwaukee-Western Fuel Co. (spot); First Wisconsin National Bank (spot). *Writers:* Marvin Lemkuhl, Earl Swanson.
- RUSSELL M. SEEDS CO.**, 919 N. Michigan Ave., Chicago, Ill. *Phone:* Delaware 1046. *Executives:* Freeman Keyes, president; Paul Richey, vice-president; Jack Harding, secretary and treasurer. *Branch offices:* 1584 Crossroads of the World, Hollywood, Calif.; Tom Wallace, manager. 600 Fountain Square Bldg., Cincinnati, O.; John Lair, manager. Lemcke Bldg., Indianapolis, Ind.; Jack Harding, manager. *Spot time buyer:* H. J. Rollinson. *Radio clients:* General Mills, Inc. (CBS); Allis-Chalmers Mfg. Co. (Mutual); W. A. Sheaffer Pen Co. (Mutual, spot); Pinex Co. (WLW Line, spot); Keystone Steel & Wire Co. (spot). *Writers:* Arthur Stowe, Edward Lynn, Forrest Barnes (General Mills). *Production:* Tom Wallace (General Mills).
- FRANKLIN P. SHUMWAY CO.**, 453 Washington St., Boston, Mass. *Phone:* Liberty 1559. *Executives:* Franklin P. Shumway, president and treasurer; Ray Miller, secretary; Carl E. Shumway and Arthur H. Merritt, assistant treasurers. *Radio director, spot time, talent and script buyer:* Arthur H. Merritt. *Radio clients:* Boston Molasses Co. (spot). *Writer:* Gretchen McMullen.
- SIMMONDS & SIMMONDS, INC.**, 201 N. Wells St., Chicago, Ill. *Phone:* Central 1166. *Executives:* Phil W. Tobias, president; F. M. Simmonds, Jr., vice-president; C. O. Brewer, secretary-treasurer. *Radio time buyer:* C. O. Brewer.
- SIMONS-MICHELSON COMPANY**, 1207 Washington Boulevard Bldg., Detroit, Mich. *Phone:* CH 3000. *Executives:* Leonard Simons, president; Lawrence J. Michelson, vice-president, treasurer; Leon Wayburn, general manager; Arthur Copeland, art director; Seymour Kyte, space buyer. *Branch offices:* RCA Bldg., New York, N. Y.; Murray Hirsch, manager. *Radio director, spot time, talent and script buyer:* Ivan Frankel. *Other radio executives:* Glenn Kyker. *Radio clients:* Detroit Racing Assn. (Michigan Network, spot); Universal Camera Corp.; Benrus Watch Co.; Detroit White Lead Works; Schmidt Brewing (all spot). *Production:* Handled by agency.



## ADVERTISING AGENCIES—Continued

**STACK-GOBLE ADVERTISING AGENCY,** 8 S. Michigan Avenue, Chicago, Ill. *Phone:* Randolph 0160. *Executives:* E. R. Goble, president, treasurer; H. L. Hulsebus, vice-president; E. A. Goble, secretary; F. M. Reed, space buyer; Jules C. Gerding, art director; J. M. Willem, sales and market research; M. E. Greenmyer, traffic department. *Branch offices:* 400 Madison Avenue, New York; Richard A. Porter, vice-president, general manager, radio director. 1397 Jefferson Street, E., Detroit; Cliff Knoble, vice-president. *Radio director:* Wynthrop Orr. *Radio clients:* Cummer Products-Molle Shaving Cream (NBC Red and Pacific Coast Red); Packer Tar Soap, Inc. (NBC Red); Swift & Co.—Sunbrite Cleanser (CBS); Grove Laboratories, Inc. (NBC Blue); E. Griffith Hughes, Inc.; Monroe Chemical Co.; various national and regional spot advertisers.

**STEELE ADVERTISING AGENCY, INC.,** 714-15 Merchants & Manufacturers Bldg., Houston, Texas. *Phone:* Preston 9997. *Executives:* H. Wirt Steele, president; Clarence W. Payne, vice-president; E. N. Steele, secretary-treasurer; Miss M. F. Hill, production department; McKinley Rhodes, radio technical department. *Radio directors:* H. Wirt Steele, Clarence W. Payne, McKinley Rhodes. *Spot time buyer:* H. Wirt Steele. *Script buyer:* Clarence W. Payne. *Radio clients:* Duncan Coffee Co. (regional, spot announcements); Cloverdale Creameries (local). *Writers:* Clarence W. Payne, Kenneth A. Millican, Eva Mayo Hamil, Ada Elliott. *Production:* Wood Radio Productions.

**STERLING ADVERTISING AGENCY, 70** West 40th Street, New York, N. Y. *Phone:* Longacre 5-4614. *Executives:* Saul M. Brown, chairman of the board; Joseph S. Edelman, president; William Forray, secretary; Herbert Goldsmith, treasurer. *Radio director, spot time, talent and script buyer:* Leon A. Friedman. *Assistant:* Nathan Berlin. *Radio clients:* Julius Grossman Shoes (local).

**LOU STERLING & ASSOCIATES, 12024** Addison Street, North Hollywood, Calif. *Phone:* North Hollywood 2877. *Executives:* Lou Sterling, Lou Sterling, Jr. *Radio director, spot time, talent and script buyer:* Lou Sterling. *Radio clients:* O. M. Tablet Co. (NBC Pacific Red, spot); St. George Winery (spot); Rome Chemical Co. (spot); Sal-Ro-Cin (spot). *Writing and production:* Handled by agency.

**FRED D. STEVENS ADVERTISING AGENCY, 14** Devereux Street, Utica,

N. Y. *Phone:* 4-9339. *Executives:* Fred D. Stevens, W. D. Stevens. *Radio director:* None. *Talent and script buyer:* Fred D. Stevens. *Radio clients:* Wicks & Greenman (spot).

**STEVENSON & SCOTT, LTD., 1620** University Tower Bldg., Montreal, Que., Can. *Phone:* HA. 4131. *Executives:* F. F. Scott, president; H. E. Smith, vice-president; Miss M. T. Young, secretary; S. D. Denman; J. N. Cartier. *Radio director and spot time buyer:* H. E. Smith. *Radio clients:* Dawes Brewery (spot); Dow Brewery, L. P. Lazare & Co., Langley's, Ltd. (spot). *Writers:* Robert Choquette. *Production:* Associated Broadcasting Co., Ltd.

**STEWART, HANFORD & FROHMAN, INC., 11** James Street, Rochester, N. Y. *Phone:* Stone 1453. *Executives:* A. T. Stewart, president; R. M. Cole, vice-president; S. H. Hanford, treasurer; L. A. Casler, secretary. *Branch office:* 509 Fifth Avenue, New York; O. G. Carpenter in charge. *Radio director:* Elmer M. Kern. *Radio clients:* Southern Oil Co. of New York, Inc. (local); Paine Drug Co. (local).

**STOCKTON, WEST, BURKHART, INC.,** 905 First National Bank Bldg., Cincinnati, O. *Phone:* CH. 3517. *Executives:* William K. Burkhardt, president and treasurer; Eric W. Stockton, vice-president; Ronald S. West, secretary. *Radio director, talent and script buyer:* Ronald S. West. *Spot time buyers:* Ronald S. West, John Burgoyne. *Radio clients:* Estate Stove Co. (spot); Drackett Co. for Windex (spot, spot announcements). *Production:* Cliff Reckow (Windex).

**STODEL ADVERTISING CO., 1205** Haas Bldg., Los Angeles, Calif. *Phone:* Trinity 8577. *Executives:* E. C. Stodel, president; B. W. Nieman, production manager; M. E. Barnum, copy editor. *Radio director, spot time buyer:* E. C. Stodel. *Script buyers:* Marion Barnum, Milton Stark. *Radio clients:* Guaranty Union Life Insurance (local and national, network participation programs); Globe Investment Co. (regional, spot); Mitchell Finance Corp. (news, time signals, participation program); Warner Bros. Theatres (regional, spot); Brooks Clothing Co. (local announcements); Hollywood School of Modern Piano (local, spot transcriptions). *Writers:* Edward C. Stodel (director of all programs), Marion E. Barnum (all programs), Milton Stark (Globe Investment Co., Mitchell Finance Corp.), Bernard Desenberg (Guaranty

## ADVERTISING AGENCIES—Continued

Union Life Insurance, Globe Investment Co., Mitchell Finance Corp.).

**STONE - STEVENS - HOWCOTT - HALSEY, INC.**, 1332 Whitney Bldg., New Orleans, La. Phone: RA 0479. *Executives*: Roger T. Stone, president; Lawrence H. Stevens, vice-president; Margot Burvant, secretary; Coryell McKinney, treasurer. *Radio director*: No special person listed. *Radio clients*: Zetz 7-Up Bottling Co., J. H. Bonck Co., Union Brewing Corp., Louisiana Sausage Mfgs. (announcements).

**STRANG & PROSSER**, Smith Tower, Seattle, Wash. Phone: Eliot 1322. *Executives*: William T. Prosser, manager; F. C. Doig, ass't manager; Wade Thompson, radio manager; R. H. Burke, manager general production dept.; Mrs. Kay Freeman, assistant production manager; K. S. Wilson, secretary; George Hager, manager art dept. *Radio director*: Wade Thompson. *Radio clients*: Puget Sound Power & Light Co. (regional); Schwabacker Bros. (local); Northern Pacific Railroad (spot announcements); Seattle Milk Shippers Assn. (local); Consolidated Dairy Products Co. (regional); Domestic Utilities, Inc. (regional).

**SWAFFORD & KOEHL, INC.**, 341 Madison Ave., New York, N. Y. Phone: Murray Hill 2-9550. *Executives*: Charles K. Swafford, president and secretary; Albert E. Koehl, Arthur D. Osborne, F. G. Mettee, vice-presidents; F. G. Bowen, treasurer. *Radio director, spot time and talent buyer*: Ben Banks.

**SWEENEY & JAMES CO.**, 1501 Euclid Ave., Cleveland, O. Phone: Main 7142. *Executives*: John F. Sweeney and Frank G. James, partners. *Radio director*: Frank G. James. *Spot time buyer*: W. B. Watterson. *Radio clients*: Firestone Tire & Rubber Co. (NBC Red).

**THOMPSON ADVERTISING AGENCY**, 324-26 W. Federal Street, Youngstown, O. Phone: 66159. *Executives*: Ray M. Thompson, president; Albert L. Parella, art director; Sara M. Spinks, space buyer. *Radio director, talent and script buyer*: Ray M. Thompson. *Radio clients*: Sterling Oil Division of Quaker State Refining Corp. (spot); Liberty Baking Corp. (spot).

**J. WALTER THOMPSON**, 420 Lexington Avenue, New York, N. Y. Phone: Mohawk 4-7700. *Executives*: Stanley Resor, president; Lloyd W. Baillie, R. Lynn Baker, Milton J. Blair, William L. Day, Henry C. Flower, Howard Henderson, Walter R. Hine, Kennett W. Hinks, Gil-

bert Kinney, Marvin S. Knight, Willard F. Lochridge, Samuel W. Meek, Jr., William G. Palmer, William Resor, S. Hunter Richey, Rae H. Smith, Henry T. Stanton, Henry M. Stevens, M. V. Wieland, James D. Woolf, James W. Young, A. Thayer Jaccaci, Elwood Whitney, William C. McKeenan, Jr., Clement H. Watson, John U. Reber, vice-presidents; Howard Kohl, secretary; Earle Clark, treasurer, assistant secretary; A. V. Pollock, assistant treasurer. *Branch offices*: 410 N. Michigan Avenue, Chicago; Henry T. Stanton, vice-president, western manager. Shell Building, San Francisco; Arthur C. Farlow, vice-president, Pacific Coast manager. Edison Building, Los Angeles; T. Russell Paulson, manager. 1221 Locust St., St. Louis; Fred Fidler, manager. 2021 Exchange Building, Seattle; Norton W. Mogge, manager. *Radio director*: John U. Reber. *Time buyer*: Linnea Nelson. *Talent buyer*: Thomas D. Luckenbill. *Radio clients*: Lever Bros. Co.—Lux and Lux Toilet Soap—(CBS); Scott Paper Co. (spot); Kraft-Phenix Cheese Corp. (NBC Red); Lamont Corliss & Co.—Pond's cream and face powder (NBC Blue); Standard Brands—Tender Leaf Tea (NBC Red). Fleischmann Yeast for Bread (NBC Blue), Fleischmann Yeast for Health (Yankee), Royal Gelatin (NBC Red), Chase & Sanborn Coffee (NBC Red); Emerson Drug Co. (NBC Blue); Zenith Radio Corp. (CBS); Johns-Manville (spot); others, including various national and regional spot advertisers.

**THORNLEY & JONES, INC.**, 70 Pine St., New York, N. Y. Phone: Whitehall 4-8900. *Executives*: John Price Jones, chairman of the board, treasurer; George H. Thornley, president; Harold J. Seymour, executive vice-president; Glenn I. Tucker, vice-president; Clare E. Nelson, vice-president; Bayard F. Pope, Jr., secretary. *Branch office*: 134 S. LaSalle St., Chicago, Ill.; Charles J. Keller, manager. *Radio director*: Glenn I. Tucker. *Spot time and talent buyer*: Marie Meighan. *Script buyer*: Paul Jones.

**NORMAN W. TOLLE AND ASSOCIATES**, 631 Third Avenue, San Diego, Calif. Phone: Franklin 6606. *Executives*: Norman W. Tolle, owner and manager; Muriel M. Tolle, production director. "Branch offices" in 16 other cities through affiliation with National Advertising Agency. *Radio director and spot time buyer*: Norman W. Tolle. *Radio clients*: Hage's, Ltd. (spot announcements); Honold's, S. A., Exclusive Imports (spot); San Diego Ice & Cold Stor-

## ADVERTISING AGENCIES—Continued

- age Co. (spot announcements). *Writing and production:* Norman W. Tolle (or by free lance).
- TOMASCHKE-ELLIOTT, INC.,** 1624 Franklin Street, Oakland, Calif. *Phone:* Glencourt 4941. *Executives:* Frederick L. Tomaschke, president; Wallace F. Elliott, vice-president; William M. Maxfield, secretary. *Radio director and spot time buyer:* Wallace F. Elliott. *Account executives:* Earl V. Weller, Bruce W. Elliott. *Radio clients:* Cardinet Candy Co. (NBC Pacific Red, Mountain Red, North and South Mountain affiliates; spot); Pacific Guano Co. (NBC Pacific Red); Gordon-Allen, Ltd. (spot announcements). *Writers:* J. A. McDonald ("Garden Guide," Pacific Guano Co.); Hal Burdick ("Night Editor," Cardinet Candy Company). *Production:* Transcriptions handled by agency.
- TRACY-LOCKE-DAWSON, INC.,** 22 East 40th Street, New York, N. Y. *Phone:* Ashland 4-1690. 1307 Pacific Ave., Dallas, Texas. *Phone:* 7-8655. *Executives:* Shelley Tracy, president; Raymond P. Locke, vice-president; Joe M. Dawson, vice-president; V. M. Wallace, vice-president; H. H. Robins, secretary-treasurer. *Radio directors:* Raymond P. Locke, J. J. Jefferies. *Assistant time buyers:* Monty Mann (Dallas); H. E. Hendrick (New York). *Talent buyer:* Jimmie Jefferies. *Script buyer:* Raymond P. Locke. *Radio clients:* Dr. Pepper Co. (Dixie Network); Imperial Sugar Co. (Texas Quality Network); Dr. Pepper Bottlers; Peters Shoe Co.; The Borden Co. (Southwest Division); Mrs. Baird's Bread Co.; Stansard-Tilton Milling Co.; Postex Cotton Mills (all spot). *Writers:* Raymond P. Locke, Jimmie Jefferies, Glenn Addington, Eddie Dunn, James A. McPhail, Grace Spaulding.
- ROLAND G. E. ULLMAN ORGANIZATION,** 1520 Locust St., Philadelphia, Pa. *Phones:* Pennypacker 4251-22; Race 6565. *Executives:* Roland G. E. Ullman, president; F. W. Hankins, Renshaw Borie, vice-presidents; Mrs. A. A. Schenck, treasurer; Miss N. M. Collins, secretary. *Radio director:* Miss N. M. Collins.
- VAN SANT, DUGDALE & CO., INC.,** Court Square Bldg., Baltimore, Md. *Phone:* Plaza 5280. *Executives:* Wilbur Van Sant, president; H. K. Dugdale, executive vice-president; J. P. Daiger, R. E. Daiger, vice-presidents. *Spot time buyer:* H. H. Sharman. *Radio clients:* Manhattan Laundry Co. (spot announcements); Sherwood Brothers, Inc. (for Betholine) (transcriptions), (for Oil Burners) (spot announcements); Public Bank of Maryland (spot); McCormick & Co., Inc. (Banquet Tea) (spot, station breaks); Equitable Trust Co. (spot announcements); H. B. Davis Co. (transcriptions).
- VANDEBIE & RUBENS, INC.,** 540 N. Michigan Avenue, Chicago, Ill. *Phone:* Superior 8436. *Executives:* H. S. Vandebie, president and treasurer. Walter L. Rubens, vice-president and secretary. *Radio director:* Both principals handle radio. *Radio clients:* Iodent Chemical Company, toothpaste and toothpowder (spot); Florsheim Shoe Co. (women's shoe division) (spot); Hamlin's Wizard Oil Co. (spot). *Production:* Handled by agency.
- VICKERS & BENSON, LTD.,** Keefer Bldg., Montreal, Can. *Phone:* PL 5051. *Executives:* R. H. Vickers, president; D. F. Benson, vice-president; C. M. Mutch, R. R. Delong, R. C. Gaisford, directors. *Branch office:* 217 Bay St., Toronto; D. F. Benson, vice-president; C. M. Mutch, manager; Bruce W. Young, radio director and spot time buyer. *Radio director:* H. George Gonthier. *Radio clients:* Canada Starch (regional, spot, transcriptions); National Optical (regional); Frontenac Breweries (regional); La Cooperative Federec de Quebec, Richelieu Cheese (regional); Thos. J. Lipton, Ltd. (regional); Imperial Optical (transcriptions); Blue Coal (regional); Dodd's Medicine Co. (spot); Leduc Drug Stores (local). *Writers:* Frank M. Harris, Jean Robitaille, Gerard Delage, Charles Marshall.
- WADE ADVERTISING AGENCY,** 208 W. Washington Street, Chicago, Ill. *Phone:* State 7372. *Executives:* Albert G. Wade, president; E. N. Nelson, space buyer; George A. Warne, art director and production manager. *Radio director:* W. A. Wade. *Radio clients:* Miles Laboratories for Alka-Seltzer (NBC Red and Blue).
- LOUIS E. WADE, INC.,** 312 Utility Bldg., Fort Wayne, Ind. *Phone:* Eastbrook 1438. *Executives:* Louis E. Wade, president; George B. Buist, secretary-treasurer. *Spot time buyer:* M. E. Cook. *Radio clients:* Allied Mills (spot).
- HUGO WAGENSEIL & ASSOCIATES,** 1st and Ludlow Bldg., Dayton, O. *Phone:* HE-1151. *Owner:* Hugo Wagenseil. *Branch offices:* None, but associated with National Advertising Network. *Radio director and spot time buyer:* Ralph Kircher. *Radio clients:* Gasteria, Inc. (spot); Dayton Bread Co.; Charles

## ADVERTISING AGENCIES—Continued

Sucher Packing Co.; Cincinnati R. R. & Bus Co.; Bonded Oil Co.

**WATSON & CO.**, Lewis Tower, Philadelphia, Pa. Phone: KIN. 1357. *Executives:* William D. Watson, Jr., president; William D. Watson, vice-president; H. D. Watson, treasurer. *Radio director, spot time, talent and script buyer:* T. Walker Cleeland. *Radio clients:* Moneys Wine (spot).

**LUTHER WEAVER & ASSOCIATES**, 200 Globe Bldg., St. Paul, Minn. Phone: Cedar 3777. *Executives:* Luther Weaver, chief executive; Florian J. Schleck, account executive; E. J. Megroth, musical director. *Radio director:* Luther Weaver. *Script and talent buyer:* Elizabeth Watkins. *Radio clients:* St. Paul Corrugating Co.; F. C. Hayer Co.; Consumers Milk Co.; Royal Laundry; Empire National Bank; Minnesota State Optometric Association; Minnesota Federal Savings & Loan Assn.; Miller Cafeteria; Northern Pacific Railway (all spot).

**ARMAND S. WEILL COMPANY**, 170 Franklin Street, Buffalo, N. Y. Phone: Washington 6250. *Executives:* Armand S. Weill, president; Harold C. Desbecker, vice-president and treasurer; Robert K. Weill, assistant secretary. *Radio director and spot time buyer:* Robert K. Weill. *Continuity director and buyer:* Don N. Tranter.

**L. D. WERTHEIMER COMPANY, ADVERTISING, INC.**, 230 Park Avenue, New York, N. Y. Phone: Murray Hill 9-6860. *Executives:* Erwin DeW. Schmerler, president; Mark Mitchell, vice-president and space buyer; Arthur Sachtleben, vice-president; John H. Small, secretary-treasurer. *Branch office:* 230 North Michigan Avenue, Chicago; George Enzinger, vice-president in charge. *Radio director and time buyer:* Mark Mitchell. *Radio clients:* Thomas Cook & Son-Wagon-Lits, Inc. (CBS); Intourist, Inc. (spot).

**WESSEL COMPANY**, 458 East 30th Street, Chicago, Ill. Phone: Victory 1300. *Executives:* E. Wessel, president; S. L. Wessel, executive vice-president and treasurer; T. T. Weldon, vice-president; A. Flesham, secretary. *Branch offices:* James E. Sauter, New York representative, 247 Park Ave. 746 Sansome St., San Francisco, Calif. *Radio director:* T. T. Weldon. *Talent buyer:* W. B. Levin. *Copy chief:* L. B. Sherman. *Production:* R. U. Moore. *Contact:* W. L. Chesman, Harold Weislow, Dave Woolf, Kenneth White. *Radio clients:* Group of 71 National Banks (NBC Blue).

**WESTCO ADVERTISING AGENCY**, 625 Market Street, San Francisco, Calif. Phone: Sutter 6744. *Executives:* E. E. Sylvestre, president; R. W. Stafford, assistant secretary-treasurer; J. C. Cummings, production manager and space buyer. *Radio director, talent and script buyer:* E. E. Sylvestre. *Radio clients:* General Mills-Sperry Flour (NBC Pacific Coast Red).

**WESTON-BARNETT, INC.**, Arts & Crafts Bldg., Waterloo, Ia. Phone: 766. *Executives:* Wells H. Barnett, president and treasurer; A. C. Barnett, vice-president; Phillips Taylor, secretary. *Branch office:* 520 N. Michigan Avenue, Chicago; A. C. Barnett, in charge; Martha Swartz, radio director. *Radio director:* Phillips Taylor. *Radio clients:* American Bird Products; Walker Remedy Co.; Iowa Soap (spot); Dexter Co. (spot); Mapledale Hatchery.

**WARD WHELOCK CO.** (formerly F. Wallis Armstrong Co.), Lincoln Liberty Bldg., Philadelphia, Pa. Phone: Rittenhouse 7501. *Branch office:* Equitable Bldg., Vine St. and Hollywood Blvd., Hollywood, Calif. *Radio executives:* Diana Bourbon, Fred G. Ibbett, Ken Niles. *Radio clients:* Campbell Soup Co. (CBS, NBC Red). *Writers:* Willis Cooper, Addison Simmons. *Production:* Fred G. Ibbett, Diana Bourbon, Ken Niles.

**JOHN L. WIERENGO & STAFF.** See National Advertisers, Inc.

**MAC WILKINS & COLE, INC.**, 544 Mead Bldg., Portland, Ore. Phone: BR-6401. *Executives:* Mac Wilkins, president; George Weber, vice-president; Showalter Lynch, vice-president; A. E. Cole, vice-president and treasurer; G. E. Connor, secretary. *Branch office:* 914 Republic Bldg., Seattle, Wash. *Talent and script buyer (Portland):* Showalter Lynch; (Seattle): Billy Sandiford. *Radio clients:* Fahey-Brockman (spot); Community Credit, Inc. (spot); Montag (spot); Portland Federal Savings & Loan Assn. (spot); Franz Butternut Bread (spot); W. W. Shipley Co., Dodge-Plymouth Distributors (spot); Triangle Milling Co. (spot).

**HOWARD E. WILLIAMS, ADVERTISING**, 485 California Street, San Francisco, Calif. Phone: Douglas 2990. *Executives:* Howard E. Williams, owner; Joseph Sill, Jr., associate; Charles Henry Carter, art director. *Radio director:* Howard E. Williams. *Radio clients:* Boericke & Runyon Co. (The Eopa Co.); Crystalac

## ADVERTISING AGENCIES—Continued

Laboratories & Mfg. Co. (Crystalac Auto Polish) (both spot).

**ED WOLFF & ASSOCIATES**, 428 Taylor Bldg., Rochester, N. Y. *Phone*: Stone 191. *Executives*: Ed Wolff, proprietor; Lawrence Sterling, technical chief; John Larmer, service director; Henrietta S. Feeser, production manager. *Radio director*: Ed Wolff. *Spot time buyer*: Henrietta S. Feeser. *Talent buyers*: Ed Wolff, John Larmer. *Script buyers*: Ed Wolff, John Larmer, Henrietta S. Feeser. *Radio clients*: First Federal Savings & Loan Assn. (spot); Germanow-Simon Co. (spot); Rochester Brewing Co. (spot).

**WOOD, BROWN & WOOD, INC.**, 209 Washington St., Boston, Mass. *Phone*: Hancock 1530. *Radio director and talent buyer*: Arthur F. Sisson. *Spot time buyer*: Martha L. Ayers. *Radio clients*: Bay State Steamship Co., Burbrec Nurseries, C. E. Osgood Co., C. M. Kimball Co. (all spot).

**WOOLLEY & HUNTER, INC.**, 306 Steel Bldg., Denver, Colo. *Phone*: Keystone 8194-8195. *Executives*: Cloyd F. Woolley, president; E. M. Hunter, vice-president; Mark L. Mulligan, secretary and treasurer. *Radio director, talent and script buyer*: E. M. Hunter. *Spot time buyer*: Mark L. Mulligan. *Radio clients*: Campbell-Sell Baking Co.; Charles E. Wells Music Co.; McMurtry Manufacturing Co.; Kuner-Empson Co. (all local); Moffat Coal Co. (spot announcements). *Writers*: E. M. Hunter (Campbell-Sell, Charles E. Wells, Kuner-Empson); Cloyd F. Woolley (McMurtry, Moffat Coal).

**FRANK WRIGHT & ASSOCIATES**, Rialto Bldg., San Francisco, Calif. *Phone*: Douglas 8487. *Executives*: Frank Parke Wright, general manager; Katharine Chan, secretary, auditor, space buyer. *Radio director*: Frank Parke Wright. *Radio clients*: Schwartz Ginger Ale (regional spot); Lem-Lur Bottling Co. (regional spot); Hale Bros. Department Stores (regional); Dial Shops, Inc. (regional); Danark Food Products (regional spot); Jenkel-Davidson Optical Co. (local); International Correspondence Schools (national transcriptions); Carl L. Scott, Willys Dealer (regional); Frank Dietz, Ford Dealer (regional); Hambough Realty Co. (regional); James F. McCoy Co. (regional); Log Cabin Mineral Water (regional); Pioneer Beverages, Ltd. (regional); Jesse Moore Hunt Whiskey (spot); Ray Vitor Co. of America (spot).

**YOUNG & RUBICAM, INC.**, 285 Madison Avenue, New York, N. Y. *Phone*: Ashland 4-8400. *Executives*: Raymond Rubicam, chairman; Chester J. LaRoche, president; J. H. Geise, treasurer; Clarence E. Eldridge, vice-president and plans board chairman; A. V. B. Geoghegan, vice-president and director of media and general production; Sigurd S. Larmon, Arthur Andrews, Donald Payne, executive vice-presidents; Edward Barnes, John E. Grimm, Jr., vice-presidents; Samuel Cherr, vice-president and merchandising director; Charles L. Whittier, vice-president and copy director; Vaughn Flannery, vice-president and art director; George Gallup, vice-president and director of research; John F. Reeder, vice-president and manager of Detroit office; Donald D. Stauffer, vice-president and radio director. *Branch offices*: 7430 Second Blvd., Detroit, John F. Reeder, manager. 333 N. Michigan Ave., Chicago; D. G. Schneider, manager. 6253 Hollywood Blvd., Hollywood, Calif.; Thomas F. Harrington, manager and radio director. Young & Rubicam, Ltd., Montreal and Toronto (separate company). *Vice-president and director of radio department*: Donald D. Stauffer. *Manager of radio department*: Pat Weaver. *Assistant manager of radio department*: F. W. Wile, Jr. *Station relations*: Carlos Franco. *Manager, commercial copy*: Joseph A. Moran. *Talent (New York)*: Carlos Franco, Therese Lewis. *Talent (Hollywood)*: J. R. Stauffer. *Radio publicity*: Wm. J. Thomas, Jr. *Radio production*: Harry Ackerman, Murray Bolen, C. W. Flesher, Tom Lewis, Everard Meade, Jack Van Nostrand, Carroll O'Meara, Hubbell Robinson, William Rousseau, Adrian Samish, G. E. Taylor; Harry von Zell, R. L. Welch. *Radio clients*: General Foods Corporation; Jell-O (NBC-Red), Minute Tapioca, La France, Satina (CBS), Postum (CBS), Grape-Nuts (NBC-Red), Sanka (CBS); Bristol-Myers (NBC-Red, spot); Gulf Corporation (CBS, spot); The Borden Company (NBC Red); Gordon Baking Company (Mutual); G. Krueger Brewing Company (Yankee Network, spot); R. H. Macy (local); Langendorf United Bakeries (Don Lee); Packard Motor Car Company (NBC-Red); International Silver Co. (CBS); Walker-Gordon, Inc. (spot).

**YOUNT COMPANY**, 12 East Tenth Street, Erie, Pa. *Phone*: 22-816. *Owner*, M. A. Yount. *Radio director and spot time buyer*: M. A. Yount. *Radio clients*: Baldwin Laboratories, Inc. (spot); Erie Brewing Co. (spot).

# 1937 ★ 1938

*Gillette Community Sing*

*Major Bowes Amateur Hour ★ Chrysler*

*Aunt Jenny's Real Life Stories ★ Spry*

*Benny Goodman's Swing School ★ Camel*

*Morning News ★ Baume Bengué*

*Columbia Pictures ★ Short Subjects*

*Big Town ★ Rinso*

*Dan Seymour ★ Salesman*



# TALENT

## 3,525 PROFESSIONAL RECORDS

Talent not on the air between June 1, 1937, and May 1, 1938, is omitted from these records. For data in many of these instances, see Volume I, pages 877-1097.

There are 3,525 individual items in this compilation. They contain professional data on the writers, producers, actors, musicians, announcers, and directors of 420 individual radio stations, plus data on all network commercial performers (June 1, 1937 to May 1, 1938). Omissions in professional records from individual stations occurred where (1) the station's talent was non-pro (sporadically employed, or amateur); or (2) where station and/or talent repeatedly disregarded requests for information.

Symbols are to be interpreted as follows: (R) radio record; (GA) radio guest appearances; (LS) local station record; (F) film record; (L) legitimate stage record; (V) vaudeville or personal appearance record; (s) starred; (f) featured; M.C., master of ceremonies.

The symbols (s) and (f) show a special distinction of much importance in the show (stage-screen) business. The difference between being starred and featured is as follows: when the name of the performer is above the title of a play or film, the performer is starred; when the name appears beneath the title, the performer is featured. For example:

Scarlett O'Hara in "Gone with the Wind" (starred); "Gone with the Wind" with Scarlett O'Hara (featured); Scarlett O'Hara in "Gone with the Wind" with Rhett Butler (Scarlett O'Hara starred, Butler featured).

## A

**AARONSON, IRVING.** Musical director, WHN, New York. (R) Also Lucky Strike program, NBC, 1931. (F) M-G-M shorts. (L) Puzzles (Elsie Janis), 1925-26; Paris (Irene Bordoni), 1928-29 (f). (V) Hale & Paterson, 1916-17; Bessie Clayton, 1922-23; Irving Aaronson & His Commanders, 1925-35; night club and hotel appearances since 1926.

**ABBOTT, LAWRENCE.** Musical writer. (R) Metropolitan Opera, 1934-35 (Listerline, NBC Red and Blue; sustaining, 1937-

38); other sustaining shows including NBC Symphony Orchestra, 1937-38 (NBC Red and Blue); Music Appreciation Hour, 1936-38 (NBC Red and Blue). (Assistant to Walter Damrosch.)

**ABBOTT, MINABELLE.** Dramatic actress. (R) Role of Mary Sothern in Life of Mary Sothern, since Oct., 1935 (since Oct. 4, 1937 sponsored by Lehn & Fink for Hind's Honey & Almond Cream, CBS; previous to that date, broadcast over WLW, Cincinnati, and Mutual).



## ERIK ROLF

Announcer for BOAKE CARTER  
General Foods—CBS



Announcer for GANGBUSTERS  
Palmolive—CBS March, 1937, to March, 1938



Appearing as Dr. Simons—GIRL INTERNE  
Calox—CBS



Guest Appearances for Rudy Vallee—NBC



## PROFESSIONAL RECORDS—Continued

- ABDOU, ISABEL.** Actress, KTSM, El Paso.
- ABELL, MARY.** Pianist, narrator, WOPI, Bristol.
- ACE, GOODMAN.** Comedian, writer. (R) Easy Aces, 1935-38 (American Home Products for Anacin, NBC Blue). (F) RKO shorts.
- ACE, JANE.** Comedienne. (R) Easy Aces, 1935-38 (American Home Products for Anacin, NBC Blue). (F) RKO shorts.
- ACKLEY, J. HOWARD.** Announcer, WOWO-WGL, Fort Wayne.
- ACREE, CHUCK.** Special events announcer, writer, WLS, Chicago. (R) Also WJBC, Bloomington, Ill. (V) Jasper & Jeremiah.
- ADAMS, EDITH.** Actress. (R) Girl Alone, 1936-38 (Kellogg Co., NBC Red); Ma Perkins, 1936-37 (Procter & Gamble, CBS); Today's Children, 1936-37 (Pillsbury Flour Co., NBC Red); Betty & Bob, 1937 (General Mills, CBS); Grand Hotel, 1937 (Campana Sales Corp., NBC Blue); Betty Crocker, 1937 (General Mills, CBS).
- ADAMS, GUILA.** Actress. (R) Arnold Grimm's Daughter (General Mills, Inc., CBS).
- ADAMS, KENNETH.** Musician, KANS, Wichita. (R) Also KFH, Wichita; KFBI, Abilene. (V) 1936.
- ADAMS, RUSSELL L.** Musician, WAAB-WNAC, Boston.
- ADAMS, WARDE.** Announcer, M.C., musician, WRVA, Richmond.
- ADAMS, WILLIAM.** General and sports announcer, KGW-KEX, Portland.
- ADAMS, WILLIAM P.** Announcer, actor. (R) Cavalcade of America, 1935-38 (E. I. du Pont de Nemours, CBS); March of Time, 1936-38 (Time, Inc., Servel, NBC Blue and CBS); Heinz Magazine of the Air, 1936-38 (H. J. Heinz Co., CBS); General Electric Hour of Charm, 1936-38 (General Electric Co., NBC Red). (L) Sothern & Marlowe; Arthur Hopkins; Shubert.
- ADEMY, JOHN.** Announcer, WCAO, Baltimore.
- ADLER, LUTHER.** (R) Scene from Golden Boy on Royal Gelatin Hour for Rudy Vallee, Dec. 16, 1937 (Standard Brands for Royal Gelatin, NBC Red). (F) 20th Century-Fox (f). (L) Katherine Cor-
- nell, Lee Shubert, Max Gordon, Al Lewis, Sam Harris and Provincetown productions; currently with Group Theatre; Golden Boy, 1938 (f).
- ADRIAN, LOUIS.** Conductor. (R) Zenith Radio Foundation (Zenith Radio Corp., CBS).
- AFFLICK, MARY.** Producer, writer. (R) We Are Four, 1937 (Libby, McNeil & Libby, Mutual). (LS) WGN, Chicago.
- AITKEN, KENNETH.** Announcer, KYOS, Merced. (R) Also KWJJ and KXL, Portland.
- ALBERT, DON.** Musical director, WHN, New York. (F) Scored and maestroed M-G-M features, 1927-30. (V).
- ALBERTI, OLIVER P.** Actor, musician, KMPC, Beverly Hills. (F) Fox, United Artists. (L) Stock, 1918. (V) 1925-32. Conductor, Salt Lake Symphony, 1928.
- ALDERMAN, JAMES S.** Announcer, news writer, commentator, WFAA, Dallas. (R) Also WLW, Cincinnati. (F) Shorts.
- ALDERMAN, JOHN R.** Announcer, KABC, San Antonio. (R) Also WBBC, New York; KRGV, Weslaco; others.
- ALDERMAN, VIRGINIA A.** Bridge talks, instructions, WDAE, Tampa.
- ALEXANDER, A. L.** Commentator. (R) A. L. Alexander's Good Will Court, 1936-37 (Standard Brands for Chase & Sanborn Coffee, NBC Red). A. L. Alexander's True Stories, 1937-38 (Macfadden Publications for True Story Magazine, NBC Red). (GA) Royal Gelatin Program, 1937 (Standard Brands for Royal Gelatin, NBC Red); Shell Show with Joe Cook, 1937 (Shell Union Oil Corp., NBC Red); Radio Guide Court of Honor, 1937 (Radio Guide Magazine, NBC Blue). (F) Educational Pictures, 20th Century-Fox and Paramount shorts, as writer and narrator. (Also author, magazine articles).
- ALEXANDER, ALTON.** Author, director. (R) Shell Chateau, 1935 (Shell Oil Co., NBC Red); Pompeian Promenade, 1935 (Pompeian Co., CBS); Musical Reveries, 1935-36 (Corn Products, CBS); General Electric Hour of Charm, 1937 (General Electric Co., NBC Red); others.
- ALEXANDER, BEN.** Master of ceremonies. (R) Signal Carnival (Signal Oil Co., NBC Red); Talent Parade, 1937 (Kellogg, NBC Red). (F) FN., Universal (f). (L) Penrod (s).
- ALEXANDER, DURELLE.** Singer. (R) RCA

**Jack Benny**

And

**Mary Livingstone**

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**The JELL-O Program**  
**NBC—Coast-to-Coast**

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Agency:  
**YOUNG & RUBICAM**

Personal Representative:  
**ARTHUR LYONS**

## PROFESSIONAL RECORDS—Continued

- Magic Key, 1935 (RCA, NBC Blue); Kraft Music Hall, 1935-36 (Kraft-Phenix Cheese Corp., NBC Red); others. (V) Hollywood Junior Follies.
- ALEXANDER, HELEN.** Singer. (R) Capitol Family Hour, since 1934 (1934-36, NBC Blue; 1936-38, CBS). (V) Theatre appearances.
- ALEXANDER, JIMMY.** Tenor, WHIO, Dayton. (V) Theatre appearances, alone and with stage bands.
- ALEXANDER, KIRK.** Script writer. (R) Tommy Dorsey's Orch. (Brown & Williamson Tobacco Co., NBC Blue).
- ALEY, ALBERT.** Actor. (R) Death Valley Days (Pacific Coast Borax Co., NBC Blue); News of Youth (Ward Baking Co., CBS); Heinz Magazine of the Air (H. J. Heinz Co., CBS); Flying Red Horse Tavern (Socony-Vacuum Co., CBS); Five Star Revue (Corn Products Refining Co., CBS); Inspector White of Scotland Yard (Gumpert's Butterscotch. Mutual). (LS) WEAf, New York. (F) Shorts.
- ALFORD, DALE.** Sports commentator, actor, KARK, Little Rock. (R) Also Southwest Conference football games over Arkansas network. (L) Little Theatre productions, 3 years.
- ALLAHOUGH, JOE.** Program director, WJJD, Chicago. (R) Also CKCL, Toronto. (V) Harry & Joe; The Howdy Boys.
- ALLAN, EDDIE.** Harmonica player. (R) Pinex Merry-makers, 1936-38 (Pinex Co., WLW Line). (F) Shorts. (V) Various circuits; picture house personal appearance. Currently staff musician, WLS, Chicago.
- ALLEE, ADDIE L.** Singer, WFAA, Dallas.
- ALLEN, BARBARA JO.** Actress. (R) One Man's Family, since 1933 (successively sponsored by Wesson Oil & Snowdrift, Penn Tobacco, Royal Gelatin; Standard Brands for Tender Leaf Tea, 1935-38); Signal Carnival, 1935-38 (Signal Oil Co., NBC Red); Death Valley Days, 1935-37 (Pacific Coast Borax Co., NBC Blue); Sperry Special, 1935-37 (Sperry Flour Co., NBC Red); Woman's Magazine of the Air, 1936 (Acme Beer Co., NBC Red); Hawthorne House, 1936 (Wesson Oil, NBC Red); others. (L) Stock, 1930-34; productions by Belasco, Los Angeles Theatre Guild and others (f). (V) Circuit engagement, 1930.
- ALLEN, CHARME.** Actress. (R) Pretty Kitty Kelly (Continental Baking Co. for Wonder Bread, Hostess Cakes, CBS.)
- ALLEN, CLIFF.** Announcer, poetry reader, WWVA, Wheeling.
- ALLEN, EDWARD, JR.** Announcer, M.C. (R) Backstage Wife (R. L. Watkins for Dr. Lyon's Toothpowder, NBC Red.) Also Mutual Network shows and programs on WGN, Chicago. (F) Shorts (commercials).
- ALLEN, EDWARD H.** Organist, WCHV, Charlottesville. (R) Also Yankee Network. (V) Theatre appearances; guest organist in theatres in England.
- ALLEN, FRED.** Comedian, M.C. (R) Linit Revue, 1932 (Corn Products Co., CBS); Salad Bowl Revue, 1933 (Hellmann's Mayonnaise, NBC Red); Town Hall Tonight, 1934-38 (Bristol-Myers Co., NBC Red). (GA) Hollywood Mardi Gras, Oct. 26, 1937 (Packard Motor Car Co., NBC Red); Hollywood Hotel, March 4, 1938 (Campbell Soup Co., CBS); Jell-O Program starring Jack Benny, March 27, 1938 (General Foods Corp., NBC Red). (F) 20th Century-Fox (f); shorts. (L) Passing Show, 1922; Vogues; Greenwich Follies; Polly; First Little Show; Three's a Crowd; others. (V) Many years; personal appearances.
- ALLEN, GRACIE.** See Burns & Allen.
- ALLEN, HARRY J.** Organist, CHML, Hamilton. (V) Theatre appearances.
- ALLEN, IDA BAILEY.** Home economist, writer, women's programs. (R) Mrs. Allen and the National Radio Homemakers Club, 1929-30 (various sponsors, CBS); Ida Bailey Allen, Sanitary Cleaning, 1930 (Air Way Electric Appliance Corp., CBS); Majestic Home Program, 1930 (General Household Utilities Co., CBS); Five Minute Meals, 1931 (George A. Hormel Co., CBS); Round the World Cooking School, 1932 (Best Foods, Inc., CBS); Nucoa Budgeteers, 1935 (Best Foods, Inc., NBC Red); others. (LS) Homemakers of the Air (WHN, New York). (F) Shorts (Universal). (V) Theatre and auditorium appearances. (Author of 23 books on foods, cooking, and home economics.)
- ALLEN, JAMES E.** Musical director, pianist, organist, WTJS, Jackson. (L) Stock, 1930 (f). (V) Night club appearances, with own band.
- ALLEN, MELVIN.** Announcer. (R) Liberty News Flashes, 1937 (Liberty Magazine, WABC, New York City); Fordham play-by-play football games,

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**NEW YORK**

## PROFESSIONAL RECORDS—Continued

- 1937 (Kellogg Co., WINS, New York City); Pick & Pat, 1937-38 (U.S. Tobacco, CBS); News Through a Woman's Eyes, 1937-38 (Pontiac Motor Co., CBS). (Also active in sports and special events announcing, CBS).
- ALLEN, MARVIN.** Musician and singer, WMT, Cedar Rapids. (V) Theatre appearances.
- ALLEN, SPENCER M.** Announcer, writer, actor, WTMV, East St. Louis.
- ALLEN, STUART.** Singer. (R) Your Hit Parade, July to Sept., 1937 (Lucky Strike Cigarettes, NBC Blue, CBS); Your Unseen Friend, since Aug., 1937 (Personal Finance Co., CBS); Holland House Coffee, Feb. to July, 1937 (Mutual); Hobby Lobby, since Sept., 1937 (Hudson Motor Car Co., CBS); Eddy Duchin and Orchestra, since Sept., 1937 (Elizabeth Arden, NBC Blue); Melody Mysteries, since Nov. 2, 1937 (Lucky Strike Cigarettes, Mutual). (GA) Hammerstein Music Hall, Magic Key of RCA, R. H. Macy's Morning Matinee. (F) Paramount shorts. (V) Theatre appearances with Richard Himber.
- ALLEN, WADE HY.** Musician, WMBC Detroit. (V) Otto Grey and His Oklahoma Cowboys.
- ALLENBY, PEGGY.** Actress (leads, character, comedy, dialect). (R) Easy Aces, 1935-38 (American Home Products for Anacin, NBC Blue); David Harum, 1936-38 (B. T. Babbitt for Bab-O, NBC Red); On Broadway, 1937-38 (General Foods for Diamond Crystal Salt, NBC Blue); Aunt Jenny's Real Life Stories, 1938 (Lever Bros. for Spry, CBS); transcriptions, WOR, New York City. (L) 1930-31 (f).
- ALLEY, BEN.** Tenor, WCAU, Philadelphia. (F) Shorts. (L) Padlocks, 1929; New Moon, 1930 (f). (V) Theatre appearances.
- ALLISON, JACK.** Singer, WMCA, New York. (R) Also WEA, New York. (V) Rudy Vallee Swing Kids.
- ALLISON, LYNN.** Musician, WMT, Cedar Rapids.
- ALMOND, BECKY.** Pianist, KSL, Salt Lake City.
- ALTER, BENNE.** Announcer, continuity writer, WMT, Cedar Rapids. (R) Also WOC, Davenport. (L) Stock, 1933-36.
- ALVES, JOSEPHINE.** Pianist, WKY, Oklahoma City.
- AMBASSADORS, THE** (Mart Spersel, Jack Smith, Marshall Hall). Singers. (R) Kate Smith's Bandwagon (General Foods Corp., CBS).
- AMECHE, DON.** Dramatic actor (leads), M.C. (R) The First Nighter, 1932-37 (Campana Sales, NBC Red); Chase & Sanborn Program, 1937-38 (Standard Brands for Chase & Sanborn Coffee). (F) 20th Century-Fox (s).
- AMECHE, JAMES.** Actor. (R) Attorney-at-Law (S. C. Johnson & Son, Inc., NBC Blue); Grand Hotel (Campana Sales Co., NBC Blue); Jack Armstrong (General Mills, Inc., NBC Red).
- AMENTE, JAMES.** Guitarist, WAAW. Omaha. (V) Castillian Serenaders.
- AMES, EDWARD C.** Script writer, newscaster, WSPD, Toledo.
- AMOS 'N' ANDY.** Actors, comedians. (R) Amos (Freeman Gosden) 'n' Andy (Charles Correll) since 1929 (Pepsodent Co., NBC Red, Aug., 1929 to Dec., 1937; Campbell Soup Co., NBC Red, since Jan. 1, 1938); originally "Sam 'n' Henry" over WGN, Chicago (1926-1928). (F) RKO, 1930; Paramount, 1935 (s). (L) Amateur theatricals, 1920-1923, in which connection the teammates first became associated with each other.
- AMSDELL, WILLIAM.** Actor. (R) Junior Nurse Corps (Swift & Co. for Sunbrite Cleanser, NBC Blue).
- ANDERSON, GORDON.** Actor, CKOC, Hamilton. (L) Stock. (V) A Little Bit of This and That, with Corrine Griffith.
- ANDERSON, GUNNAR.** Organist, pianist, KVI, Tacoma. (R) Also KGU, Honolulu. (F) Fox, Universal; shorts. (V).
- ANDERSON, MEREDITH.** Actor, KSFO, San Francisco. (L) Community Play House, 1936-37.
- ANDERSON, RONALD D.** Musician (clarinet), KGCX, Wolf Point.
- ANDERSON, RUSSELL.** Musician, WWVA, Wheeling. (R) It's Wheeling Steel, 1938 (Wheeling Steel Corp., Mutual).
- ANDRE, PIERRE.** Announcer. (R) Surprise Party (Willys Overland Co., Mutual); Sunday Matinee (Varady of Vienna, Mutual), Little Orphan Annie (Wander Co., NBC Red); others.
- ANDREW SISTERS.** Singers. (R) Just Entertainment (Wm. Wrigley, CBS).
- ANDREWS, BILL.** Announcer. (R) One Man's Family, 1935-37 (Standard Brands, Inc. for Tender Leaf Tea, NBC Red).

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## PROFESSIONAL RECORDS—Continued

- ANDRUS, EDWARD D.** Conductor, singer, WBIG, Greensboro. (V) Member Men's Chorus.
- ANSBRO, GEORGE.** Announcer. (R) Mrs. Wiggs of the Cabbage Patch, since Sept., 1936 (American Home Products for Hill's Cold Tablets and Old English Floor Wax, NBC Red); The O'Neills, since July, 1937 (Procter & Gamble for Ivory Snow, NBC Blue).
- ANTHONY, ALLEN C.** Announcer, KWK, St. Louis.
- ANTHONY, JOHN J.** Program conductor, WMCA, New York. (R) Good Will Hour, 1937-1938 (Macfadden Publications and Ironized Yeast, Mutual, and Inter-City Networks).
- APPLEGATE, GEORGE.** Announcer, KFI-KECA, Los Angeles.
- ARCHER, JOHN.** Script writer. (R) For Men Only, 1938 (Bristol-Myers Co. for Vitalis, NBC Red).
- ARCO PIANO QUINTET.** (R) Fireside Recitals (American Radiator, NBC Red).
- ARD, JAMES W.** Musician, director, WFAA, Dallas.
- ARDEN, VICTOR.** Orchestra conductor. (R) Follies de Paree (R. L. Watkins Co., NBC Blue); Broadway Varieties (American Home Products Corp., CBS); Sweetest Love Songs Ever Sung (Phillips' Milk of Magnesia, NBC Blue); Musical Moments (Chevrolet Motor Car Co., transcriptions); Refreshment Time (Coca-Cola, transcriptions); others. (L) Lady Be Good; Funny Face; Spring Is Here.
- ARENA, MILDRED.** Pianist, WWL, New Orleans. (L). (V) Theatre appearances.
- ARIZONA SLIM** (Richard Bressler). Singer, musician, WSPD, Toledo. (V) Yodeling Hobo, with Mill Burt, 1929.
- ARKIE, THE ARKANSAS WOODCHOPPER.** (LUTHER OSSENBRINK). Musician, singer, square dance caller. (R) National Barn Dance, 1933-38 (Miles Laboratories for Alka-Seltzer, NBC Blue). (LS) WLS, Chicago. (V) Single act, 10 years; manager of WLS Barn Dance road show, four years.
- ARKIN, JANE.** Writer, actress, KMPC, Beverly Hills, (R) Also KFAC and KMTR, Los Angeles. (L) Pasadena Community Playhouse, 1935; others.
- ARMBRUSTER, ROBERT.** Conductor, musical director. (R) Lux Radio The-
- atre (Lever Bros. Co., CBS); Gladys Swarthout Program (National Ice Advertising, Inc., NBC Red); Coronet-On-the-Air (David A. Smart for Coronet Magazine, NBC Blue); Chase & Sanborn Program (Standard Brands, Inc., NBC Red).
- ARMOUR, WANDA.** Pianist, harpist, organist, KRNR, Roseburg. (V) 1917; organist for several theatres.
- ARMS, RUSSELL.** Actor (character, dialect), KSFO, San Francisco.
- ARMSTRONG, BERNIE.** Organist, KDKA, Pittsburgh. (V) Theatre appearances.
- ARNALL, CURTIS.** Actor. (R) Pepper Young's Family (Procter & Gamble for Camay Soap, NBC Red).
- ARNELL, AMY.** Singer. (R) Good Gulf Program, 1936 (Gulf Refining Co., CBS); Thirty Minutes in Hollywood, 1937-38 (Regional sponsorship, Mutual). (V) Theatre appearances with George Jessel.
- ARNOLD, KAY & BUDDY.** Harmony duet, WMCA, New York.
- ARNOLD, MABEL H.** Producer and director women's programs, educational programs, singer, WTAD, Quincy. (L) Community Theatre.
- ARNOLD, ROBERT.** Actor, KSFO, San Francisco. (R) Also KFRC, San Francisco.
- ARNOLD, TED.** Announcer, actor, WHBF, Rock Island.
- ARNOLD, WADE.** Writer. (R) Maxwell House Showboat, 1936-37 (General Foods Corp., NBC Red); Real Silk Program with Edwin C. Hill, 1936-37 (Real Silk Hosiery Mills, Inc., NBC Blue); also wrote material for Henry Fonda and Montague Love for Rudy Vallee Program; several NBC sustaining shows and recordings.
- ARQUETTE, CLIFF.** Actor. (R) The Silver Theatre (International Silver Co., CBS).
- ARROTT, J. B.** Violinist and singer, KNEL, Brady. (L) 1937-38 (f). (V) Theatre appearances.
- ARTHUR, DOUGLAS.** Announcer, WNEW, New York. (R) Also WTNJ, Trenton.
- ARTHUR, FRANK.** Sports announcer, KGGC, San Francisco. (V) Theatre appearances.

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## PROFESSIONAL RECORDS—Continued

- ARTHUR, GERARD.** Announcer, continuity writer, CRCK, Quebec. (F) Cinecraft Studios (commentator). (L) L'Aiglon (title role), 1929; tours with Parisian company, 1936; others.
- ASH, KENNETH D.** Announcer, producer, WIBX, Utica.
- ASSELIN, EMILE.** Actor, CHRC, Quebec.
- ATCHER, ROBERT O.** Hillbilly singer, musician, character actor, WIND, Gary. (R) Also WJJD, Chicago; WHAS, Louisville. (V) Theatre appearances.
- AUERBACH, ARNOLD.** Script writer. (R) Town Hall Tonight (Bristol-Myers Co., NBC Red) with Herman Wouk and Fred Allen.
- AULT, HELEN.** Singer, WRC-WMAL, Washington. (F) Shorts. (L) Honeymoon Lane, 1927-29; Sweet Adeline, 1929-31; Three's a Crowd, 1931-33 (f). (V) Appearances with Eddie Dowling, Kate Smith, Bert Lahr.
- AURANDT, PAUL H.** Announcer, KOMA, Oklahoma City. (R) Also KVOO and KTUL, Tulsa; KFBI, Abilene; KOMA, Oklahoma City. (L) Stock (s). (V) Theatre appearances.
- AUSTIN, FRANK.** Announcer, sports commentator, news editor, KDYL, Salt Lake City. (R) Also KSTP, Minneapolis-St. Paul. (V) Dusty & Rusty, 2 years.
- AUSTIN, GENE.** Singer. (R) Park Avenue Penners, since Oct. 4, 1936 (R. B. Davis Co. for Cocomalt, CBS). (F) MGM, Paramount, Universal (f); RKO shorts (s). (L) Broadway Rhapsody, 1933; Going Places, 1935 (s). (V) Theatre appearances since 1923. (Also songwriter: Entire score for a Mae West film; "Lonesome Road" for Show Boat; numerous popular songs. Now a Decca recording artist, Austin formerly waxed for Victor; his "My Blue Heaven" recording for Victor is still the No. 1 pop best seller).
- AVERY, ALLAN.** Announcer, producer, actor, WIND, Gary.
- AVERY, CATHERINE.** Singer, WSJS, Winston-Salem.
- AXELSON, TOMMY.** Producer, KSL, Salt Lake City.
- AYER, EVELYN.** Musician, KFPY, Spokane.
- AYER, FRED E.** Speaker, WADC, Akron. (Dean of Engineering, Akron U.)

## B

- BABCOCK, J. CARROLL.** Organist, KFPY, Spokane. (L) Stock (f). (V).
- BABE, W. J.** Musician, singer, CKCK, Regina.
- BACHER, BILL.** Producer, script writer. (R) Hollywood Hotel (Campbell Soup Co., CBS); also for a short time with Metro-Maxwell House "Good News of 1938" program (NBC Red).
- BACON, MILTON, JR.** Singer, actor, WJAX, Jacksonville. (R) Also WRUF, Gainesville; WDBO, Orlando; WQAM, Miami; WDAE, Tampa. (L) The Mouse Trap, 1929; The Charm School, 1929; others (s,f). (V) Theatre appearances.
- BACON, ROGER.** Announcer, WIL, St. Louis.
- BADE, ALLAN.** Sound effects, actor, KFVB, Los Angeles. (F) Shorts. (L) Pasadena Playhouse, 1924-28; Hollywood Playhouse, 1928 (f).
- BADGER, WHITIN.** Script writer. (R) Hollywood News (Emerson Drug Co., NBC Blue).
- BADGER, WHITMAN.** Script writer. (R) The Nash Show (Nash-Kelvinator Corp., CBS).
- BADOLATI, MARIO.** Dramatic actor, WOV, New York. (R) Album of Love, 1937-38 (Procter & Gamble, New York Broadcasting System). (F) Shorts. (L) Lacconi's Dramatic Co., 1919; La Perla Dramatic Co.; stage work in Italy.
- BAILEY, BILL.** Announcer. (R) Just Plain Bill and Nancy (American Home Products Corp., NBC Red).
- BAILEY, BOB.** Actor. (R) Mortimer Gooch (Wm. Wrigley, Jr., Co., CBS); Zenith Radio Foundation (Zenith Radio Corp., CBS).
- BAILEY, GEORGE.** Announcer. (R) Double Everything (Wm. Wrigley, Jr., Co., CBS).
- BAILEY, GRACE LOCKWOOD.** Actress. (R) Attorney-at-Law (S. C. Johnson & Son, Inc., NBC Blue).
- BAILEY, RUTH.** Dramatic actress. (R)

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## PROFESSIONAL RECORDS—Continued

- Girl Alone, 1935-38 (Kellogg Co., NBC Red); Bachelor's Children, 1936-38 (Cudahy Packing Co. for Old Dutch Cleanser, CBS, Mutual); Henry Busse and Orchestra, 1936-38 (J. W. Marrow Mfg. Co. for Mar-O-Oil Shampoo, NBC Red); The Guiding Light, 1937-38 (Procter & Gamble Co., NBC Red); Woman in White, since Jan., 1938 (Pillsbury Flour Mills Co., NBC Red). (F) Shorts. (L) Adding Machine, 1928; Wedding, With All My Love, 1936; stock.
- BAKER, BOB.** Commentator, actor. (R) Hollywood in Person, 1937, to March, 1938 (General Mills, CBS); also regional show, Reunion of the States (Forest Lawn Memorial Park).
- BAKER, FRANK M.** Continuity editor, WLS, Chicago. (R) Also WMAQ, Chicago. (L) Dramatic stock (s,f).
- BAKER, FRANK S.** Singer. (R) Matt Clemens, the Melody Master, 1936 (General Electric, NBC Red); Universal Rhythm, 1937 (Ford Motor Co. Dealers, NBC Blue); The Time of Your Life, 1937 (Gruen Watch Co., NBC Red). (L) At Home Abroad, 1935. (V) Roy Campbell's Royalists, 1935-37; night club and hotel appearances.
- BAKER, GEORGE A.** ("Jeff"). Announcer, WTAR, Norfolk. (R) Also WGR-WKBW, Buffalo; WFIL, Philadelphia. (V).
- BAKER, JOHN C.** Conductor, writer, WLS, Chicago.
- BAKER, KENNY.** Singer, actor. (R) Jell-O Program Starring Jack Benny, since 1936 (General Foods Corp. for Jell-O., NBC Red). (F) Paramount, 20th Century-Fox, Warner Bros., RKO, United Artists (s,f); under contract to Mervyn Le Roy Film Productions, MGM Studio. (V) Theatre and cabaret appearances.
- BAKER, PHIL.** Comedian. (R) Armour Program, 1933-35 (Armour Co., NBC Blue); Phil Baker, 1935-38 (Gulf Oil Corp., CBS). (F) Warner Bros., Samuel Goldwyn (f); Warner Bros. shorts. (L) Artists and Models, A Night in Spain, Calling All Stars; others (s). (V) Theatre appearances; originally teamed in vaudeville with Ben Bernie.
- BAKER, SAMM S.** Writer, program supervisor. (R) Famous Jury Trials, Jan., 1937, to Jan., 1938 (Mennen Co., Mutual); Cheer Up, America, 1938 (Mennen Co., NBC Red). (Staff of H. M. Kiese-wetter Advertising Agency).
- BALDI, DIANA.** Actress (leads), WOV, New York. (R) Also WPEN, Philadelphia; WCOP, Boston.
- BALDWIN, J. GORDON.** Musician (piano, organ, accordion). (R) Also WHAM, Rochester. (V) Theatre appearances.
- BALDWIN, WILLIAM F.** Announcer, M. C., continuity writer, KWKH, Shreveport. (R) Also WGN, Chicago; WOW, Omaha. (V) "Baldwin & Linder," Aces of Frivolity.
- BALL, LUCILLE.** Actress. (R) Phil Baker, 1937-38 (Gulf Oil Corp., CBS). (F) RKO (f). (L) Hey Diddle Diddle, 1937 (f).
- BALLOU, CHARLES A.** Announcer, singer, WWSA, Harrisonburg.
- BAMPTON, ROSE.** Soprano. (R) Songs You Love, 1935-36 (Smith Brothers, NBC Blue). (GA) Ford, General Motors, Kraft-Phenix Cheese, Firestone and Chesterfield programs. Metropolitan Opera broadcasts, NBC. (Operatic debut as Siebel in Faust, Chautauqua, N. Y.; Metropolitan debut as Laura in La Gioconda, 1932; debut as soprano in Il Trovatore, in Europe, 1936; Metropolitan, spring of 1937).
- BANKS, MARGARET.** Organist, pianist, WBIG, Greensboro. (V) Personal appearances.
- BANNIGAN, BETTY** (Bessie S.). Pianist, commentator, WIBX, Utica.
- BARBER, JAMES A.** Producer, script writer, pianist, organist, singer, actor, KGVO, Missoula. (V) Theatre organist.
- BARBER, RED.** Sports announcer, WLW, Cincinnati. (R) Cincinnati Reds baseball games, 1934-35 (Ford Dealers); 1936 (Socony-Vacuum); 1937-38 (Socony-Vacuum and General Mills); World Series, 1935 (Mutual), 1936-37 (NBC); also programs on WRUF, Gainesville.
- BARBIROLI, JOHN.** Musical conductor. (R) New York Philharmonic Symphony Orchestra (CBS).
- BARCLAY, LUISE.** Actress. (R) Modern Cinderella, 1936-37 (General Mills, CBS); The Woman in White, since Jan., 1938 (Pillsbury Flour, NBC Red); Hope Alden's Romance, 1937-38 (transcribed program for Purity Bakers).
- BARENTS, GAIL H.** ("Barry"). Announcer, WBRK, Pittsfield.
- BARKER, ROBERT.** Announcer, producer, script writer, WSBT-WFAM,



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PROFESSIONAL RECORDS—Continued

- South Bend. (R) Also announcer for Ted Husing Sport Flash, 1936 (Atlantic Refining Co., CBS).
- BARKER, VIRGINIA F.** Soprano, KSL, Salt Lake City. (L) Civic Opera, 4 seasons.
- BARLOW, HOWARD.** Conductor, arranger. (R) March of Time (NBC Blue, Servel; also for Time and Remington Rand); previously programs for Philco, Plymouth, World Peaceways, La Palina, Listerine, others. (L) Grand Street Follies, 1924-26.
- BARLOW, RAMPTON.** Baritone, KSL, Salt Lake City. (L) Stock. (V).
- BARNES, DORIS.** Singer, WRJN, Racine.
- BARNES, FORREST.** Script writer. (R) Hollywood in Person (General Mills, CBS); Thrills (Union Oil Co., NBC Red).
- BARNES, PATRIC H.** Writer, producer, actor. (R) Henry Adams Book Shop, 1931-33 (Swift & Co. for Quick Arrow Soap Flakes, NBC Blue); Lombardo Land, 1934-35 (Plough, Inc., for St. Joseph Aspirin, NBC Red); Pat Barnes in Person, 1935-36 (Procter & Gamble for Dreft, NBC Northwestern Group); Just Between Us, 1937 (Rabin Cosmetic Co., Mutual); Pat Barnes & His Barnstormers, 1938 (Mutual). (L) 1921-24 (s,f). (V) Debut in Little Old Sharon; last appearance, 1934.
- BARNEY, MARION.** Dramatic actress. (R) Red Davis, 1933-34 (Beech-Nut Packing Co., NBC Blue); Helen Hayes in Bambi, 1936-37 (General Foods for Sanka Coffee, NBC Blue); Pepper Young's Family, 1936-38 (Procter & Gamble for Camay Soap, NBC Red and Blue). (L) Productions by Belasco (s); Frohman, Shaw & Erlanger, Lawrence Rivers, George Tyler, Crosby Gaige (f).
- BARNHART, CHARLES.** Announcer, writer, actor, WTMV, East St. Louis.
- BARNOW, ERIK.** Writer, director. (R) The Honeymooners, 1931-35 (sustaining, NBC Blue); True Story Court of Human Relations (Macfadden Publications, NBC Red); Bobby Benson (Hecker H-O Co., CBS). (LS) WOR, New York; also transcriptions. Currently radio writing instructor at Columbia University.
- BARR, HELEN.** Singer, WEEL, Boston. (R) Also guest appearance, Fleischmann program, NBC, 1934. (L) Concerts.
- BARRETT, MAURICE.** Writer, director, producer, actor. (R) The Goldbergs (Procter & Gamble, NBC Red); Potash and Perlmutter (Health Products, Inc., NBC Blue); Death Valley Days (Pacific Coast Borax Co., NBC Blue); Royal Gelatin Program (Standard Brands, Inc., NBC Red); Cape Diamond Light (General Foods Corp., NBC Blue). (LS) WHN, New York. (F) Warner Bros.; shorts. (L) Productions by Arthur Hopkins, David Belasco, Charles Frohman, the Shuberts, etc. (s, f). (V) Fate, On the Road to Calcutta; others.
- BARRETT, PATRICK J. ("Uncle Ezra").** Character actor. (R) National Barn Dance, since 1933 (Miles Laboratories for Alka-Seltzer, NBC Blue); Uncle Ezra, since 1934 (Alka-Seltzer, NBC Red). (LS) WTMJ, Milwaukee; WLS, WMAQ, Chicago. (L) Featured player. (V) Barrett & Cunnenn, Looking for Fun.
- BARRETT, RAY.** Announcer, writer, WDRC, Hartford. (R) Network shows for Coca-Cola, Borden Milk Co., Philco, Hudson Motor Co. (L) Stock and repertory companies, 1929-32. (V) Nut Stuff; Barberians.
- BARRETT, SHEILA.** Mimic. (R) Time of Your Life (Gruen Watch Co., NBC Red). (GA) Magic Key of RCA, June 27, 1937 (RCA, NBC Blue); Ben Bernie and All the Lads, Aug. 24, 1937 (American Can Co., NBC Blue); Summer Stars, Sept. 19, 1937 (Gulf Oil Corp., CBS); Heinz Magazine of the Air, Dec. 2 and Dec. 9, 1937 (H. J. Heinz Co., CBS). (F) Time Prod.-Associated British, 1935. (V).
- BARRICK, MILDRED.** Actress. (R) Rube Appleberry (Campbell Cereal Co., Mutual).
- BARRIE, ELAINE.** Actress. (R) Shakespeare Series, 1937 (NBC Blue). (GA) Hollywood Hotel, Royal Gelatin Hour. (F) (M-G-M, Paramount (f). Mrs. John Barrymore in private life; nee Elaine Jacobs (Barrie).
- BARRIE, WENDY.** Actress. (R) Log Cabin Jamboree, 1937-38 (General Foods for Log Cabin Syrup, NBC Red). (F) Metro-Goldwyn-Mayer; Paramount; 20th Century-Fox; Universal; RKO; Republic; Gaumont British; London Films; British Lion; B.I.P. (s,f). (L) Wonder Bar (London production).
- BARRISON, PHILIP S.** Program director, WMCA, New York. (R) Also NBC, 1928-32. (L) Productions by John Golden and others (f). (V) Zilla, 1928-29.
- BARROWS, RICHARD.** Actor (character, dialect). (R) Death Valley Days,



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**TONY WONS and His Scrapbook**  
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**EMILY POST**  
Florida Citrus Commission

## PROFESSIONAL RECORDS—Continued

- 1934-37 (Pacific Coast Borax Co., NBC Blue); Echoes of New York Town, 1935-36 (Consolidated Edison Co., WEAf); 20,000 Years in Sing Sing, 1937 (William R. Warner Co. for Sloan's Liniment, NBC Blue); Pretty Kitty Kelly, 1937 (Continental Baking Co. for Wonder Bread, CBS); Time of Your Life, 1937 (Gruen Watch Co., NBC Red). (F) Vitaphone shorts. (L) Broadway shows including An American Tragedy, Silence, The Bat, An American Ace, and others; stock and road companies. (V) Lewis & Gordon sketches, 1916-18.
- BARRYMORE, JOHN.** Actor. (R) Shakespeare Series, 1937 (NBC Blue). (GA) Kraft Music Hall, April 1, 1937; Baker's Broadcast, Oct. 10, 1937; Royal Gelatin Hour, Nov. 25, 1937; Hollywood Hotel, Dec. 17, 1937. (F) M-G-M, Paramount (s.f.). (L) Magda, The Affairs of Anatol, Peter Ibbetson, Redemption, The Jest, Richard the Third, The Fortune Hunter; others (s.f.).
- BARTHOLOMEW, FREDDIE.** Juvenile actor. (GA) Good News of 1938 (General Foods Corp., NBC Red, Dec. 2, 1937; Dec. 9, 1937; Dec. 16, 1937, and April 14, 1938); Lux. (F) M-G-M (s). (V) Personal appearances.
- BARTMANN, JOHN W.** Announcer, actor, CKOC, Hamilton.
- BARTON, BETTY.** Women's programs, WXYZ, Detroit. (L) Bonstelle Civic Theatre (f). (Also writer of radio features.)
- BARTON, CRAIG.** Pianist, coach, arranger, WFAA, Dallas, Texas Quality Network.
- BARTON, EILEEN ("Jolly Gillette").** Singer, comedienne (juvenile). (R) Rudy Vallee Hour (Fleischmann Yeast); Eddie Cantor Program (Pebeco Tooth Paste); Jolly Gillette on Milton Berle Program (Gillette). (F) Shorts (Columbia). (V).
- BARTON, MICHAEL.** Musician (violin, viola, trumpet), CJRC, Winnipeg.
- BARUCH, ANDRE.** Announcer. (R) Your Hit Parade, 1935-38 (American Tobacco for Lucky Strike Cigarettes, CBS); Your News Parade, 1937-38 (Lucky Strike Cigarettes, CBS); Kate Smith, 1937-38 (General Foods, CBS); others, not current. (F) Announcer for National Screen; special commentator, Pathe News; shorts.
- BARWALD, WILLIAM H.** Character actor, Federal Theatre Radio Division. (R) Also WABC, New York. (F) Director of silent films. (L) Shows with David Warfield, Otis Skinner, George Arliss, Elsie Ferguson and others. (V) Lewis & Gordon acts, 5 years; others.
- BASCH, FRANKIE (Faith Fortune).** Commentator, interviewer, WMCA, New York. (R) Also WAAT, Jersey City; WNEW, New York. (V) M.C. appearances.
- BASON, HARRY E.** Musical director, WIRE, Indianapolis. (V) 1922-31.
- BASS, FRED. C.** Orchestra leader, pianist, program director, CKWX, Vancouver. (F) Central Films, Ltd. (f).
- BATES, THOMAS H.** Pianist, WMFF, Plattsburg.
- BATSON, CHARLES.** Program director, announcer, WFBC, Greenville.
- BATTLE, JOHN TUCKER.** Writer. (R) Tydol Travellers, 1933-34 (Tide Water Oil Co. of N. J., CBS); Roses and Drums, 1934-35 (Union Central Life Insurance Co., CBS); H-O Rangers, 1934-36 (Hecker Products, CBS); Heroes Were People, 1936-37 (Standard Brands, Inc., NBC Red); Follow the Moon, 1937-38 (John H. Woodbury Co., NBC Red; Pebeco Toothpaste, CBS); also scripts for Molasses 'n' January for Maxwell House Showboat, 1936 (General Foods Corp., NBC Red). (Sole author of all programs with exception of Roses and Drums.)
- BAUCOM, H. L. ("Luke").** Entertainer, WRVA, Richmond.
- BAUGH, GENE.** Musical director, WBAP, Fort Worth.
- BAUGHMAN, ELMER.** Announcer, actor, WCKY, Cincinnati. (R) Also Tums program, NBC, 1936; Mutual; WLW, Cincinnati. (L) Shakespearean Repertory, 1933; Street Scene, 1933; others (f).
- BAUGHN, EDWARD.** Sports, special events announcer, continuity writer, WELL, Battle Creek.
- BAULU, ROGER.** Announcer, M. C., CKAC, Montreal.
- BAUMEL, EDDIE.** Musical director, KGNC, Amarillo. (V) Theatre appearances.
- BAUSMAN, BERTHA K.** Shopping talks, WMAS, Springfield.
- BAXTER, LIONEL.** Chief announcer, WAPI, Birmingham.
- BAYETT, ANDY.** Musician, singer, WQAM,

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## PROFESSIONAL RECORDS—Continued

- Miami. (V) Pappy Sims & Kentucky Ridge Runners.
- BEACH, ISABELLA.** Actress. (R) Myra Kingsley (Hecker H-O Products, Mutual).
- BEACH, VANCE.** Musician (violin, cello), WHEC, Rochester. (Rochester Philharmonic Orchestra, 3 seasons.)
- BEACHBOARD, KENNETH.** Announcer, musician, WBTM, Danville. (North Carolina and Virginia symphony orchestras.)
- BEAL, WILLIAM G.** Announcer, KDKA, Pittsburgh.
- BEALS, RAY.** Musical director, KVGB, Great Bend.
- BEASLEY, IRENE.** Singer, writer, announcer. (R) Ward's Tip Top Club (Ward Baking Co., CBS); Old Dutch Girl (Cudahy Packing Co., CBS); Armour Program (Armour Co., NBC Blue); Life Savers Rendezvous (Life Savers, NBC Blue); others. (GA) Watch the Fun Go By (Ford Motor Co., CBS). (L) Thumbs Up, 1935. (V) Since 1932; night clubs.
- BEAULIEU, EUGENE.** Old-time fiddler, CHNC, New Carlisle.
- BEAVERS, WILLIAM W.** Production manager, announcer, WCOL, Columbus. (V) Theatre appearances.
- BECK, JACKSON.** Actor, announcer. (R) Myrt & Marge, 1937 (Colgate-Palmolive-Peet for Super Suds, CBS); Easy Aces, 1937 (American Home Products for Anacin, NBC Blue); We, the People, 1937 (General Foods for Sanka Coffee, CBS); Twenty Years Ago Today, 1937 (Hearns Dept. Store, Mutual); Believe It or Not, 1938 (Post Bran Flakes, NBC Red); Headlines, 1938 (Muriel Cigars, Mutual); Life of Mary Sothern, 1938 (Lehn & Fink for Hind's Honey and Almond Cream, CBS); By Popular Demand, 1938 (Modern Age Books, CBS); On Broadway, 1938 (General Foods for Diamond Salt, NBC Blue).
- BECKER, BOB.** Writer, speaker. (R) Chats about Dogs, 1938 (John Morrell & Co. for Red Heart Dog Food, NBC Red). (Outdoor editor, Chicago Tribune.)
- BECKER, DON.** Script writer, producer. (R) Life of Mary Sothern (Lehn & Fink, CBS).
- BEDARD, PIERRE.** Commentator. (R) Weekly transatlantic short-wave programs in French on U. S. current events, 1937 (CBS); Headlines and Bylines, since Oct., 1937 (CBS). (F) Assistant director, business manager, Famous Players, 1926-27; production executive, Gloria Swanson Productions, 1927-29.
- BEGLEY, EDWARD.** Character actor, dialectician, WTIC, Hartford. (V) The Four High Hatters, 1929.
- BEGLEY, TOMMY.** Actor (juvenile), WTIC, Hartford. (L) WPA Repertory Co. (V) Single act, 1931-38.
- BEHRENS, FRANK.** Actor. (R) The Woman in White (Pillsbury Flour Mills Co., NBC Red).
- BEHRMANN, MARY.** Singer, KFPY, Spokane. (R) Also KHQ, Spokane. (V) Theatre appearances.
- BELANGER, FRANCIS E.** Musician, WAAB-WNAC, Boston.
- BELCHER, JERRY.** Interviewer. (R) Interesting Neighbors (F. W. Fitch Co., NBC Red).
- BELCHER, RED ("Slim").** Hillbilly singer with guitar and banjo, WDZ, Tuscola. (V) WDZ road shows.
- BELFI, CHARLES L.** Studio manager, program director, sports and special features announcer, KABC, San Antonio. (R) Also KLUF, Galveston; KFJF (now KOMA), Oklahoma City; KTAT, Fort Worth; KFDM, Beaumont; KTSA, San Antonio. (F) Commercial shorts, trailers. (V) Night club M.C.
- BELL, JOSEPH.** Actor, director. (R) 20,000 Years in Sing Sing, 1933-37 (William R. Warner Co. for Sloan's Liniment, NBC Red); Sherlock Holmes, 1936 (Household Finance Corp., NBC Red); Uncle Jim's Question Bee, 1936-38 (G. Washington Coffee, NBC Blue). (R) Productions by Jed Harris, Brock Pemberton and George Abboter.
- BELL, SHIRLEY.** Actress. (R) Little Orphan Annie (Wander Co. for Ovaltine, NBC Red).
- BELL, TED.** Producer, newscaster, KRSC, Seattle. (R) Also Mutual and CBS regional networks. (F) Shorts. (L) Dramatic stock, 3 years; Repertory company, one year (f). (V) Theatre appearances. (Currently head of Department of Radio, University of Washington.)
- BELOIN, ED.** Script writer. (R) Jell-O Program Starring Jack Benny (General Foods Corp., NBC Red). Writes in cooperation with Bill Morrow.

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VICTOR RECORDS

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## PROFESSIONAL RECORDS—Continued

- BENDON, FLORENCE.** Singer, WFIL, Philadelphia. (V) Theatre and night club appearances.
- BENNETT, BURTON.** Announcer. (R) Professor Puzzlewit (Gallenkamp Stores Co., NBC Red).
- BENNETT, DONN.** Production director, WBNF, Binghamton. (F) Shorts. (L) Journey's End, Dangerous Corner, Three Cornered Moon, others; stock. (V) Leading man with Nancy Carroll on personal appearance tour.
- BENNETT, HAL.** Singer, announcer, M.C., WHIO, Dayton. (V) Theatre appearances.
- BENNETT, JEAN.** Blues singer, WHIO, Dayton. (V) Theatre appearances.
- BENNETT, REESE E.** Musician, KHQ-KGA, Spokane.
- BENNY, JACK.** Actor, comedian. (R) Jack Benny Program (successively sponsored by Canada Dry Ginger Ale, 1932-33, NBC Blue; Chevrolet Motor Co., 1933-34, NBC Red; General Tire & Rubber Co., 1934, NBC Red); Jell-O Program Starring Jack Benny, 1934-38 (General Foods for Jell-O, NBC Red). (F) M-G-M, 1935; Paramount, since 1936 (s). (L) Productions by Sam Harris, Earl Carroll, and the Shuberts (s). (V) Single act and Jack Benny Unit, 25 years; personal appearances.
- BENSON, NORMAN.** Singer, actor, announcer, WFIL, Philadelphia. (R) Also Atlantic Refining program, CBS, 1936; WCAU and KYW, Philadelphia. (V) Minstrel shows.
- BENTLEY, JULIAN T.** News editor, WLS, Chicago. (All news is sustaining on this station.)
- BENTLEY, SPENCER.** Actor, announcer, director. (R) Mme. Olyaniva, 1935 (Philip Morris & Co., Mutual); Johnny Presents, 1935-36 (Philip Morris & Co., NBC Red); Personal Column of the Air, 1936-37 (Procter & Gamble, NBC Blue); Home Sweet Home, 1936 (Procter & Gamble, NBC Red and Blue); Magic Voice, 1936 (Procter & Gamble, NBC Blue); Pepper Young's Family, 1936-37 (Procter & Gamble, NBC Red and Blue); Betty & Bob, 1937-38 (General Mills, CBS). (L) Productions for George M. Cohan, Ziegfeld and others (22 productions); 17 stock companies.
- BENTONELLI, JOSEPH.** Operatic and concert singer. (GA) Ford Sunday Evening Hour, Chase & Sanborn Program, Kraft Music Hall, Baker's Broadcast, Vick's Open House, Chicago Opera Broadcasts, Metropolitan Opera Saturday Afternoon Broadcasts. (L) Chicago Civic Opera, 1934-37; Philadelphia Orchestra Opera, 1935-36; St. Louis Opera, 1935-37; Metropolitan Opera, 1936-38; Berkshire Players, 1936. Has appeared in operas in many European countries including Italy, France, Austria, Germany, Holland, Belgium, etc.
- BENWARE, REX K.** Announcer, producer, continuity writer, WQXR, New York. (R) Also WHN, New York. (L) Repertoire of Ibsen's plays; Shakespearean plays, with Robert Mantell; The Bat (2 years); The Cat and the Canary; with Lionel Barrymore in Belasco's Laugh, Clown, Laugh; others.
- BERCH, JACK.** Actor, singer, writer. (R) Jack Berch (Knox Gelatine, 1936, NBC Blue; Wasey Products, 1936-37, Mutual); Jack Berch and His Boys, 1937 (Fels Naptha, CBS); transcriptions, 1938 (Wasey Products, Feenamint). (Also handles own commercials; formerly on staff of WLW, Cincinnati, and WTAM, Cleveland.)
- BERDAHL, ARCHIE.** See Voices Three.
- BERG, GERTRUDE.** Writer, producer, actress. (R) The Goldbergs, 1930-34 (Pepsodent Co., NBC Red); The House of Glass, 1935 (Colgate-Palmolive-Peet, NBC Blue); The Goldbergs, 1937-38 (Procter & Gamble for Oxydol, CBS; WHN added 1938). (F) in capacity of author. (V) Theatre appearances, New York to Chicago, 1934.
- BERGEN, EDGAR.** Ventriloquist. (R) Chase & Sanborn Program, 1937-38 (Standard Brands, Inc., NBC Red). (GA) Several appearances on the Rudy Vallee Show. (F) Universal, Warner Bros., M-G-M; shorts. (V) Circuit engagements.
- BERGHOFF, MARY.** Singer, WOWO-WGL, Ft. Wayne.
- BERGMAN, EDWARD.** Violinist, KSFO, San Francisco. (R) Also NBC programs for Fleischmann Yeast, Roger & Gallet and Kellogg Co., 1929, 1936. (F) Shorts. (L) Hello Daddy, 1929; Top Speed, 1930. (V) Theatre appearances.
- BERGMAN, TEDDY.** Actor (comedy, character, dialect). (R) Joe Palooka, 1932 (H. J. Heinz Co., CBS); Musical Grocery Store, 1933 (Best Foods, NBC Red); Van Heusen Program, 1934 (Phillips-Jones Corp., NBC Red; WOR, New



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## PROFESSIONAL RECORDS—Continued

- York City); Harv & Esther, 1935-36 (Consolidated Cigar Corp., CBS); Fun in Swingtime, 1937-38 (Admiracion Shampoo, Mutual); Royal Crown Revue, 1938 (Royal Crown Cola, NBC Blue). (GA) Fleischmann Hour with Rudy Vallee, 10 times, 1936-37. (F) Shorts. (L) Double Dummy, 1936-37; House in the Country, 1937. (V) Teddy Bergman, Blubber Bergman; 5 years.
- BERGQUIST, PAUL.** Announcer, KFIO, Spokane.
- BERGSTROM, ARTHUR J.** Announcer, WSPR, Springfield.
- BERIGAN, BUNNY.** Swing band leader. (R) Fun in Swingtime, 1937 (Admiracion Shampoo, Mutual); Magic Key of RCA, Nov. to Dec., 1937 (Radio Corp. of America, NBC Blue). (V) Theatre and hotel appearances, Boston, Pittsburgh, Detroit, New York. (Recordings for RCA Victor).
- BERNARD, DON.** Producer, director. (R) Lucky Strike Dance Hour (American Tobacco Co., NBC Red); Paul White-man's Painters (Allied Paint Groups, NBC Blue); Studebaker Champions (Studebaker Sales Corp., NBC Red); Palmolive Hour (Colgate-Palmolive-Peet Co., NBC Red); Pennzoil Parade (Pennzoil Co., CBS); The Armour Hour (Armour Co., NBC Blue); Empire Builders (Great Northern Railroad, NBC Blue); others. Associate producer for Eddie Cantor Show, Lux Radio Theatre, Watch the Fun Go By.
- BERNIE, BEN.** Orchestra leader, M.C. (R) Pabst Blue Ribbon Malt Program (Pabst Blue Ribbon Malt Co., NBC Red); Ben Bernie and All the Lads (American Can Co., NBC Blue); U. S. Tire Dealers Mutual Corp., CBS). (F) Paramount, 20th Century-Fox. (V). Since 1910; Klass and Bernie; teamed with Phil Baker for several years; once toured with Maurice Chevalier; hotel engagements.
- BERNIER, EMIL.** Musician (trombone, trumpet), CJRC, Winnipeg.
- BERWIN, BERNICE.** Dramatic actress. (R) Roads to Romance, 1928-32 (Associated Oil Co., NBC); Memory Lane, 1929-34 (General Petroleum, NBC); Death Valley Days, 1935-38 (Pacific Coast Borax Co., NBC Blue); One Man's Family, 1932-38 (Wesson Oil & Snowdrift, 1932-34; Standard Brands for Tender Leaf Tea, 1935-38, NBC Red). (L) Stock (f), 1928-31.
- BEST, LILLIAN.** Organist, KGDM, Stockton. (V) Theatre, night club and hotel appearances.
- BETTS, FRANKLIN LEE.** Announcer, pianist, organist, continuity writer, WCHV, Charlottesville. (R) Also WABC, New York; Chesterfield program, CBS. (V) Theatre appearances.
- BETTS, HAROLD "Clark."** Singer, orchestra leader, M. C., producer, announcer, continuity writer. (LS) KSTP, WTCN, WCCO, St. Paul; WTAM, Cleveland; WMCA, WHN, WINS, New York; WJR, Detroit; WLW, WSAI, Cincinnati; WSPD, Toledo; KYW, Philadelphia; WBBM, WGN, WENR, Chicago. (L) Bainbridge Players; C. W. Svobey Rep. Co. (V) Theatres and hotel appearances.
- BETTY & JEAN.** See Grenadier Double Quartet.
- BETZEL, THOMAS K.** Announcer, KRLH, Midland.
- BEYEA, DAISY PIRIE ("Scotty").** Commentator, WMT, Cedar Rapids. (R) Also CBS and NBC sustaining shows.
- BEZOFF, BEN.** Announcer, actor, WKY, Oklahoma City. (L) Othello, 1933; others (f).
- BICE, MAX H.** Announcer, commentator, program director, KRSC, Seattle.
- BICKNELL, JAMES H.** Guitarist, singer, WROK, Rockford. (V) Rock River Barn Dance Shows.
- BIEBER, FREDERICK E.** Announcer, writer, WTHT, Hartford.
- BIER, JOE.** Announcer. (R) Jack Berch (Wasey Products Corp., Mutual); Myra Kingsley (Heckers H-O Products, Mutual).
- BIERSTADT, EDWARD H.** Writer. (R) Empire Builders. 1927-30 (Great Northern Railroad, NBC Blue); The Westinghouse Salute 1930 (Westinghouse Electric Co., NBC Blue); 20,000 Years in Sing Sing, 1932-37 (William R. Warner for Sloan's Liniment, NBC Red); sustaining shows, including Historic Trials (NBC, 1931; Realities of Romance (NBC, 1931). Author of several books.
- BIGELOW TWINS.** Novelty duo, WELI, New Haven. (V) Theatre and night club appearances.
- BILL, EMIL.** Announcer, WMBD, Peoria.
- BILLING, EVELYN.** Organist, pianist, KSRO, Santa Rosa.
- BILLS, MARY ANN.** Dramatic actress,

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## PROFESSIONAL RECORDS—Continued

- producer, continuity writer, KGVO, Missoula. (L) Pasadena Playhouse; Petticoat Fever, 1937.
- BINDER, JOE.** Singer, WKRC, Cincinnati.
- BINDT, FRANK A.** Announcer, KRE, Berkeley. (R) Also KGBM, Honolulu.
- BINGHAM, BOB.** Sports announcer, production manager, WWNC, Asheville. (R) Also WMCA, New York; CBS program for Hamilton Watch Co., 1930.
- BINGMAN, FRANKLIN.** Announcer, producer, writer, KHJ, Los Angeles. (R) Also WLW, Cincinnati.
- BINKIN, SYL.** Announcer, WEW, St. Louis.
- BIONDI, FERDINAND F.** Producer, special announcer, CKAC, Montreal. (F) Shorts. (L) Montreal Repertory Theatre, Barry-Suquesne Co. and others, as director, actor. (V) Theatre appearances.
- BIOW, MILTON.** Script writer. (R) Johnny Presents (Philip Morris & Co., Ltd., CBS). (President, Biow Co., Inc.)
- BIRDSONG, MRS. LAWRENCE.** Organist, KFRO, Longview.
- BIRNBRYER, EDMUND.** Writer. (R) Magic Key of RCA, 1938 (RCA, NBC Blue); Melody Puzzles (American Tobacco Co., NBC Blue); sustaining shows including: Sweetheart of Stigma Stigma (NBC Blue, Dec. 3, 1936); Rome Was Built in a Daze (NBC Red, April 18, 1937); Horse and Buggy Days (NBC Blue, April 24, 1938); others. Also a few scripts for television. Currently NBC staff writer.
- BISHOP, PAT.** Newscaster, KFI-KECA, Los Angeles. (R) Also KMPC, Beverly Hills. (L) Stock (f).
- BITTICK, BUD.** Singer, WIL, St. Louis. (V) Hotel and night club appearances.
- BIVIANO, JOE.** Accordionist. (R) Kitchen Cavalcade (C. F. Mueller Co., NBC Blue).
- BJOERLING, JUSSI.** Singer. (R) General Motors Concerts (General Motors Corp., NBC Blue).
- BLAAS, CARL.** Musician, WHAM, Rochester.
- BLACK, DR. FRANK.** Musical director, conductor. (R) Carnation Contented Hour (Carnation Milk Co., NBC Red); Magic Key of RCA (RCA, NBC Blue). Conducted Cleveland Orchestra, Great Lakes Exposition and World's Fair, 1936; Robin Hood Dell concerts in Philadelphia, 1935; numerous concerts.
- BLACK, HOWARD.** Guitarist, harmonicist, WLS, Chicago. (V) Theatre appearances.
- BLACK, MARY C.** Dramatic actress, WAPI, Birmingham. (L) Jefferson Players, 1930-32.
- BLACK, VIOLET F.** Singer, WJJD, Chicago. (V) The Flannery Sisters, Billie & Allie.
- BLACKBURN, ARLINE.** Dramatic actress. (R) Just Plain Bill & Nancy, 1932-33 (American Home Products Corp., CBS); Eno Crime Clues, 1934-36 (H. F. Ritchie Co., NBC Blue); House of Glass, 1935 (Colgate-Palmolive-Peet, NBC Blue); The O'Neills, 1935-38 (Procter & Gamble, NBC Blue and CBS); Universal Rhythm, 1936 (Ford Motor Co., CBS); Behind Prison Bars, 1937 (Wm. R. Warner Co., NBC Blue); Mr. Keen, Tracer of Lost Persons, 1937 (American Home Products Corp., NBC Blue); Ma & Pa, 1937 (Atlantic Oil & Refining Co., CBS); Pretty Kitty Kelly, 1937-38 (Continental Baking Co., CBS); True Story Court of Human Relations, 1938 (Macfadden Publications, Inc., NBC Red); On Broadway, 1938 (General Foods Corp., NBC Blue); others. (F) Warner Bros., Fox (f). (L) Stock; Close Harmony, 1924-25; Bride of the Lamb, 1926; Nobody's Wife, 1927; Wild Honey, 1928 (f).
- BLACKWELL, BURT.** Announcer, actor, WAVE, Louisville. (L) Stock, 1928-29; Wright Players, 1931; Bainbridge Players, 1931.
- BLAIR, FRANK.** Announcer, newscaster, dramatic director, continuity writer, WOL, Washington. (L) Stock. (V) All Star Juvenile Minstrels.
- BLAKE, HOWARD.** Script writer. (R) Vanity Fair (Campana Sales Co., NBC Blue).
- BLAKELY, CLINTON.** Assistant program director, WAPI, Birmingham. (R) Also WBIG, Greensboro; WIS, Columbia; WBT, Charlotte; WCSC, Charleston.
- BLANC, HENRY C.** Announcer (news, continuity), WFBR, Baltimore. (R) Also KGW and KEX, Portland; WHAT, Philadelphia. (F) Commercial shorts.
- BLANCHARD, LOWELL.** Master of cere-

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- monies, WNOX, Knoxville. (R) Also WXYZ, Detroit; KSO, Des Moines; KYW, Philadelphia. (V) Theatre appearances.
- BLAND, A. L.** Announcer, continuity writer, WKRC, Cincinnati. (R) Also WCMJ, Ashland. (L) Stock. (V) Theatre appearances.
- BLAND, LEE.** Producer, commentator, continuity writer, special events. (R) Your True Adventures, 1937 (Colgate-Palmolive-Peet, CBS); News Through a Woman's Eyes, 1937 (Pontiac Motor Co., CBS). (LS) WKRC, Cincinnati. (V) Theatre appearances.
- BLED SOE, LOREN R.** Entertainer, WWVA, Wheeling. (V) Personal appearances.
- BLISS, TED.** Production manager, KHJ, Los Angeles. (R) Also Don Lee Network. (L) Dramatic stock.
- BLISS, TED.** Announcer. (R) Lone Ranger (Weber Baking Co., Mutual).
- BLIZARD, MARIE.** Script writer. (R) Heinz Magazine of the Air (H. J. Heinz Co., CBS).
- BLOCK, HAL.** Script writer. (R) Phil Baker, 1936-38 (Gulf Oil Corp., CBS); special scripts for Hollywood Mardi Gras (Packard), Palmolive, Grape Nuts Program, Studebaker Champions.
- BLOCK, VIVINNE.** Dramatic actress, comedienne, dialectician, singer. (R) Maude & Bill (Great A & P Tea Co., NBC Blue); Soony Land Sketches (Standard Oil of New York, NBC Red); Maxwell House Show Boat (General Foods Corp., NBC Red); Wheatenville (Wheatena Corp., NBC Red); True Story Court of Human Relations (Macfadden Publications, NBC Red); Death Valley Days (Pacific Coast Borax Co., NBC Blue); A & P Gypsies (Great A & P Tea Co., NBC Red); 20,000 Years in Sing Sing (William Warner Co., NBC Red). (L) Second Hurricane Opera, 1937.
- BLOCKER, BURT.** Baritone, WIL, St. Louis.
- BLUM, BILLIE.** Women's commentator, CKLW, Detroit.
- BLUME, ETHEL.** Dramatic actress. (R) Easy Aces (Anacin Co., NBC Blue); Big Sister (Lever Bros. Co., CBS); Aunt Jenny's Real Life Stories (Lever Bros. Co., CBS); Kate Smith's Bandwagon (General Foods Corp., CBS); Grand Cen-
- tral Station (The Lambert Co., NBC Blue); Myrt & Marge (Colgate-Palmolive-Peet Co., CBS); Pretty Kitty Kelly (Continental Baking Co., CBS); others. (F) Shorts.
- BLUME, JOSEPH.** String Ensemble Director, WDRG, Hartford. (R) Also WTIC, Hartford.
- BOCKHORST, ERNEST.** Announcer, singer, WGRC, New Albany.
- BODWELL, JUANITA.** Singer, KANS, Wichita.
- BOGG, HAL.** Singer. (R) Martha and Hal (Humphrey's Homeopathic Medicine Co., Mutual). Teamed with Martha Lawrence.
- BOITEAU, ISABELLE.** Juvenile comedienne, CHRC, Quebec.
- BOLIN, DOROTHY.** Continuity writer, women's program, WMBO, Auburn.
- BOLLEY, LEO.** Sports and commercial announcer, singer, WFBL, Syracuse. (R) Also WGY, Schenectady; WESG, Binghamton.
- BOLLS, FLETCHER E.** Announcer, sports commentator, KELD, El Dorado.
- BOLTON, JOSEPH R.** Sports commentator, announcer, WMCA, New York. (R) Also Inter-City Network; WHN, New York. (F) Paramount News, RKO Sportoscopes, Warner Bros. and Paramount shorts. (L) Mike Connelly (f).
- BOND, BILL.** Announcer, WAVE, Louisville. (L) Soloist, Louisville Civic Arts, 1934-36.
- BOND, FORD.** Announcer, commentator. (R) General Motors Programs, 1928-30 (General Motors, NBC Red); Collier's Hour, 1929-31 (Collier Magazine, NBC Red); Cities Service Concerts, 1930-37 (Cities Service Co., NBC Red); Manhattan Merry-Go-Round, 1932-38 (Sterling Products for Dr. Lyon's Tooth Powder, NBC Red); Kraft Music Hall, 1934-36 (Kraft-Phenix Cheese Corp., NBC Red); Ford Bond Sports Resumes, 1934-37 (Pall Mall Cigarettes, WEA, New York City); Easy Aces, 1934-38 (American Home Products for Anacin, NBC Blue); Just Plain Bill and Nancy, 1935-37 (American Home Products for Anacin and Bi-So-Dol, NBC Red); Sidewalk Interviews, 1936-37 (Cummer Products for Molle Shaving Cream, NBC Red); Broadway Merry-Go-Round, 1936-37 (Sterling Products for Dr. Lyon's Tooth Powder, NBC Blue); David Harum,



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**MUSIC CORPORATION OF AMERICA**

## PROFESSIONAL RECORDS—Continued

- 1936-38 (B. T. Babbitt for Bab-O, NBC Red); Believe It or Not, 1937-38 (General Foods for Huskies and Post Bran, NBC Red). (F) Columbia Pictures (f); shorts. (V) Theatre appearances.
- BONDHILL, GERTRUDE.** Actress. (R) Jenny Peabody (F. & F. Laboratories, Inc., CBS); Arnold Grimm's Daughter (General Mills, Inc., CBS).
- BONELLI, RICHARD.** Operatic singer. (R) Universal Rhythm, 1937 (Ford Motor Co., CBS). (GA) For General Motors, Kraft-Phenix Cheese Corp., Nash-Kelvinator Corp., Ford Motor Co., Standard Oil Co., Vick Chemical Co., Firestone Tire & Rubber Co.; others. (F) Paramount (f); shorts. Member Metropolitan and Chicago operas; appearances with symphony orchestras.
- BONIME, JOSEF.** Conductor, musical director. (R) Death Valley Days, 1930-38 (Pacific Coast Borax, NBC Blue); Five Star Theatre, 1932-33 (Standard Oil Co., NBC Blue); Let's Dance, 1934-35 (National Biscuit Co., NBC Red); One Night Stands with Pick & Pat, 1935 (U.S. Tobacco Co., CBS); Twin Stars, 1936-37 (National Biscuit Co., NBC Blue); others. (F) Shorts. Concert tours.
- BOOTS.** See Clifford Douglass.
- BOSCHEN, ALBERT O.** Dramatic director, reader, character actor, WMBG, Richmond. (L) Stock.
- BOSWELL, CONNIE.** Singer. (R) Camel Caravan, 1936 (R. J. Reynolds Tobacco Co. for Camel Cigarettes, CBS); California Hour, 1937 (California Chain Store Assn., NBC Pacific Coast Blue); Good News of 1938, 1938 (General Foods for Maxwell House Coffee, NBC Red). (GA) Ken Murray (Campbell Soup Co., CBS); Kraft Music Hall (Kraft-Phenix Cheese Corp., NBC Red); Chesterfield Program (Liggett & Myers Tobacco Co. for Chesterfield Cigarettes, CBS). (F) Paramount. (V) Theatre appearances; tours. (Made 16 radio guest appearances 1937-1938—more than any other network artist. Erstwhile member of Boswell Sisters—Connie, Martha and Vet—now disbanded through marriage. Decca Records.)
- BOSWELL, LEE.** Singer, guitarist (hill-billy), WCAU, Philadelphia. (R) Also WBT, Charlotte; CKLW, Detroit; WAIU, Columbus; WJJD, Chicago; WHAM, Rochester. (Also Columbia recordings).
- BOTTLE.** See Harry McNaughton.
- BOTZER, ALLEN.** Announcer, KIRO, Seattle.
- BOUCHARD, JOSEPH.** Violinist (jigs, reels, square dances), CHRC, Quebec.
- BOUCHEY, BILL.** Actor. (R) Kitty Keene, Inc. (Procter & Gamble, CBS).
- BOULETTE, LEO.** Continuity writer, announcer, M.C., WLS, Chicago. (R) Also WHAM, Rochester; WFEA, Manchester; WEBR, Buffalo. (L) Post Road, 1935 (f). (V) Orchestra tours.
- BOULTON, MILO.** Actor (leads, juvenile, heavy). (R) John's Other Wife, since Sept., 1936 (American Home Products, NBC Red); Road of Life, 1937 (Procter & Gamble, NBC Red and Blue); Your Unseen Friend, 1937 (Personal Finance Co., CBS); The Goldbergs, 1937 (Procter & Gamble, NBC Red). (F) Shorts. (L) No Questions Asked, 1934; Petrified Forest, 1935; Paths of Glory, 1935; Cyrano de Bergerac, 1936; stock, 8 years.
- BOURDON, ROSARIO.** Musical director, arranger. (R) Cities Service Concert, 1927-38 (Cities Service Co., NBC Red); Maxwell House Concert, 1929-30 (General Foods Corp., NBC Blue). (GA) RCA Magic Key. (F) Shorts.
- BOUVETTE, QUEENIE J.** Popular singer, impersonator, CFRN, Edmonton, (V).
- BOVAY, DON.** Singer, guitarist, WCAU, Philadelphia. (R) Also NBC; WTAM, Cleveland; Mutual; WLW, Cincinnati. (V) 1932-37.
- BOVERO, PHIL.** Saxophonist. (R) Signal Carnival (Signal Oil Co., NBC Red); My Secret Ambition (Durkee Famous Foods, Inc., CBS); Toast to the Town (Roma Wine Co., CBS). (V) Appearances with Horace Heidt. Currently staff musician, KSFO, San Francisco.
- BOWE, GEORGE.** Announcer, M.C., WTIC, Hartford. (R) Also WICC, Bridgeport; Yankee Network; one program for General Motors Concerts, NBC, 1937. (L) Seven Keys to Baldpate, 1927; others; stock, 1928-30 (s). (V) Theatre appearances.
- BOWE, MORTON.** Tenor. (R) Five Star Revue, 1937 (Corn Products Refining Co., CBS); Tommy Dorsey's Orch., 1937 (Brown & Williamson Tobacco Co., NBC Blue); Heinz Magazine of the Air, 1937-38 (H. J. Heinz Co., CBS); Watch the Fun Go By, 1938 (Ford Motor Co., CBS). (V) Personal appearances.

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## PROFESSIONAL RECORDS—Continued

- BOWERS, ELEANOR.** Contralto. (R) General Electric Program, 1936 (General Electric, NBC Red); Sparton Hour, 1936 (Sparks Withington Co., NBC Blue); Palmolive Beauty Box Theatre, 1936 (Colgate-Palmolive-Peet, CBS); Kellogg Hour, 1936 (Kellogg Co., NBC Blue). (V) Roy Campbell's Royalists, 1935-36; theatre and night club appearances.
- BOWES, MAJOR EDWARD.** (R) Major Bowes' Original Amateur Hour on WHN, New York; since 1935 (Standard Brands for Chase & Sanborn Coffee, 1935-36, NBC Red; Chrysler Corp., 1936-38, CBS); Major Bowes' Capitol Family for 13 years (originally NBC, now CBS sustaining). (F) Shorts (RKO). Vice-president and managing director of Capitol Theatre, N. Y., since its inception.
- BOWIN, MARTIN O.** Announcer, KWK, St. Louis.
- BOWMAN, BOB.** Musical director, commentator, WHIO, Dayton. (R) Also KHJ, Los Angeles; KGB, San Diego; KFRC, San Francisco; WLW, Cincinnati.
- BOYD, ERNEST.** Script writer. (L) Translated and adapted: A Weak Woman; What Never Dies (David Belasco); L'Invitation au Voyage (Civic Repertory); others. Made first television book review in U. S. for NBC. (Member NBC script department.)
- BOYDEN, MARCUS H.** Announcer, actor, WSBT-WFAM, South Bend.
- BOYLAN, JOHN.** Continuity editor, KFI-KECA, Los Angeles.
- BRADFORD, ELOISE.** Singer. (R) Town Hall Tonight, 1937 (Bristol-Myers for Ipana Tooth Paste and Sal Hepatica, NBC Red); Time of Your Life, 1937 (Gruen Watch Co., NBC Red). (F) Shorts. (V) Roy Campbell's Royalists, 1936-37; hotels and night clubs.
- BRADLEY, DELMAR.** Dramatic reader, conductor, writer, WAPI, Birmingham.
- BRADLEY, LEE.** Director, Chuck Wagon Opera (cowboy-hillbilly string orchestra), KROY, Sacramento. (V).
- BRADLEY, OSCAR.** Musical director. (R) Gulf Headliners, 1933 (Gulf Oil Co., NBC Blue); Phil Baker, 1937-38 (Gulf Oil Co., CBS). (L) Student Prince and The Desert Song (original productions); Ziegfeld Follies, 6 years; Rio Rita, Whoopee, Rosalie, Show Boat, St. Louis Municipal Opera. (F) 20th Century-Fox.
- BRADLEY, ROBERT H.** Singer. (R) Listen to This, 1936 (Murine Co., Mutual); Broadway Cinderella, 1936 (General Mills, Mutual); Heinz Magazine of the Air, 1937 (H. J. Heinz Co., CBS). (LS) WCFL, WBBM, Chicago, 1935-37; KLZ, Denver, 1937. (V) Theatre appearances. (Currently with KLZ, Denver.)
- BRADLEY, TRUMAN.** News commentator. (R) Ford Sunday Evening Hour, since Sept., 1934 (CBS); News on Review, since June, 1936 (Procter & Gamble, WBBM). (F) Shorts. (V).
- BRADLY, HAMPTON L.** String musician, comedian, WFBC, Greenville. (V) Theatre appearances.
- BRADSHAW, JUSTIN.** Announcer, dramatic actor, KGNO, Dodge City. (L) Little Theatre productions.
- BRADSHAW, VAUGHN M.** Production manager, WTAR, Norfolk.
- BRAGGIOTTI, MARIO.** See Fray and Braggiotti.
- BRAMSTEDT, AL.** Announcer, writer, KXRO, Aberdeen.
- BRANDON, ORIN.** Character actor. (R) Arnold Grimm's Daughter (General Mills, Inc., CBS); Jack Armstrong (General Mills, Inc., NBC Red). (LS) WLS, WMAQ, WGN, Chicago. (L) Stock and repertory, 20 years. Currently with WGN, Chicago.
- BRASSARD, COLETTE.** Actress, CHRC, Quebec.
- BRAUN, GILBERT.** Free lance sound effects man. (R) WOR, WMCA, WHN, New York.
- BRAUNSDORF, CARL A. ("Ace Sprigens").** Musician, M. C., singer, KFPY, Spokane. (R) Also KNX and KMTR, Los Angeles; KMJ, Fresno. (F) Warner Bros. (f). (L) Musical road shows, 1932-37 (s). (V) The Lone Ace, Covered Wagon Jubilee, Range Riders, and other acts; 10 years.
- BRAYTON, MARGARET.** Actress (R) Park Avenue Penners, 1936-38 (R. B. Davis Co. for Cocomalt, CBS); Lux Radio Theatre, 1937-38 (Lever Bros. Co. for Lux Toilet Soap); Thrills, 1937-38 (Union Oil Co., NBC Red); Kraft Music Hall, 1937-38 (Kraft-Phenix Cheese Corp., NBC Red); also occasional appearances on Jell-O Program Starring Jack Benny (General Foods Corp., NBC Red); Royal Gelatin Hour (Standard Brands, Inc., NBC Red); First Nighter (Campana, NBC Red). (L) Stock.



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## PROFESSIONAL RECORDS—Continued

- BRAZY, JACK W.** M. C., WOWO, WGL, Fort Worth. (V) Magician, 1932-38.
- BREEN, BOBBY.** Juvenile singer, actor. (R) Eddie Cantor, 1935 (Lehn & Fink for Pebeco Tooth Paste, CBS); Eddie Cantor, 1936 (Texas Co. for Texaco Gasoline, CBS); Texaco Town, 1937-38 (Texas Co., CBS). (F) RKO (s); under contract to Sol Lesser (Principal productions). (L) Say When, with Harry Richman (f). (V) Theatre appearances, 1933-34. Decca Records.
- BREEN, JOSEPH V.** Commentator, reader, actor, WFIL, Philadelphia. (L) Playhouse (director), 1934-35.
- BRENDL, MILT.** Announcer, WISN, Milwaukee.
- BRENEMAN, TOM.** M. C., actor, producer. (R) Brad & Al, 1935 (Fels Naphtha Soap, CBS); The Dream Singer, 1936 (Lipton Tea, WEA, WJZ; New York City); My Secret Ambition, 1937-38 (Durkee Famous Foods, CBS). (V) 1926-28. (Currently with KSFO, San Francisco.)
- BRENNAN, ROSEMARY.** Singer, WIL, St. Louis.
- BRENNER, PAUL.** Announcer, WNEW, New York (R) Also WFBL, Syracuse.
- BREWER, HARRIET H.** Singer. (R) Hymns of all Churches, 1936-38 (General Mills, CBS). (L) Concert and opera appearances.
- BREWSTER, LOREN M.** Arranger, WFAA, Dallas. (R) Also Dixie Network. (V) Various dance bands.
- BRICE, FANNIE.** Singer, comedienne. (R) Revue de Patee (R. L. Watkins Co. for Dr. Lyon's Toothpowder, NBC Blue); Good News of 1938 (General Foods Corp., NBC Red). (GA) Rudy Vallee Program. (F) M-G-M. (L) George M. Cohan Productions; Follies, 1910-11, '14, '24; Music Box Revue, 1925-26; The Show Is On; others. (V).
- BRICKERT, CARLTON.** Actor. (R) Story of Mary Marlin, 1934-38 (Procter & Gamble, NBC Red and Blue); Lum 'n' Abner, 1935-38 (Horlick's Malted Milk, NBC Blue); A Tale of Today, 1937-38 (Princess Pat, Ltd., NBC Red).
- BRICKHOUSE, JACK.** Sports announcer, WMBD, Peoria.
- BRIER, ARTHUR J.** Musician (The Northwesterners), Iowa Broadcasting Co. (V) Blue Ridge Mountaineers, Morning Glory Revue (Shubert).
- BRIEZE, ALICE.** Singer, actress, WMCA, New York. (R) Also WNEW and WOR New York; transcriptions.
- BRIGGS, FINNEY.** Actor, writer. (R) Adventures of Dari Dan (Bowey's, Inc., NBC Red).
- BRIGGS, FLORENCE.** Dramatic actress, WHJB, Greensburg.
- BRILMAYER, ROBERT C.** Writer, producer, actor. (R) The Pirate Club, 1932 (Kellogg Co., NBC Red); Hollywood In Person, 1937-38 (General Mills, Inc., CBS); scripts for National Council of Women, 1938 (national spot programs). (LS) WFAA, Dallas; WLW, WKRC, Cincinnati; WRVA, Richmond. (L) Stock, 1926-29. (V) Theatre appearances.
- BRINK, RUTH L.** Singer, WIL, St. Louis. (R) Also guest appearance, CBS. (V) Theatre and night club appearances.
- BRINKLEY, JACK.** Announcer, actor. (R) Aunt Jemima's Cabin at the Crossroads (Quaker Oats Co., NBC Blue); Kitty Keene, Inc. (Procter & Gamble, CBS); Ma Perkins (Procter & Gamble, CBS); Betty & Bob (General Mills, Inc., CBS); Couple Next Door (Procter & Gamble, Mutual).
- BRISSETTE, ADOLPHUS ("Dol").** Musical director, WTAG, Worcester. (V) Orchestra leader, M. C.
- BROCKMAN, DAVID.** Conductor. (R) Thrills (Union Oil Co., NBC Red).
- BROEKER, GRACE J.** Actress, WTMV, East St. Louis. (R) Also WBBM and WGN, Chicago. (L) Stock.
- BROGDEN, LLOYD.** Sacred Music, KGFF, Shawnee, Okla.
- BROGDEN, THELMA.** Sacred music, KGFF, Shawnee, Okla.
- BROOK, PHILIP S.** Announcer, WGY, Schenectady.
- BROOKS, KITTY.** Singer, WIP, Philadelphia.
- BROOKS, LESLIE.** Studio director, WTJS, Jackson. (R) Also WMP, Memphis. (V) Theatre appearances.
- BROOKS, RICHARD.** News commentator, WNEW, New York.
- BROOKS, TED.** Guitarist, WAPI, Birmingham.

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<b>Jimmy Tansey</b>	. . . .	<b>Danny O'Neill</b>
<b>Violet Dunn</b>	. . . .	<b>Peggy O'Neill Kayden</b>
<b>Chester (Chet) Stratton</b>	. . . .	<b>Monte Kayden</b>
<b>Jane West</b>	. . . .	<b>Mrs. Bailey</b>
<b>Janice Gilbert</b>	. . . .	<b>Janice Collins</b>
<b>Jimmy Donnelly</b>	. . . .	<b>Eddie Collins</b>

*Directed by* **Carlo De Angelo**

*An ED WOLF Production*

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## PROFESSIONAL RECORDS—Continued

- ham. (R) Also NBC and CBS sustaining; transcriptions.
- BROPHY, ALLEN O.** News commentator, news editor, WROK, Rockford.
- BROWER, ROY.** Actor. (R) Aunt Jemima's Cabin at the Crossroads (Quaker Oats Co., NBC Blue).
- BROWN, AL RAY R.** Announcer, WAAW, Omaha. (R) Also KMMJ, Clay Center; KFAB-KFOR, Lincoln. (L) Circle Stock, 1935, '37.
- BROWN, ART.** Announcer, organist, pianist, WOL, Washington. (R) Also WRVA, Richmond; WTAR, Norfolk. (V) Adams and Brown, 1921-24.
- BROWN, BEVERLY.** Script writer, producer, continuity writer, WWL, New Orleans. (L) Director, Little Theatre, 1924-33.
- BROWN, BOB.** Announcer. (R) Girl Alone (Kellogg Co., NBC Red); Story of Mary Marlin (Procter & Gamble, CBS); Vic and Sade (Procter & Gamble, NBC Red and Blue).
- BROWN, CHARLES H.** Sports commentator, WAPI, Birmingham.
- BROWN COUNTRY REVELERS.** Entertainers. (R) Renfro Barn Dance (Allis Chalmers Mfg. Co., Mutual).
- BROWN, EDDY.** Violinist, conductor, WQXR, New York. (R) Also Remington program, CBS, 1934.
- BROWN, JEANE.** Musical director, WOWO-WGL, Ft. Wayne. (R) Also WFBM, Indianapolis. (V) Fourteen Bricktops, 1930-33; Harmodears, 1935-36; others.
- BROWN, JESSIE.** Special feature programs, WFBL, Syracuse.
- BROWN, JOHN.** Actor (character, dialect, comedy). (R) Town Hall Tonight, 1935-38 (Bristol-Myers for Ipana Toothpaste and Sal Hepatica, NBC Red); Thatcher Colt, 1937-38 (Packer's Tar Soap, NBC Red); Lorenzo Jones, 1937-38 (Sterling Products for Phillips' Milk of Magnesia Tablets, NBC Red); Your True Adventures, 1937 (Colgate-Palmolive-Peet, CBS). (L) Six Characters in Search of an Author (revival); Black Tower; Peace on Earth; Milky Way; stock.
- BROWN, JOHN R.** Pianist, WLS, Chicago.
- BROWN, KENYON.** Special events director and announcer, KSO-KRNT, Des Moines. (R) Also Iowa Broadcasting Co.
- BROWN, KIRK.** Character actor, Federal Theatre Radio Division. (L) 40 years.
- BROWN, MARY.** Singer, WIL, St. Louis. (R) Also KWK, St. Louis. (V) Hotel and night club appearances.
- BROWN, ROSALIND E.** Musician, musical director, WGRC, New Albany, Ind.
- BROWN, RUTH J.** Cellist, WNBF, Birmingham.
- BROWN, SAM.** Announcer, WMCA, New York. (R) Also Inter-City Network; NBC, Washington, D. C.; KYW, Philadelphia; WTOG, Savannah.
- BROWN, SEDLEY.** Actor, producer. (R) Husbands and Wives (Lamont Corliss & Co., NBC Blue). Worked as team with Ollie Lowe Miles.
- BROWN, TED.** Organist, pianist, band director, KONO, San Antonio. (V) Night club engagements. Also recordings for Brunswick.
- BROWN, WARREN.** Sports commentator, WJJD, Chicago.
- BROWNFIELD, PRESTON.** Musician, KFXM, San Bernardino. (R) Also Mutual. (V) Night club appearances.
- BROWNING, DOUGLAS.** Announcer, sports commentator. (R) True Detective Mysteries, 1937 (Macfadden Publication, Mutual); Armco Band Concerts, 1938 (American Rolling Mill Co., NBC Blue). (LS) Shows for various sponsors, including football broadcasts for Kellogg Co., in capacity as staff announcer of WLW, Cincinnati. (V) Theatre appearances with WLW Radio Revels; M.C. for Tommy Riggs and Betty Lou.
- BROZ, LARRY.** Orchestra leader, WTMV, St. Louis. (V) 1934-35.
- BRUCKMAN, MAURICE.** Orchestra leader, WHBF, Rock Island.
- BRUNDAGE, HUGH.** Announcer, producer, KHJ, Los Angeles. (R) Mutual-Don Lee Network shows including Sports-Bullseyes (Brown & Williamson Tobacco Co.); Newspaper of the Air (Alka-Seltzer).
- BRUNDIGE, BILL.** Announcer, WAVE, Louisville. (R) Also WSIX, Nashville.
- BRUSILOFF, NAT.** Conductor. (R) Just Between Us (Rabin Cosmetic Co., Mutual); Mary Jane Walsh (The Barbasol Co., Mutual). (Currently musical director, WMCA, New York.)



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## PROFESSIONAL RECORDS—Continued

- BRYAN, ARTHUR Q.** Writer, producer, KFWB, Los Angeles. (R) Bill and Ginger, CBS; Raising Your Parents, NBC; Grouch Club, CBS.
- BRYAN, ROLLAND.** Musician, WMT, Cedar Rapids.
- BRYANT, EDWARD.** Announcer, WMBO, Auburn.
- BRYANT, GEOFFREY.** Actor (R) Death Valley Days (Pacific Coast Borax Co., NBC Blue).
- BRYSON, BETH.** Actress, KTSM, El Paso.
- BRYSON, CONREY.** Continuity writer, producer, actor, KTSM, El Paso. (L) Stock.
- BRYSON, PATRICIA H.** Actress, KTSM, El Paso.
- BUCCI, TACITUS.** Symphony orchestra leader, WJDX, Jackson.
- BUCHAN, ALEX.** Announcer, sports commentator, WTMV, St. Louis. (R) Also WEW, St. Louis.
- BUCK, ASHLEY.** Dramatic director, Federal Theatre Radio Division. (R) Also KFWB, Los Angeles; WMCA, New York. (F) RKO, Pathe (f); shorts. (L) Productions by Brock Pemberton, Phillip Goodman, the Shuberts and others (f). (V) Lewis & Gordon acts.
- BUCK, MORDEN R.** Director, WHEC, Rochester. (L) Cukor-Kondolf Co., 1929-30 (f). (V) Theatre appearances.
- BUDD, MILTON H.** Juveniles' announcer, WMBD, Peoria.
- BUHRMAN, BERT.** Musical director, KCMO, Kansas City. (R) Also WREN, Lawrence; WHB, Kansas City.
- BULLEIT, JAMES A.** Program director, chief announcer, WAIM, Anderson.
- BUMGARNER, ELIZABETH.** Blind singer, pianist over WSJS, Winston-Salem.
- BUNCE, ALAN.** Actor (straight leads, juveniles, light comedy). (R) Hello Peggy, 1936-38 (Drackett Co. for Drano, NBC Red); David Harum, 1937 (B. T. Babbitt for Bab-O, NBC Red); For Men Only, 1937-38 (Bristol-Myers, NBC Red); John's Other Wife, 1938 (American Home Products, NBC Red); others. (F) RKO (f). (L) Productions by the Shuberts, George Tyler, Eddie Dowling, John Golden and others (f); tour with repertory company, Australia and New Zealand.
- BUNCH, COYITA.** Singer, KWK, St. Louis. (R) Also KMOX and KSD, St. Louis. (V) Hotel appearances.
- BUNDESEN, RUSS.** Actor. (R) Bachelor's Children, 1936-37 (Cudahy Packing Co. for Old Dutch Cleanser, CBS and Mutual); Story of Mary Marlin, 1937 (International Cellucotton Co. for Kleenex, NBC Red). (LS) Adventures Abroad, 1937 (Goldenrod Ice Cream, WGN, Chicago); Virginia Lee & Sunbeam, 1937-38 (Maca Yeast, WLS, Chicago).
- BUNKEE, ED.** Announcer, producer, actor, WCSC, Charleston.
- BURBIG, HENRY.** Comedian, M.C. (R) Cheer Up America (Mennen Co., NBC Red); others in past five years.
- BURCH, DALE.** Dramatic actor. (R) Road of Life, 1937-38 (Procter & Gamble for Chipso, NBC Red, CBS). (F) Shorts.
- BURCH, EDWARD L.** Sports commentator, news reporter, WRNL, Richmond.
- BURDETTE, BOB.** Announcer, producer, sports commentator, WFBL, Syracuse. (R) Also WSAI and WLW, Cincinnati; WRVA, Richmond.
- BURDICK, HAROLD P. (Hal Burdick).** Writer, producer, narrator. (R) Do You Believe in Ghosts, 1933 (S & W Food Products, NBC Pacific Coast Red); True Stories of the Sea, 1934 (California Packing Corp., transcriptions); Night Editor, 1934-38 (Cardinet Candy Co., NBC Pacific Coast Red); Doctor Kate, 1938 (Sperry Flour, NBC Pacific Coast Red). (F) Advertising shorts. (L) Stock, 1916-17.
- BURGER, FRANK.** Announcer, writer, producer, WIS, Columbia. (R) Also WOL, Washington; Mutual and Inter-City sustaining.
- BURGIN, RALPH.** Sports commentator, poetry and philosophy reader, WSJS, Winston-Salem. (L) House of Connelly, 1930, Three-Cornered Moon, 1935; Paths of Glory, 1936, others (f).
- BURKE, FRANK.** Announcer, CKLW, Detroit.
- BURNETTE, JAY.** Singer, pianist, KFEL, Denver. (R) Also WFAA, Dallas; KOA, Denver. (V) Theatre appearances.
- BURNS & ALLEN (George N. Burns, Gracie Allen).** Comedy team. (R) Guy

# **TYRONE POWER**

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## PROFESSIONAL RECORDS—Continued

- Lombardo Orchestra with Burns & Allen, 1929-34 (General Cigar Co., CBS); The Adventures of Gracie, 1934-35 (General Cigar for White Owl Cigars, CBS); Burns & Allen, 1935 to April, 1937 (Campbell Soup Co. for Campbell's Tomato Juice, CBS); Burns & Allen, 1937-38 (General Foods for Grape Nuts, NBC Red). (F) RKO, Paramount (f). (V) Burns & Allen, many years.
- BURNS, BOB.** Comedian. (R) Kraft Music Hall (Kraft-Phenix Cheese Corp., NBC Red). (F) Paramount. (V) In vaudeville and night clubs since 1912.
- BURNS, FRED.** Program director, WSAZ, Huntington.
- BURNS, GEO. (NAT).** See Burns & Allen.
- BURNS, WILLIE.** Script writer. (R) Burns & Allen (General Foods Corp., NBC Red).
- BURR, HENRY.** Singer (ballads). (R) National Barn Dance, 1933-38 (Miles Laboratories for Alka-Seltzer, NBC Blue); Uncle Ezra, 1934-38 (Alka-Seltzer, NBC Red). (V) Owned act, Eight Popular Victor Artists; coast to coast appearances, 15 years; veteran Victor recording artist.
- BURRIS, RICHARD E.** Announcer, program manager, KFYR, Bismarck. (R) Also KSO, Des Moines; WTCN, Minneapolis-St. Paul. (V).
- BURROWS, ABE.** Writer. (R) Material, in collaboration with Frank Galen, for Eddie Garr, Royal Gelatin Hour, 1937 (Standard Brands for Royal Gelatin, NBC Red), Manhattan After Dark, Jan. 12, 1938 (Emerson Drug for Bromo-Seltzer, NBC Blue). (V) Theatre appearances of Eddie Garr and Johnny Woods, 1937-38; Cinda Glenn and Paul Gerrits, 1938.
- BURT, DONALD R.** Program director, WSAU, Wausau, Wis.
- BURTON, JAMES.** Announcer. (R) Thirty Minutes in Hollywood, 1937-38 (Local sponsors, Mutual); also many programs on the Don Lee Broadcasting System. Currently chief announcer, KHJ-Mutual-Don Lee Broadcasting System.
- BUSH, DON AND HELEN.** Piano harmony team, WLS, Chicago. (V).
- BUSHEY, DOROTHY.** Singer, comedienne, KDKA, Pittsburgh. (V) 1932-34; personal appearances.
- BUSHMAN, FRANCIS X.** Actor. (R) Margot of Castlewood (Quaker Oats Co., NBC Blue); Stepmother (Colgate-Palmolive-Peet Co., CBS); Story of Mary Marlin (International Cellucotton Products, NBC Red); First Nighter (Campana Sales Co., NBC Red). (F) 423 productions; starred in many silent films. (L) Broadway musicals; stock, road shows. (V) 8 years.
- BUSS, ROBERT J.** Program director, chief announcer, CJOC, Lethbridge.
- BUSSE, HENRY.** Orchestra leader. (R) Henry Busse and His Orchestra, 1936-38 (J. W. Marrow Mfg. Co. for Mar-Oil Shampoo, NBC Red). (F) Shorts. (V) Chicago night club, over 3 years. 1918-28, trumpet player in Paul Whiteman's Orchestra; Victor and Decca records.
- BUTLER, FRANK.** Actor (straight, character, dialect, juvenile). Death Valley Days, 1932-38 (Pacific Coast Borax, NBC Blue); American Family Robinson, 1932-38 (National Assn. Mfgs., transcriptions); Lavender and Old Lace, 1934-35 (Sterling Products for Bayer Aspirin, CBS); Old Dr. Jim, 1935-36 (Bayer Aspirin, NBC Red); Echoes of New York Town, 1936-37 (Consolidated Edison Co., WEAf, New York City); Twin Stars, 1936-37 (National Biscuit Co., NBC Blue); Pepper Young's Family, 1936-38 (Procter & Gamble for Camay Soap, NBC Red and Blue); others. (F) Shorts. (Also script writer).
- BUTTERFIELD, HERBERT.** Producer, actor. (R) Margot of Castlewood (Quaker Oats Co., NBC Blue).
- BUTTERWORTH, BERT.** Commentator, narrator, writer, producer, M.C. (R) KFVB, KFI, KFAC, Los Angeles.
- BUTTERWORTH, CHARLES.** Comedian. (R) Fred Astaire, Sept., 1936 to June, 1937 (Packard Motor Car Co., NBC Red); Hollywood Mardi Gras, since Sept., 1937 (Packard Motor Car Co., NBC Red). (F) Metro-Goldwyn-Mayer; currently Paramount (f). (L) Numerous musical shows for Sam Harris, Arthur Hammerstein, Richard Herndon and Max Gordon. (V) Comedy single.
- BUTTERWORTH, WALLACE.** Interviewer. (R) The Radio Newsreel (Cummer Products, NBC Red); Thatcher Colt Mysteries (Packer's Tar Soap, Inc., NBC Red); Vox Pop (Cummer Products, NBC Red); Terry and the Pirates (Bowey's, Inc., NBC Red). (Worked as team with Parks Johnson.)



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SEASON 1938-39

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## PROFESSIONAL RECORDS—Continued

- BUTTRAM, PAT.** Comedian. (R) National Barn Dance, 1934-38 (Miles Laboratories for Alka-Seltzer, NBC Blue). (LS) WJBY, Gasden; WLS, Chicago. (V) WSGN Radio Show, 1933; WLS National Barn Dance, 1934-38.
- BYBEE, MARVIN.** Actor, KVGB, Great Bend. (L) Manager and actor, own show, 20 years. (V) Dramatic skits.
- BYRN, JOHN D., JR.** Announcer, actor, singer, news commentator, M.C., KARK, Little Rock. (R) Also WHIO, Dayton.
- BYRNE, BRIAN J.** Writer, director, FTRD. (R) Columbia Workshop (CBS); also on WHN, WQXR and WOR, New York. (L) Dramatic stock. (V).
- BYRON, ED.** Script writer. (R) What's My Name? (Philip Morris & Co., Ltd., Mutual; previously with United Press, Wm. Esty agency, WLW, Cincinnati.

## C

- CAESER, ARTHUR.** Script writer (R) Big Town (Lever Bros. Co., CBS).
- CAIN, NOBLE AND CHORUS.** Singers. (R) Aunt Jemima's Cabin at the Crossroads (Quaker Oats Co., NBC Blue); Margot of Castlewood (Quaker Oats Co., NBC Blue).
- CAINE, BETTY.** Actress. (R) A Tale of Today (Princess Pat, Ltd., NBC Red); Story of Mary Marlin (Procter & Gamble for Ivory Soap and Flakes, NBC Red and Blue); also bit parts in First Nighter (Campana Sales Co., NBC Red); Zenith Radio Foundation (Zenith Radio Corp., CBS). (L) Stock: Civic Theatre work.
- CALDER, MIRIAM E.** Soprano, KSL, Salt Lake City.
- CALL, ANNA LEE.** Pianist, KFEQ, St. Joseph. (L) 1935-37. (V) 3 years.
- CALVERT, CHARLES.** Actor. (R) Rube Appleberry (Campbell Cereal Co., Mutual).
- CALVERT, PATRICIA.** Actress. (R) Mrs. Wiggs of the Cabbage Patch, 1937 (American Home Products, NBC Red); Just Plain Bill & Nancy, 1937 (American Home Products, NBC Red); Personal Column of the Air, 1937 (Procter & Gamble for Chipso, NBC Blue); Royal Gelatin Hour, 1937-38 (Standard Brands for Royal Gelatin, NBC Red); Our Gal Sunday (Affiliated Products, CBS). (L) Stock and productions by Laurence Schwab, Theatre Guild, the Shuberts, A. C. Blumenthal, Brock Pemberton and others, 1927-36.
- CAMARGO, RALPH J.** Announcer, actor, KIRO, Seattle. (R) Also transcriptions. (L) Pasadena Playhouse, Hollywood Community Playhouse, Connell Players, stock; others (s,f). (V) Theatre appearances. (Also series of recordings.)
- CAMERON, AL.** Writer, producer, singer, actor, M.C. (R) Son & Tron, 1928-29 (Sonatron Tubes, CBS); Al & Pete, 1930-31 (Chevrolet Motor Co., NBC Red, 1930; Cocomalt, NBC Red, 1930-31); Bill & Henry, 1932-33 (Westinghouse, NBC Red); Phillip Poly Follies, 1937-38 (Phillips Petroleum, CBS). (As Al, of Al & Pete, also heard on various NBC and CBS programs). (V) Al & Pete, 1920-31; Al Cameron & Band; single act; also theatre and night club appearances, here and abroad. (Currently with KMOX, St. Louis.)
- CAMERON, W. J.** Commentator. (R) Ford Sunday Evening Hour (Ford Motor Co., CBS).
- CAMP, DEL.** Announcer, writer, WDEV, Waterbury. (R) Also WFEA, Manchester.
- CAMPBELL, BOB.** Tenor, WHIO, Dayton. (V) Theatre and night club appearances.
- CAMPBELL, DANA.** Continuity writer, announcer, WMT, Cedar Rapids. (L) Stock and repertoire companies.
- CAMPBELL, EDWARD.** Announcer, program director, WMBO, Auburn.
- CAMPBELL, HARRY, JR.** Announcer, singer, musician, KFRU, Columbia. (R) Also WOWO, WGL, Ft. Wayne; KMOX, St. Louis. (V) Theatre appearances.
- CAMPBELL, JIM, JR.** Actor, KTSM, El Paso.
- CAMPBELL, JIM P.** Announcer, KGW-KEX, Portland.
- CAMPBELL, ROY.** Choral conductor, vocal coach. (Director of Roy Campbell's Royalists; Eight Continentals; The Ambassadors). (R) Spartan Radio Pro-



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## PROFESSIONAL RECORDS—Continued

- gram, 1936-37 (Spartan Radio Co., NBC Red); Time of Your Life, 1937-38 (Gruen Watch Co., NBC Red); Roy Campbell's Royalists, 1937 (General Electric Co., NBC Red); Spotlight Revue, 1938 (Magic Baking Powder Co., Canadian Broadcasting System). (GA) Royal Gelatin Program (Standard Brands, Inc., NBC Red); Town Hall Tonight (Bristol-Myers Co., NBC Red). (F) Columbia, Warner Bros. and Universal Shorts, 1937-38. (V) 1937-38; hotel engagements. (Recordings by the Royalists.)
- CAMPBELL'S ROYALISTS, ROY.** Singers. (R) The Time of Your Life (Gruen Watch Co., NBC Red). (V) Theatre and night club appearances.
- CANADY, JOHN.** Lecturer, sports announcer, KMPC, Beverly Hills. (R) Also NBC and Don Lee programs, 1935.
- CANTOR, CHARLES.** Actor (character). (R) Kate Smith's Bandwagon, 1937 (General Foods, CBS); Town Hall Tonight, 1937-38 (Bristol-Myers for Ipana and Sal Hepatica, NBC Red); Kitchen Cavalcade, 1937-38 (C. F. Mueller Co., NBC Blue); Terry and the Pirates, 1938 (Bowey's for Dari-Rich, NBC Red). (LS) Billy & Betty, 1936-37 (Sheffield Farms, WEA, New York City.)
- CANTOR, EDDIE.** Actor, comedian. (R) Chase & Sanborn Program, 1931-34 (Standard Brands for Chase & Sanborn Coffee, NBC Red); Eddie Cantor, 1935 (Lehn & Fink for Pebeco Toothpaste, CBS); Texaco Town, 1936-1938 (The Texas Co. for Texaco Gasoline); Cantor's Camel Caravan, 1938 (Camel Cigarettes, CBS); (F) Paramount, 1925-27; Samuel Goldwyn, 1930-36; 20th Century-Fox, since 1937 (s); shorts. (L) Ziegfeld Follies, 1917-19, 1927; Midnight Rounders and Make It Snappy, for the Shuberts, 1920-21; Kid Boots for Ziegfeld, 1924-26; Whoopee, for Ziegfeld, 1927-29. (V) Gus Edwards' Kid Kabaret, 1907-09; Bedini & Arthur, 1909; Cantor & Lee, 1913-16. (Also author, with, and without the late David Freedman, of magazine articles.)
- CARD, CATHERINE.** Actress. (R) The Woman in White (Pillsbury Flour Mills Co., NBC Red).
- CARDWELL, MAREN B. S.** (Maren Berdine). Continuity writer, KMOX, St. Louis. (L) Musical comedy; dramatic stock; Greenwich Village Follies, 1922-23; others (f). (V) 3 years.
- CAREW, BERYL.** Soprano. (R) Care-free Carnival, 1938 (Signal Oil Co., NBC Pacific Coast Red). Sustaining shows, Canadian Broadcasting Corp., Mutual and Don Lee, 1937.
- CAREY, MACDONALD.** Actor. (R) Young Hickory, 1937 (Procter & Gamble for Drene, WMAQ, Chicago); First Nighter, 1937-38 (Campana Sales for Italian Balm, NBC Red); Woman in White, 1938 (Pillsbury Flour Mills, NBC Red). (L) Under management of Marc T. Nielsen (f); stock.
- CARLBERG, LOREN.** Announcer, interviewer, continuity writer, KANS, Wichita. (R) Also KFBI, Abilene; KGGF, Coffeyville.
- CARLETON, SAM.** Script writer (for George Jessel). (R) Thirty Minutes in Hollywood (local sponsors, Mutual).
- CARLEY, RACHEL.** Soprano. (R) Manhattan Merry-Go-Round, since 1935 (Sterling Products for Dr. Lyon's Tooth Powder, NBC Red). (V) Follies Bergere of Paris, 2 years; theatre in Brussels, 2 years; theatre appearances in New York, Chicago, Detroit, Philadelphia, etc.
- CARLISLE, EDGAR P.** Announcer, actor, WKRC, Cincinnati. (L) Little Theatre productions, 2 years.
- CARLISLE, KITTY.** Singer, actress. (R) The Songshop (Coca-Cola Co., CBS). (F) Paramount, M-G-M. (L) Rio Rita, White Horse Inn, Three Waltzes.
- CARLON, FRANCES.** Actress. (R) Attorney-at-Law (S. C. Johnson & Son, Inc., NBC Blue); Story of Mary Marlin (Procter & Gamble, NBC Blue); Kitty Keene, Inc. (Procter & Gamble, CBS). (F) Fox. (L) Stork.
- CARLON, LINDA.** Actress. (R) Eno Crime Clues, 1932-36 (Harold F. Ritchie & Co. for Eno Fruit Salts, NBC Red); Life of Mary Sothern, 1934-35 (General Mills, Mutual); Death Valley Days, intermittently since 1936 (Pacific Coast Borax Co., NBC Blue); Big Sister, 1937 (Lever Bros., CBS); The O'Neills, 1937 (Procter & Gamble, NBC Red and Blue); Follow the Moon, 1937 (Jergens-Woodbury Sales, NBC Red); Pretty Kitty Kelly, 1937 (Continental Baking Co., CBS); Myrt & Marge, 1937-38 (Colgate-Palmolive-Peet, CBS). (F) Shorts. (L) Productions by Sam Harris, 1924; William Harris, A. H. Woods, Brock Pemberton and Sydney Phillips. (V) Acts for Lewis & Gordon, Pat Casey.
- CARLTON, HENRY FISK.** Writer. (R) Vivian, 1927 (Coca-Cola Co., NBC); So-

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## PROFESSIONAL RECORDS—Continued

- conyland Sketches, 1928 (Socony Vacuum Co., NBC Red); General Motors Hour, 1928 (General Motors Corp., NBC Red); Gus and Looie, 1929 (Schroeder Valve Co., NBC Red); Mr. and Mrs., 1929 (Graybar Electric Co., CBS); Sandy and Lil, 1930 (Eskimo Pie Co., CBS); Stebbins Boys, 1931 (Swift & Co., NBC Red); Vivian and Her Life Saver, 1935 (Life Savers, Inc., CBS); Nine to Five, 1936 (L. C. Smith Co., NBC Red) (All these programs were written in collaboration with Wm. Ford Manley); various sustaining network shows. (LS) WOR, New York.
- CARNEGIE, DALE.** Inspirational speaker. (R) Little Known Facts about Well-Known People, 1933-36 (Maltex Cereal Co., NBC Red, 1933-35; CBS, 1935-36); How to Get Ahead, 1937 (Emigrant Industrial Savings Bank, WOR, New York City); How to Win Friends and Influence People, 1938 (Colgate-Palmolive-Peet, NBC Red). (Author of How to Win Friends and Influence People, and other books; lecturer.)
- CARNEY, DON** ("Uncle Don"). Children's programs, WOR, New York, for 10 years.
- CARNEY, TOMMY, JR.** Actor (juvenile), WTIC, Hartford. (L) Wisdom Tooth.
- CAROL, ELSIE.** Home economist, director women's club of the air, WCAU, Philadelphia.
- CARPENTER, GENE.** Accordionist (hill-billy and popular), KFPY, Spokane. (R) Also KOMO, KIRO and KOL, Seattle. (V) Pioneers, 1936; Gene Howard and His Rio Grande Riders, 1937-38.
- CARPENTER, KEN.** Announcer. (R) Kraft Music Hall, 1936-38 (Kraft-Phenix Cheese Corp., NBC Red); Hollywood Mardi Gras, 1937-38 (Packard Motor Car Co., NBC Red); Ry-Krisp Presents Marion Talley, 1937-38 (Ralston Purina for Ry-Krisp, NBC Red); One Man's Family, 1938 (Standard Brands for Tender Leaf Tea, NBC Red); others, not current.
- CARPENTER, LAURA MAY.** Actress, WRDO, Augusta. (F) Shorts. (L) The Nervous Wreck, White Collars; others. (V) Lewis & Gordon acts; others.
- CARPENTER, THOMAS K., JR.** Script writer. (R) Watch the Fun Go By (Ford Motor Co., CBS).
- CARR, ALBERT B.** Drummer. (R) Toast to the Town (Roma Wine Co., CBS); My Secret Ambition (Durkee Famous Foods, Inc., CBS). Staff musician, KSFO, San Francisco.
- CARR, ROSE ANN.** Soprano, WDAF, Kansas City. (L) Gilbert & Sullivan Light Opera; road.
- CARRAWAY, THOMAS H.** Announcer, continuity writer, KTBS, Shreveport. (R) Also WSBM, New Orleans. (L) Little Theatre productions, 3 years.
- CARRELL, COURTNEY.** Commentator (fashions, special events), WFAA, Dallas.
- CARRINGTON, ELAINE STERNE.** Writer. (R) Red Davis, 1933-35 (Beechnut Packing Co., NBC Red and Blue); Trouble House, 1936-37 (H. J. Heinz Co., CBS); Pepper Young's Family, 1936-38 (Procter & Gamble for Camay Soap, NBC Red and Blue). (L) Author one-act plays.
- CARROLL, CARROLL.** Script writer. (R) Kraft Music Hall (Kraft-Phenix Cheese Corp., NBC Red). Writes Bing Crosby's radio material.
- CARROLL, CHARLES.** Actor. (R) Margot of Castlewood (Quaker Oats Co., NBC Blue).
- CARROLL, NORM.** Pianist, WOWO-WGL, Ft. Wayne.
- CARRUTH, TOM M.** Announcer, WDAE, Tampa. (L) 1929-30.
- CARTER, BOAKE.** Commentator, writer, producer. (R) Boake Carter (Philco Radio Corp., CBS; General Foods Corp., CBS). Columnist, author of books on current events.
- CARVER, ELIZABETH.** Writer. (R) One time sustaining shows: Light of Mull (NBC, Sept. 9, 1936); One Silent Night (NBC, Dec. 24, 1937); Deborah (CBS, July, 1937).
- CARVILLE, CLARENCE.** Announcer, newscaster, CFCT, Victoria.
- CASE, GEORGE T.** Announcer, producer, M.C., writer, actor, WIS, Columbia. (R) Also WLW, WCPO, WKCY and WKRC, Cincinnati; transcriptions. (L) Ultra-Violet, 1931; Voodoo Charm, 1932; Snug Harbor, 1936; Merry-Go-Round, 1937; others (s.f.). (V) Hullabaloo, Kenny & Kay, Klem & Sary's Hayride, since 1930.
- CASE, MARILU.** Actress, writer, commentator, WCPO, Cincinnati. (R) Also WIS, Columbia; WKRC, Cincinnati, and others. (F) Shorts. (L) Little Theatre Groups, Town Players (s.f.). (V) 4 years;

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- The Klem & Sary Hayride, George & Marilu, Hullabaloo Frolics.
- CASE, NELSON.** Announcer. (R) Wheat-  
enaville, 1931-34 (Wheatena Corp., NBC  
Pacific Coast Red); Voice of Firestone  
Garden Concerts, 1934 (Firestone Tire &  
Rubber Co., NBC Red); Lombardo Land,  
1934-35 (Plough, Inc., NBC Red); Red  
Davis, 1934-35 (Beech-Nut Packing Co.,  
NBC Blue); Armour Hour, 1935 (Armour  
Packing Co., NBC Blue); Ray Noble,  
1935-36 (Coty, Inc., NBC Red); Sunday  
Nite Party, 1936-37 (Sealtest, NBC Red);  
Husbands and Wives, 1936-37 (Lamont  
Corliss & Co., NBC Blue); Hour of  
Charm, since Oct., 1936 (General Elec-  
tric, NBC Red); True Story Court of  
Human Relations, since July, 1937 (Mac-  
fadden Publications, NBC Red); Dorothy  
Thompson, since July, 1937 (Pall Mall  
Cigarettes, NBC Red); others. (V) Sun-  
set Six (band act), 1926-27. (Staff an-  
nouncer, NBC).
- CASEY, ARTHUR J.** Producer, KMOX,  
St. Louis. (L) Repertory companies, as  
producer.
- CASIELLO, ROCCO.** Trumpet player.  
(R) Armour Program with Phil Baker  
(Armour Co., NBC Blue). Staff musician,  
KSFO, San Francisco.
- CASINO, JEAN.** M.C., commentator,  
singer, CHRC, Quebec.
- CASSEL, WALTER.** Baritone. (R) Satur-  
day Night Party (Sealtest, Inc., NBC  
Red); Rubinoff Program (Chevrolet  
Motor Co., CBS); Musical Moments  
(Chevrolet Motor Co., transcriptions);  
Radio Frolic (United Drug Co., transcrip-  
tions). (GA) Hammerstein Music Hall  
(American Home Products Corp., CBS);  
Chesterfield Presents (Liggett & Myers  
Tobacco Co., CBS); Maxwell House  
Showboat (General Foods Corp., NBC  
Red); General Motors Concerts (General  
Motors Corp., NBC Blue); Watch the  
Fun Go By (Ford Motor Co., CBS). (F)  
Warner Bros. (f); shorts. (V) Various  
theatres, 1937-38; appearances with Nick  
Kenny.
- CASSIN, MARIGOLD.** Continuity writer,  
producer. (R) Good Morning Tonite,  
1936-38 (Albers Bros. Milling Co., NBC  
Pacific Coast Red).
- CASTILLO, DEL.** Production manager,  
organist, WEEL, Boston. (V) Theatre  
organist (featured).
- CASTLE, GORDON B.** Production man-  
ager, CKLW, Detroit. (R) Also WJR,  
Detroit. (F) Commercials. (L) 1914.
- CENTNER, MATHILDE.** Dramatic actress,  
WGY, Schenectady.
- CERVELLI, ERNESTINE.** Actress, KSFO,  
San Francisco. (V) Topsy & Eva.
- CHADWICKE, LEE.** Announcer, produ-  
cer, writer, WTAR, Norfolk.
- CHAMBERS, CLAIR.** Announcer, CJRC,  
Winnipeg. (R) Also CJRM, Regina.
- CHAMBERS, COYLE.** Musical director,  
KMJ, Fresno. (R) Also KERN, Bakers-  
field. (V) Rogers Novelty Four, 1929.
- CHANCE, ALFRED A.** Chief announcer,  
producer, actor, WXYZ, Detroit. (R)  
Also Mutual; Michigan Radio Network.
- CHANELLE, ROSE.** Contralto, WRC-  
WMAL, Washington.
- CHANAY, HERMAN C.** Musician, KOMA,  
Oklahoma City. (R) Also WKY, Okla-  
homa City. (F) Shorts. (V) Al Evans'  
Band, 1925-26.
- CHAPMAN, DAVE.** Announcer, KGNC,  
Amarillo.
- CHAPMAN, JACK.** Actor, KTSM, El Paso.
- CHAPMAN, MARGARET.** Commentator  
on women's programs, CHNC, New Car-  
lisle.
- CHAPMAN, REED A.** Sports and special  
events announcer, CJAT, Trail.
- CHAPMAN, ROY T.** Special events an-  
nouncer, KTSM, El Paso.
- CHAPPELL, ERNEST E.** Producer, dra-  
matic director, writer, news commenta-  
tor. (R) Coty Melody Girl (Coty, Inc.,  
CBS); Around the World with Libby  
(Libby, McNeill and Libby, NBC Blue);  
Wadsworth Dramas (Wadsworth Watch  
Case Co., NBC Blue); Richfield Country  
Club (Richfield Oil Corp., CBS); Van  
Heusen Program (Phillips-Jones Corp.,  
CBS); True Detective Mysteries (Mac-  
fadden Publications, CBS); La Palina  
Hour (Congress Cigar Co., CBS); Head-  
lines (P. Lorillard Co., Mutual); others.  
(F) Newsreels; shorts (Paramount); com-  
mercials.
- CHARIOTEERS, THE.** Negro quartet,  
NBC and WOR, New York. (R) Also  
Wildroot Program (CBS); Aspirub  
(NBC). (GA) Rudy Vallee, Ben Bernie,  
Fred Waring, others. (F) Universal  
(shorts).
- CHARLES, LEWIS.** Announcer, WHN,  
New York. (R) Also WINS and WOV,  
New York; transcriptions.
- CHARLES, MILTON.** Organist, singer.



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## PROFESSIONAL RECORDS—Continued

- (R) Bachelor's Children (The Cudahy Packing Co., CBS); Jenny Peabody (F & F Laboratories, Inc., CBS). (LS) WBBM, Chicago. (F) Warner Bros. (f); shorts. (L) The Royal Family; series of one-act plays (s, f). (V) Theatre appearances.
- CHARNINSKY, HYMAN.** Musician. (R) Watch the Fun Go By, 1937 (Ford Motor Co., CBS); also appeared on Texas Quality Network, 1935-37. Currently with KRLD, Dallas.
- CHASE, ROGER A. ("Bob").** Announcer, producer, M. C., WIL, St. Louis. (V).
- CHASE, VICKI.** Entertainer. (R) Smoke Dreams (H. Fendrich, Inc., NBC Red).
- CHATTERTON, LARRY H.** Announcer, producer, KNX, Los Angeles.
- CHAUNCEY, MALTIER.** Dramatist, KVOA, Tucson. (R) Also WSOC, Charlotte; WQAM, Miami.
- CHAVIS, GERTRUDE.** Singer, WSFO, San Francisco.
- CHEKETTS, MYRTLE.** Soprano, KSL, Salt Lake City.
- CHEERIO.** See Charles K. Fields.
- CHERNIAVSKY, JOSEF.** Musical conductor, arranger. Currently associate musical director, WLW, Cincinnati. (R) Also Musical Cameraman (NBC Red, International Silver Co., 1936-37). (V) Theatre appearances.
- CHICK, BRUCE H.** Announcer, CKLW, Detroit.
- CHILDE, ROBERT.** Arranger. (R) Contented Hour, 1932-38 (Carnation Milk, NBC Red).
- CHILDS, RALPH.** Announcer, WHBF, Rock Island.
- CHILTON, RUTH (Ann Davenport).** Singer, continuity writer, WSYR, Syracuse. (V).
- CHRISTENSEN, HARVEY.** Singer, actor, KSFO, San Francisco. (R) Also KFRC, San Francisco. (L) Olsen & Johnson production, 1937; others.
- CHRISTMAN, EARL.** Pianist, arranger, WHIO, Dayton. (V).
- CHRISTOPHER, CARL, JR.** Announcer, actor, KIRO, Seattle.
- CHRISTY, KEN.** Entertainer. (R) Junior Nurse Corps (Swift & Co., NBC Blue); Zenith Radio Foundation (Zenith Radio Corp., CBS); Town Hall Tonight (Bristol-Myers Co., NBC Red).
- CHUCK WAGON OPERA.** Cowboy and hillbilly string orchestra, KROY, Sacramento. (V) Theatre appearances.
- CHURCH, DON.** Announcer, singer, KGGC, San Francisco.
- CHURCHILL, NELSON.** Announcer, WAAB-WNAC, Boston.
- CIANNELLI, EDUARDO.** Character actor. (R) Hollywood Hotel, 1937 (Campbell Soup Co., CBS); Lux Radio Theatre, 1937 (Lever Bros. for Lux, CBS). (F) RKO and Columbia Pictures (f). (L) Rose Marie, 1924; Broadway, 1927; Front Page, 1930; Uncle Vania, 1932; Yellow Jack, 1934; Winterset, 1935; Saint Joan, 1936; others (f). (Adaptor of Puppets and Passions, 1929; co-author of Foolscape, 1933).
- CLANEY, HOWARD.** Commentator, announcer. (R) American Album of Familiar Music, 1932-37 (Sterling Products, NBC Red); Waltz Time, 1933-37 (Chas. H. Phillips Chemical Co., NBC Red); Metropolitan Opera Auditions of the Air, 1934-37 (Sherwin-Williams Co., NBC Blue); Jack Benny, 1934 (General Motors Corp., NBC Red); General Motors Concerts, 1934-37 (General Motors Corp., NBC Blue); Parade of the States, 1934-37 (General Motors Corp., NBC Red); Voice of Firestone, 1935-37 (Firestone Tire & Rubber Co., NBC Red); Al Jolson, 1935 (General Motors Corp., NBC Red); Paul Whiteman's Orch., 1935-36 (Kraft-Phenix Cheese Corp., NBC Red); America's Town Meeting of the Air (NBC Blue sustaining); others. (F) Shorts. (L) Productions by the Shuberts, Henry Miller, Sam Harris; others. (V) Personal appearances.
- CLARE, VAL.** News commentator, CKLW, Detroit. (Has also written and played in radio dramatic shows).
- CLARK, BUDDY.** Baritone. (R) Fox Fur Trappers, 1933-35 (I. J. Fox, CBS); Your Hit Parade, 1936-37 (American Tobacco Co. for Lucky Strike Cigarettes, CBS). (GA) Socony-Vacuum, Ex-Lax, Ford and Chevrolet programs. (F) 20th Century-Fox; shorts. (V) Theatre appearances, 1937.
- CLARK, DELORES S.** Soprano, KSL, Salt Lake City.
- CLARK, FREEMAN ("Tubby").** Staff pianist, arranger, KOL, Seattle. (V) Capers of 1933; pianist with stage band.
- CLARK, HARRY B.** Announcer, producer, WPRO, Providence.

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## PROFESSIONAL RECORDS—Continued

- CLARK, JAMES B.** Musical director, KFPY, Spokane. (R) Also WLW, Cincinnati.
- CLARK, JAMES B.** Announcer, WPTF, Raleigh. (Also sports columnist for North Carolina weekly).
- CLARK, VIRGINIA.** Dramatic actress. (R) The Romance of Helen Trent, 1933-38 (Affiliated Products for Edna Wallace Hopper's Restorative Cream, CBS); Your Speech, 1935 (Better Speech Institute of America, NBC Blue).
- CLARKE, BURKE.** Character actor, WTIC, Hartford. (R) Also Union Central Life Insurance program, NBC, 1936. (F) Paramount. (L) Productions by Sam Harris, the Shuberts, George Tyler and others; 38 years.
- CLARKE, DONALD HENDERSON.** Script writer. (R) I Want a Divorce (Sussman, Wormser & Co., NBC RED).
- CLARKE, HARRY.** Baritone, organist, KSL, Salt Lake City. (L) Forty Thieves, 1916; East Lynn, 1916; Royal Divorce, 1917; others (f).
- CLARKE, KITTY.** Actress (ingenue and children parts), Federal Theatre Radio Division. (L) Dramatic stock, 3 years; Shuberts' Boom Boom, 1929-30 (f). (V) Overseas Revue, Seminary Scandals, others.
- CLARKSON, WILEY G., JR.** Continuity writer, KNOW, Austin.
- CLAVERING, ERIC.** Actor, CJRC, Winnipeg. (R) Also CFRB, Toronto; Canadian Broadcasting Corp.; guest, Fleischmann Yeast and Campbell Soup programs. (F) Booth-Dominion productions, 1935; Warner Bros. English production, 1937. (L) Easy Street, 1924-25; The Baby, 1926; stock, 1937-38; others.
- CLEM, RUTH.** Accompanist, organist, KRLD, Dallas. (V) Theatre organist, 6 years.
- CLEMENS, JACK & LORETTA.** Song team, musicians. (R) Jack and Loretta (Kirkman & Son, CBS); others. (GA) Programs for Ford Motor Co., Atlantic Refining Co., American Tobacco Co. (F) Warner Bros. (V) Wesley Barry's Orchestra.
- CLEVE BASS BREAK DOWN BAND.** Hillbilly band, WJDX, Jackson.
- CLEVELAND, HIBBARD.** Announcer, singer, KSO-KRNT, Des Moines. (R) Also Iowa Broadcasting Co.; WHO, Des Moines. (V) Theatre appearances.
- CLIFFER, MAURICE.** Announcer, actor. (R) Views on News, 1935-38 (American Packing Co., KMOX, St. Louis); Phillips Poly Follies, 1936-38 (Phillips Petroleum Co., CBS); Sports Review, 1937 (Penn Tobacco Co., KMOX); Dope from Dug-out, 1937 (Hyde Park Beer, KMOX); Sidewalk Reporter, 1937 (Union Biscuit Co., KMOX); Smoke News, 1937-38 (Brown & Williamson Tobacco, KMOX); Front Page Patrol, 1937-38 (General Grocer Co., KMOX). (V) Theatre appearances.
- CLOCKDALE, ARTHUR W.** Singer, WHEB, Portsmouth. (R) Also WEEL, Boston. (L) Gilbert & Sullivan operettas; productions by Warren Freeman, George O. Bowen and others (s,f).
- CLOUGH, MERVIN.** Announcer, KFYR, Bismarck.
- COATS, D. R. P.** Conductor children's programs, speaker, CKY, Winnipeg.
- COBB, RICHARD A.** Announcer, WAAB-WNAC, Boston.
- COCHRAN, RONALD V.** Announcer, KSO-KRNT, Des Moines. (R) Also Iowa Broadcasting Co. (L) Little Theatre productions.
- COCHRANE, GORDON ("Tex").** Yodeler, singer, guitarist, CFCY, Charlottetown. (Also RCA Victor recordings).
- CODY, WAYNE.** Children's programs, WFIL, Philadelphia. (V) Cody Quintette, 1922-31.
- COFFIN, DAVID.** Sports and news commentator, script writer, WJAX, Jacksonville. (F) M-G-M, Paramount (f).
- COFFIN, TED.** Announcer, newscaster, WAGM, Presque Isle. (V) M.C., 1936-38.
- COHAN, GERSHWIN A.** Musician (piano, organ, accordion), WCKY, Cincinnati. (V) Herby & Gershwin, Accordion Aristocrats.
- COHAN, PHILIP.** Producer. (R) Music from Hollywood, 1937 (Liggett & Myers for Chesterfield Cigarettes, CBS); Chesterfield Program, 1938 (Liggett & Myers, CBS); originator and producer of Saturday Night Swing Club, 1936-38 (CBS sustaining).
- COLAMARIA, VICKI.** Singer, WGY, Schenectady.
- COLBERT, JANICE.** Dramatic actress. (R) The O'Neills (Procter & Gamble, CBS); Famous Fortunes (General Shoe



# MARION TALLEY

THIRD YEAR  
RY-KRISP

**NBC**

## PROFESSIONAL RECORDS—Continued

- Corp. for Richland Shoes, Mutual); others. (F) Shorts. (L) Stock.
- COLBY, GUY.** Barn dance caller, WLS, Chicago.
- COLBY, NED C.** Orchestra leader, WOOD-WASH, Grand Rapids. (L) Dunbar Opera Co. (V) Fredd Hamm; Charlie Agnew; Dell Lampe; Jack Crawford.
- COLD, KEITH W.** Musician, WMT, Cedar Rapids.
- COLE, HARRY A.** Announcer, WJAX, Jacksonville.
- COLE, JOHN.** Announcer. (R) Pet Milky Way, since 1933 (Pet Milk Sales Corp., CBS and transcriptions).
- COLE, LYNN.** Singer, WLW, Cincinnati. (R) Also WBBM and WGN, Chicago; Mar-O-Oil program, NBC, 1935.
- COLEMAN, CARYL.** Script writer. (R) My Secret Ambition (Durkee Famous Foods, Inc., CBS).
- COLEMAN, WILLIE.** Pianist, orchestra leader, WSWA, Harrisonburg. (V) Night club and hotel appearances.
- COLLINS, BOB.** Musician, KFXM, San Bernardino. (R) Also KGER, Long Beach. (L) Federal Theatre projects, 1937. (V) Trio, Hawaiian act, cowboy act, dance band, solo, 1934-37; night club appearances.
- COLLINS, CLAUDE D.** M. C., singer, WIL, St. Louis. (R) Also KGFJ, Los Angeles; KYA, San Francisco. (F) M-G-M, Universal, Fox, Metropolitan (f). (L) Swing High, Big House; others (f). (V) Shuffle Along; Simp & Kid; night club appearances.
- COLLINS, IRENE.** Singer, WAAT, Jersey City. (R) Also WABC, WNEW, New York; WLW, Cincinnati. (V) Broadway-ites, 1936.
- COLLINS, JERRY.** Pianist, WNOX, Knoxville. (V) Theatre appearances.
- COLLINS, JUDSON.** Announcer, WSGN, Birmingham.
- COLLINS, NEHUSHTA.** Announcer (feminine), CFCT, Victoria.
- COLLINS, TED.** Producer. (R) Kate Smith and Her Swanee Music, 1931-33 (Congress Cigar Co. for La Palina Cigars, CBS); Kate Smith's New Star Revue, 1934 (Hudson Motor Car Co., CBS); Coffee Time with Kate Smith, 1935-36 (A. & P. Tea Co., CBS); Kate Smith's A. & P. Bandwagon, 1936-37 (A. & P. Tea Co., CBS); Kate Smith's Bandwagon, 1937-38 (General Foods Corp., CBS).
- COLLINS, TOM.** Actor. (R) Junior Nurse Corps (Swift & Co., NBC Blue).
- COLLYER, CLAYTON.** Actor. (R) The Schaefer Revue, 1937-38 (Schaefer Brewing Co., NBC Red); Pretty Kitty Kelly, 1937-38 (Continental Baking Co. for Wonder Bread, CBS); Terry and the Pirates, 1937-38 (Bowey's, Inc., for Dari-Rich, NBC Red). (L) Life Begins, 1932; The Fields Beyond, 1936; Angel Island, 1937.
- COLORADO RANGERS** (Vernon Waters, Zenas Beckman, Ott Deatherage, Leonard Huff, Onard Gibson). Musicians, KLZ, Denver. (F) Shorts. (Also Brunswick recordings).
- COLVIN, DONALD L.** Commentator, sportscaster, KSFO, San Francisco.
- COMBS, GEORGE H., JR.** News commentator, WHN, New York.
- COMO, PERRY R.** Musician. (R) Fibber McGee & Molly, 1936-37 (S. C. Johnson & Son, NBC Red); Ted Weem's Orchestra, 1936-37 (Varady of Vienna, Mutual); Henry Busse & His Orchestra, 1938 (J. W. Marrow Co. for Mar-O-Oil Shampoo, NBC Red). (V) Theatre and ballroom appearances with Ted Weems.
- COMPTON, WALTER (KNOBELOCH).** Announcer, newscaster, WOL, Washington. (F) Shorts. (V) Theatre appearances.
- COMSTOCK, WILLIAM H.** Comedian. (R) Al Pearce, 1933 (Swift & Co., NBC Pacific Coast); M.J.B. Coffee Program, 1935 (M.J.B. Coffee, NBC Blue); Al Pearce & His Gang, 1936 (Pepsodent Co., NBC Blue); Watch the Fun Go By, 1937-38 (Ford Motor Co., CBS). (V) Theatre appearances.
- COMTE, GEORGE R.** Announcer, WTMJ, Milwaukee.
- CONDIE, RICHARD.** Tenor, KSL, Salt Lake City.
- CONKLIN, PAT.** Lyric baritone, WAAT, Jersey City. (R) Also WSYR, Syracuse. (V) Night club appearances, 5 years; theatre appearances.
- CONNALLY, BROOKS G.** Announcer, news commentator, sports reviewer, M.C., WIND, Gary. (R) Also KTSA, San Antonio. (V) Theatre appearances as M.C.
- CONNELLY, JOHN H.** Announcer, actor, WCBS, Springfield.



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AND HIS PENNSYLVANIANS**

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## PROFESSIONAL RECORDS—Continued

- CONNER, NADINE.** Singer. (R) The Song Shop (Coca-Cola Co., CBS). (GA) Vick's Open House (Vick Chemical Co., CBS, Nov. 14, 1938, and Nov. 28, 1938).
- CONRAD, DICK.** Singer, guitarist, WIP, Philadelphia. (L) Tomorrow at Twelve (f).
- CONRAD, EUGENE.** Writer. (R) Guy Lombardo Orchestra and Burns and Allen (General Cigar Co., CBS); Adventures of Gracie (General Cigar for White Owl, CBS); Burns & Allen (Campbell Soup Co., CBS); also programs for Hudson Motor Car Co., Esso Gasoline, Old Gold, Mennen Co., Brown & Williamson.
- CONRAD, RICHARD.** Announcer, singer, commentator, WRJN, Racine. (L) Stock, 1919-20 (f). (V) My Daddy Knows, 1917-18; single, 1918-19.
- CONTE, JOHN.** Announcer, producer. (R) Silver Theatre, 1937 (International Silver Co., CBS); Burns & Allen, 1937 (General Foods Corp., NBC Red); Presenting David Brockman, 1937 (General Electric Co., Mutual); Singtime, 1937 (Fox West Coast Theatres, Mutual). (F) Paramount (f).
- CONTENT, MONA.** Pianist, KMPC, Beverly Hills. (R) Also KHJ, Los Angeles. (F) Shorts. (V) Appearances with Jan Rubini, 1920-23. (Also orchestral pianist, Walt Disney studios.)
- CONWAY, TED.** Musician, WMT, Cedar Rapids.
- COOK, BILL.** Announcer, KWK, St. Louis. (R) Calling All Cars, 1933 (Rio Grande, Inc., CBS); United Remedies Program, 1937 (Mutual). (F) Universal (f).
- COOK, BURR C.** Writer. (R) Friendly Philosopher, 1934 (Corn Products Refining Co., CBS); Cape Diamond Light, 1934-35 (Diamond Coal Co., NBC Blue); Home Sweet Home, 1934-35 (Procter & Gamble for Chipso, NBC Red); Capt. Diamond's Adventures, 1935-36 (Diamond Salt, NBC Blue); Al Jolson, 1935 (Kraft-Phenix Cheese Corp., NBC Red); sustaining: Harbor Lights (NBC Red, 1930-33); The Eternal Question (NBC Red and Blue, 1932-33); Object Matrimony (NBC Red, 1933); Call of the Sea (NBC Red, 1935); It May Have Happened (NBC Blue, 1938); recordings: McAleer Melodists (McAleer Shoe Polish, 1933). Also wrote for Maxwell House Showboat, 1935-36; Log Cabin Dude Ranch, 1936; Palmolive Music Box, 1936; The Shadow, 1937-38; Melody Puzzles, 1937-38.
- COOK, CONSTANCE.** Popular singer, WAVE, Louisville.
- COOK, PHIL.** M.C., singer, one man show. (R) Phil Cook, the Quaker Man (Quaker Oats Co., NBC Blue); other shows including Morning Almanac and Phil Cook's Almanac, CBS, sustaining; in radio 16 years.
- COOK, THOMAS COFFIN.** Actor. (R) The Shadow (Delaware, Lackawanna & Western Coal Co., Mutual).
- COOKE, FOREST W.** Announcer, WHBF, Rock Island.
- COOKE, TURNER.** Program director, WMAS, Springfield.
- COOKSON, RICHARD.** Singer, WRDO, Augusta.
- COOL, GOMER.** Writer, KMBC, Kansas City.
- COOL, HARRY.** Singer, KMOX, St. Louis. (V) Theatre appearances.
- COOLES, MICHAEL.** Orchestra conductor. (R) The Fun Bug (Barnsdall Refining Corp., CBS).
- COOLEY, LEE.** Script writer. (R) Hollywood in Person (General Mills, Inc., CBS).
- COONTZ, EDDIE.** Announcer. (R) The Fun Bug (Barnsdall Refining Corp., CBS). Novelist, writer of several film stories.
- COOPER, COURTNEY RYLEY.** Script writer. (R) Big Town (Lever Bros. Co., CBS).
- COOPER, ERNIE.** Pianist, organist, WBAL, Baltimore.
- COOPER, JERRY.** Singer. M.C., (R) Wrigley program, 1935 (William Wrigley, Jr., Co., CBS); Studebaker Champions, 1935 (Studebaker Sales Corp., NBC Red); Tea at the Ritz, 1936 (Pompeian Cosmetics, CBS); Kreuger Musical Toast, 1936-37 (Kreuger Brewing Co. NBC Red, CBS); Jerry Cooper, 1936-37 (Procter & Gamble for Drene Shampoo, NBC Blue); Hollywood Hotel, 1937-38 (Campbell Soup Co., CBS). (F) Warner Bros. (f); shorts. (V) Theatre appearances, 1935-36.
- COOPER, WILLIS.** Script writer. (R) Hollywood Hotel (Campbell Soup Co., CBS).
- COPPER STATE MALE QUARTETTE.** Harmony singers, KTAR, Phoenix.

PROFESSIONAL RECORDS—Continued

- CORCORAN, RED.** Script writer. (R) Rinso Program Starring Al Jolson, 1936-38 (Lever Bros. Co., CBS). (Also film and vaudeville actor.)
- CORNETT, ALICE.** Singer. (R) The Songshop (Coca-Cola Co., CBS). (GA) Hammerstein Music Hall, June 8, 1937.
- CORRALL, TONY.** Violinist, director, KTAR, Phoenix. (V) Hotel appearances.
- CORRELL, CHARLES.** See Amos 'n' Andy.
- CORRIGAN, JOHN J.** Announcer, actor, producer, WCBS, Springfield.
- CORWIN, NORMAN.** Producer, script writer, actor, commentator, WQXR, New York. (R) Also WBZ-A, Boston; WMAS, Springfield; guest appearances, Mutual and NBC Red. (Head of radio bureau, 20th Century-Fox, 1936-38).
- COSTELLO, JAMES.** Writer. Prepares announcements for international pick-ups, New York speakers, special events, musical programs, etc. (NBC staff writer.)
- COSTELLO, JOHN P.** Announcer. (R) R & R Revellers, 1936-38 (Richardson & Robbins, WJZ, New York City); Vox Pop, 1937-38 (Cummer Products for Molle Shaving Cream, NBC Red); Radio Newsreel, 1937-38 (Cummer Products for Energine, NBC Red).
- COSTON, REX.** Singer, WSJS, Winston-Salem.
- COTTER, FRANK L.** Announcer, WSAR, Fall River.
- COURBOIN, DR. CHARLES M.** Solo organist. (R) Sustaining program since 1935 (Mutual). (GA) Magic Key of RCA, 1937. (Formerly organist of Antwerp Cathedral; concert work; organ designer.)
- COURTLAND-SMITH, PAUL.** Announcer, actor, writer, KSFO, San Francisco. (R) Also Mutual; KGGC, San Francisco; transcriptions.
- COURTNEY, KATHERINE E.** Cellist, WDBO, Orlando.
- COUSIN EMMY'S BAND.** Hillbilly orchestra, WHAS, Louisville.
- COUTURE, PETER.** Musician (violin, guitar, banjo), CJRC, Winnipeg. (R) Also CKY, Winnipeg; KFI and KFVD.

# HAL BLOCK

THIRD YEAR WRITING

for

## PHIL BAKER SHOW

Previous Commitments for

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## PROFESSIONAL RECORDS—Continued

- Los Angeles; KHQ, Spokane. (F) M-G-M, 1926-28. (V) Tours with band.
- COVELL, ROBERT R.** Music research. (R) Music and American Youth, 1935-38 (sustaining, NBC Red); Metropolitan Opera, 1937-38 (sustaining, NBC Blue).
- COWAN, ROY.** Announcer, actor, M. C., WFAA, Dallas.
- COWBOY LOYE & HIS BLUE BONNET TROUPE.** Entertainers, WMMN, Fairmont. (R) Also KFEQ, St. Joseph; WWVA, Wheeling. (V) Theatre appearances.
- COWING, JACK, K.** Singer, actor, CKOC, Hamilton.
- COWLES, HAZEL.** Women's editor and reporter, script writer, actress, WHAM, Rochester.
- COX, ANN.** Continuity writer, actress, KGB, San Diego. (R) Also Mutual, Don Lee; KFSD, San Diego.
- COX, MAURICE E.** Musician, WHEC, Rochester. (R) Also WHAM, Rochester.
- COY, DOROTHY.** Singer, WEEL, Boston.
- COY, JAMES.** Announcer, KMBC, Kansas City. (R) Also Procter & Gamble transcriptions: WGR, Buffalo; WCAU, Philadelphia.
- CRADDOCK, DEON.** Contralto. (R) Program of the Week, 1933 (Schlitz Brewing Co., CBS); Dotty & Johnny, 1934 (Murine Co., Mutual); Four Stars Tonight, 1937-38 (4-Way Cold Tablets, WLW Line); Hoosier Housewarming, 1938 (F & F Cough Drops, WLW, Cincinnati). (GA) Tums, Fendrich Cigar programs.
- CRAIG, CHARLES.** Announcer, singer, producer, WOPI, Bristol. (R) Also Texas Quality Group, CBS Dixie Network, Southern California Network. (F) Paramount (f). (V) Coast-to-Coast appearances with various orchestras.
- CRAIG, FRANCIS.** Orchestra leader, WSM, Nashville. (R) Also NBC sustaining, 1937.
- CRAIG, HARRY W.** Announcer, musical director, continuity writer, WSAR, Fall River.
- CRAIG, MAYNARD.** Announcer, continuity writer, WKRC, Cincinnati. (R) Also WBNS, Columbus.
- CRAIG, RENA.** Dramatic actress. (R) Your Unseen Friend, 1937 (Personal Finance Co., CBS); Parents Magazine, 1937 (Parents Magazine, Mutual); Junior G-Men, 1937-38 (Fischer Baking Co., Mutual); Famous Fortunes, 1938 (General Shoe Corp., Mutual); also transcriptions, 1936 (Light & Power Co.) (LS) Ave Maria Hour and St. Anthony Hour, 1936-38 (Graymoor Friars, WMCA, New York City). (F) Commercial. (L) Tour with Katharine Cornell, 1935; stock, 1935-36.
- CRAIG, WALTER.** Producer, writer, director. (R) The Songshop (Coca Cola Co., CBS); also programs for Chevrolet Motor Co., Life Savers, Carter Medicine Co., Wheatena Corp., United Drug Co.
- CRAMER, EDWARD E.** Violinist, WFAA, Dallas. (V) Pereira String Sextette, 3 years.
- CRANDALL, BRADFORD F.** Actor, WDAF, Kansas City. (R) Also KXBY, Kansas City. (L) Dramatic productions since 1900. (V) Burlesque and circuit engagements, 1915-29.
- CRANDALL, DOROTHY.** Pianist, organist, WTAM, Cleveland. (R) Also Lum and Abner program for Ford, NBC, 1933.
- CRAVEN, OPAL.** Singer. (R) Carnation Contended Hour (Carnation Milk, NBC Red). (LS) Builders of Happiness (Builders Life Insurance Co., WBBM, Chicago); Northerners (Northern Trust Co., WGN, Chicago).
- CRAVENS, KATHRYN.** Commentator. (R) News Through a Woman's Eyes, 1936-38 (Pontiac Motor Co., CBS); others since 1931. (F) Silent pictures. (L) Stock, with Mary Hart Players, Arthur Casey Co. and others.
- CRAWFORD, VERNON.** Announcer, WFIL, Philadelphia. (R) Also Quaker Network.
- CREEDON, DICK.** Script writer. (R) Mickey Mouse Theatre of the Air (Pep-sodent Co., NBC Red).
- CREWS, JOHN.** Announcer, chief engineer, KYOS, Merced. (R) Also KJBS, San Francisco.
- CRITES, DALBEY.** Musician, WFAA, Dallas. (F) Paramount, 1932.
- CROCKER, Betty.** Home economist. (R) Betty Crocker (General Mills, Inc., CBS).
- CROCKERVILLE MOUNTAINEERS.** Entertainers, WQDM, St. Albans. (R) Also shows on Yankee network.

## PROFESSIONAL RECORDS—Continued

- CROMWELL, GEORGE A.** Announcer, CHSJ, St. John. Member of Paul Whiteman's Rhythm Boys (with Al Rinker and Harry Bar- ris); personal appearances; records.
- CROMWELL, RICHARD.** Actor. (R) Those We Love (Lamont Corliss & Co., NBC Blue). (F) Columbia, RKO, Fox, Paramount. (L) So Proudly We Hail, 1936 (s).
- CRONICAN, LEE.** Announcer. (R) Bea- trice Fairfax (Hecker Corp., Mutual).
- CROOK, GEORGE.** Actor. (R) Dog Heroes (Modern Food Process Co., NBC Blue).
- CROOKS, RICHARD.** Tenor. (R) Voice Of Firestone, 1931-38 (Firestone Tire & Rubber Co., NBC Red). (GA) Programs of Ford Motors, 1936 and 1937; Lucky Strike Cigarettes, 1937; General Motors, 1937; others. (Also recitals and operatic work).
- CROSBY, BING.** Singer, actor, M. C. (R) Chesterfield Program, 1933 (Liggett & Myers Tobacco Co., CBS); Woodbury Program, 1934-35 (Andrew Jergens Co., CBS); Kraft Music Hall, 1936-38 (Kraft- Phenix Cheese Corp., NBC Red). (GA) Lux Radio Theatre, Nov. 8, 1937 (Lever Bros. Co., CBS); Paul Whiteman Program, Dec. 31, 1937 (Liggett & Myers Tobacco Co., CBS). (F) Paramount. (V) Woodbury's Hollywood Playhouse, 1937-38 (Jergens-Woodbury Sales for Woodbury Soap, NBC Blue); Lum and Abner, 1938 (General Foods for Instant Postum, CBS). (F) Shorts. (Member of staff, KFI-KECA, Los An- ges.)
- CROSLAND, DAN.** Newscaster, WFBC, Greenville.
- CROSS, CHRIS (C. C. Christensen).** Singer, KQV, Pittsburgh. (V) Appearances with Duke Ellington, Ben Bernie, others.
- CROSS, GLENN.** Singer. (R) Phil Baker, 1936-38 (Gulf Oil Corp., CBS); Johnny Presents, 1937-38 (Philip Morris & Co., CBS); Philip Morris Program, 1937-38 (Philip Morris & Co., NBC Red). (LS) New York on Parade, 1937-38 (Consoli- dated Edison, WEA, New York City); Schaefer Revue, 1937-38 (Schaefer Brew- ing, WEA, New York City).

# EASY ACES

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*8th Year of Broadcasting for  
Blackett-Sample-Hummert, Inc.*

•  
**ANACIN**



## PROFESSIONAL RECORDS—Continued

- CROSS, JOE.** Script writer. (R) What's My Name? (Philip Morris & Co., Ltd., Mutual).
- CROSS, MILTON J.** Announcer. (R) General Motors Concerts (General Motors Corp., NBC Blue); Magic Key of RCA (RCA, NBC Blue); The Singing Lady (Kellogg Co., NBC Blue).
- CROSS, REGGIE.** Harmonicist, WLS, Chicago. (V) Hoosier Sod-Busters.
- CROWLEY, JIM.** Entertainer. (R) Kate Smith's Bandwagon (General Foods Corp., CBS).
- CROWLEY, MATHEW D.** Actor (straight leads), narrator. (R) Buck Rogers, 1932-33, 1936 (successively sponsored by Kellogg Co. and Cream of Wheat Corp., CBS); John's Other Wife, 1936-37 (American Home Products, NBC Red); Myrt & Marge, 1937 (Colgate-Palmolive-Peet, CBS); Pretty Kitty Kelly, 1937-38 (Continental Baking Co., CBS); Road of Life, 1937-38 (Procter & Gamble, NBC Red, CBS); Transcriptions for American Weekly, 1936. (F) Shorts. (L) Front Page, Oh Promise Me, The Hookup, Lady of Letters, Whatever Goes Up. (V).
- CRUISINBERRY, JANE.** Script writer. (R) The Story of Mary Marlin (Procter & Gamble, NBC Red and Blue).
- CRUMIT, FRANK.** Singer, M. C. (R) Blackstone Plantation, 1929-33 (Blackstone Cigars, CBS); Tea Time, 1931-36 (General Baking Co., CBS); Town Hall Tonight, 1933 (Bristol-Myers Co., NBC Red); Gulf Presents Crumit & Sanderson, 1936 (Gulf Refining Co., CBS), Heinz Magazine of the Air, 1937 (H. J. Heinz, CBS); The Songshop, 1937-38 (Coca-Cola Co., CBS); others. (F) Shorts. (L) No, No, Nanette; Queen High; Betty Be Good; Shuberts, 1928. (V) Three Collegians, 1911; Julia Sanderson & Crumit.
- CUDEBACK, E. T.** Dramatist, KTSM, El Paso.
- CULKIN, PHIL.** Actor. (R) Your Parlor Playhouse (Lovely Lady Cosmetics, Mutual).
- CULVER, HAL.** Announcer, entertainer, WLS, Chicago. (F) Commercial shorts.
- CUNNINGHAM, CATHERINE.** Continuity writer, woman's program, KOMA, Oklahoma City. (R) Also KWTO, Springfield.
- CUNNINGHAM, MRS. R. C.** Musician (pipe organ, piano), KVOL, Lafayette, La.
- CUPP, RODERICK.** Producer, WLS, Chicago.
- CURLEY, LEO.** Actor (characters, heavy leads). (R) Gang Busters, 1936-38 (Colgate-Palmolive-Peet, CBS); Johnny Presents, 1936-38 (Philip Morris & Co., NBC Red); Myrt & Marge, 1937-38 (Colgate-Palmolive-Peet, CBS); Pepper Young's Family, 1937-38 (Procter & Gamble, NBC Red); Just Plain Bill, 1938-38 (American Home Products, CBS). (F) Universal, Fox; shorts. (L) Productions by William Harris, Guthrie McClintock, Theatre Guild, A. H. Woods, and others. (V) The Lash; She Had to Tell Him.
- CURREN, JACK.** Announcer, singer, producer, WFBL, Syracuse. (R) Also WKRC and WLW, Cincinnati. (L) Concert recitals.
- CURRISE, WILLIAM F.** Juvenile announcer, WSBT-WFAM, South Bend.
- CUSANELLI, PETER.** Character actor, WTIC, Hartford. (F) Shorts. (L) Federal Theatre; stock. (V) Signor Friscoe Marimba Band, 1928-29.
- CUTHBERTSON, JOHN.** Actor. (R) Dogs and Gold, 1937-38 (H. Moffatt Co., CBS); Toast to the Town, 1938 (Roma Wine Co., CBS). Currently with KSFO, San Francisco.
- CUTLER, CHARLES.** Announcer, news commentator, poet-philosopher, actor, WATR, Waterbury. (L) James Thatcher Players, 1933; New York Players Guild (road).

## D

- DADY, RAY E.** Studio supervisor, KWK, St. Louis.
- DAFOE, DR. ALLAN ROY.** Doctor, lecturer. (R) Dr. Allan Roy Dafoe, Oct. 5, 1936, to July 2, 1937, and Oct. 4, 1937, to April 1938 (Lehn & Fink for Lysol, CBS).
- DAGUE, MARY BELLE.** Organist, pianist, WWVA, Wheeling.
- DAHM, FRANK.** Script writer. (R) Pretty Kitty Kelly (Continental Baking Co., CBS).
- DAIGER, FRED.** Announcer, producer, WGST, Atlanta. (L) Family Upstairs; The Dover Road; others. (V).
- DAILEY, TOM.** Director, sportscaster, announcer, WODD, Chattanooga.

PROFESSIONAL RECORDS—Continued

**DALE, ALLEN.** Baritone, actor, KWK, St. Louis.

**DALE, GEORGE.** Writer, producer, director, WTBO, Cumberland. (L) Producer, amateur stage shows.

**DALE, ROBINSON.** Announcer, KPND, Pampa. (R) Also Oklahoma Network. (L) Rip Van Winkle, The Chocolate Soldier, 1935 (f).

**DALLAS, EVERETT T.** Musician, KHQ-KGA, Spokane.

**DALTON, JACK.** First Tenor, Dalton Boys' trio. (R) Palmer House Serenade, 1934 (Palmer House, NBC Blue); Atlantic Family, 1935 (Atlantic Refining Co., CBS); Death Valley Days, 1936 (Pacific Coast Borax Co., NBC Blue); A. S. Comedy Stars, 1937 (Miles Laboratories for Alka-Seltzer, Mutual). (F) Shorts. (V) Theatre and night club appearances, 1934-35.

**DALTON, KELLY.** Lead voice, Dalton Boys' trio. (R) Palmer House Serenade, 1934 (Palmer House, NBC Blue); Atlantic Family, 1935 (Atlantic Refining Co., CBS); Death Valley Days, 1936 (Pacific Coast Borax Co., NBC Blue); A. S. Comedy Stars, 1937 (Miles Laboratories

for Alka-Seltzer, Mutual). (F) Shorts. (V) Theatre and night club appearances, 1934-35.

**DALTON, PETE.** Second tenor, Dalton Boys' trio. (R) Palmer House Serenade, 1934 (Palmer House, NBC Blue); Atlantic Family, 1935 (Atlantic Refining Co., CBS); Death Valley Days, 1936 (Pacific Coast Borax Co., NBC Blue); A. S. Comedy Stars, 1937 (Miles Laboratories for Alka-Seltzer, Mutual). (F) Shorts. (V) Theatre and night club appearances, 1934-35.

**DALY, C. RANNY.** Program director, M. C., Iowa Broadcasting Co. (R) Also KFRU, Columbia; KSO-KRNT, Des Moines. (F) Charlie Chase Comedies (Pathe), 1927-29.

**DAMEREL, DONNA.** See Myrt & Marge.

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

**DAMROSCH, WALTER.** Musical conductor, composer. (R) NBC Music Appreciation Hour, 1928-38 (sustaining, NBC Blue); Packard Cavalcade, 1934



# ANDRÉ BARUCH

Announcer —

*Hit Parade—Lucky Strike*  
*News Parade—Lucky Strike*  
*Kate Smith—General Foods*

Commentator —

R.K.O. Pathe Newsreels  
R.K.O. Short Subjects  
Government Reels

## PROFESSIONAL RECORDS—Continued

- (Packard Motor Car Co., NBC Blue). (GA) Magic Key of RCA, Feb. 13, 1938 (RCA, NBC Blue). Chairman of the Program Committee for Music, New York World's Fair.
- DANIEL, CLAY B.** Announcer, continuity writer, WPTF, Raleigh.
- DANIELS, LYLE.** Violinist, KYA, San Francisco.
- DANIELS, MARK.** Singer, actor, KGW-KEX, Portland. (L) Rochester American Opera Co.; Chicago Civic Light Opera Co., 1925-30. (V) Knickerbocker Quartette, 1916-18; Neil O'Brien's Minstrels, 1918.
- D'ANNA, EDWARD.** Musical director. (R) Carborundum Band Program, 1927-38 (Carborundum Co., CBS).
- DARGNEAU, KENNETH.** Actor. (R) Gang Busters (Colgate-Palmolive-Peet Co., CBS).
- DARLEY, LOU.** Director, Hawaiian entertainers, CFAC, Calgary. (R) Also Canadian Broadcasting Corp.; CJCA, Edmonton; CJCJ, Calgary. (V) Appearances in U. S., Canada and Europe.
- DARLING, EVELYN.** Blues singer, CJRC, Winnipeg.
- DARLINGTON, ERWIN.** Announcer, WDNC, Durham.
- D'ARTEGA.** Conductor, composer, arranger. (R) Jell-O Summer Show, 1937 (General Foods for Jell-O, NBC Red); Tim & Irene, 1937-38 (Admiracion Shampoo, Mutual). (F) Shorts. (V) Olsen & Johnson, 1927-30. Guest conductor, Buffalo theatre, 9 weeks in 1938, St. Louis theatre, one year.
- DARWIN, MARY.** Dramatic actress, WHN, New York. (R) Also KOA, Denver; transcriptions. (F) Shorts. (L) Denver Opera Co.; stock; Avon Players.
- DAUVILLIERS, NAÑA.** Singer, entertainer, reciter, CHRC, Quebec. (R) Also CKAC, Montreal.
- DAVIDSON, GRETCHEN.** Actress (ingenue). (R) Carol Kennedy's Romance, 1937 (H. J. Heinz Co., CBS); Heinz Magazine of the Air, 1937-38 (H. J. Heinz Co., CBS); has also played, intermittently, with Burns & Allen, Kate Smith, Eddie Cantor, Guy Lombardo, Floyd Gibbons and others. (L) Many Mansions, 1937-38.
- DAVIDSON, WILLIAM J.** Announcer, actor, continuity writer, singer, comedian, producer, KFRC, San Francisco. (R) Also Don Lee Network. (L) Robertson-Young Players, Junior Repertory Co., Minneapolis Civic Opera, 1932-33 (f).
- DAVIES, REV. M. C.** Religious programs, CKLW, Detroit.
- DAVIS, CARLEEN.** Singer, WIL, St. Louis. (R) Also KWK, St. Louis. (V) Night club and hotel appearances.
- DAVIS, CHARLES ("Chuck").** Instrumentalist, KSO-KRNT, Des Moines. (R) Also Iowa Broadcasting Co.; KMA, Shenandoah; WNAX, Yankton.
- DAVIS, EDITH.** Actress. (R) The Woman in White (Pillsbury Flour Mills Co., NBC Red); Betty & Bob (General Mills, Inc., CBS); Stepmother (Colgate-Palmolive-Peet Co., CBS).
- DAVIS, HAROLD.** Sports announcer, program director, WDAS, Philadelphia. (F) Shorts. (V) Radio Discoveries, All Philadelphia Follies; theatre and night club appearances; 10 years.
- DAVIS, OWEN, JR.** Juvenile leads. (R) The Goldbergs (Procter & Gamble, NBC Red); Those We Love (Lamont Corliss & Co., NBC Blue); Soconyland Sketches (Socony-Vacuum, NBC Red). (F) RKO, Fox (s, f). (L) Juvenile roles. (V) Dramatic sketch; theatre appearances.
- DAVIS, RUSS.** Announcer, KWTO, Springfield. (R) Also KMBC, Kansas City. (L) Hampton Players. (V) KWTO-KGBX Barn Dance.
- DAVISON, EDWARD.** Dramatic actor, writer. (R) Betty & Bob, 1937 (Gold Medal Flour, NBC Red); Public Hero No. 1, 1937-38 (Falstaff Brewing Co., NBC Red); Story of Mary Marlin, 1937-38 (Procter & Gamble, NBC Red and Blue); Don Winslow, U.S.N., 1937-38 (NBC Blue).
- DAWSON, NICK.** Actor. (R) Dangerous Paradise (John Woodbury, Inc., NBC Blue); Follow the Moon (Lehn & Fink, CBS). (L) Stock. (Once with Barnum & Bailey Circus.)
- DAWSON, RONALD.** Dramatic director, WOL, Washington. (R) Also WFBR, Baltimore; WJSV, WRC, Washington. (L) Loyalties, Freckles, others.
- DAY, DOLLY.** Actress. (R) Jenny Peabody (F. & F. Laboratories, Inc., CBS).

## PROFESSIONAL RECORDS—Continued

- DAY, ELIZABETH.** Dramatic actress. (R) Broadway Varieties, 1934-35 (American Home Products for Bi-So-Dol, CBS); Five Star Jones, 1935-37 (Mohawk Carpet Mills, 1935-36, CBS; Procter & Gamble for Oxydol, 1936-37, NBC Blue); Alias Jimmy Valentine, 1938 (Larus & Brothler for Edgeworth Tobacco, NBC Blue). (L) The World Between, 1932; The Web, 1932; Dinner at Eight, 1933.
- DEAKIN, IRVING.** Music commentator, WQXR, New York. (F) Warner Bros. (story editor), 1930-38. (Author, lecturer.)
- DEAN, FREDDIE.** Guitarist, KGNC, Amarillo. (R) Also KFJZ, Fort Worth. (V) Theatre and club appearances.
- DEASEY, RICHARD M.** Announcer, KYA, San Francisco. (L) Little Theatre productions, 1931-35 (s).
- DEAVILLE, CLIFF.** Announcer, CFCT, Victoria.
- DE CAMP, ROSEMARY.** Actress. (R) Dr. Christian, since Oct., 1937 (Chesebrough Mfg. Co. for Vaseline, CBS); Hollywood Screenscoops, since Jan., 1938 (P. Lorillard Co. for Old Gold Cigarettes, CBS). (L) The Drunkard, 1933; Merrily We Roll Along, 1935).
- DECKER, CORA B.** Continuity writer, actress, women's programs, WRNL, Richmond. (R) Also WRVA, WMBG, Richmond; WCHV, Charlottesville. (L) Dramatic stock, 1924-25; 1927-28.
- DECKER, GUENTHER.** Actor. (R) Your Parlor Playhouse (Lovely Lady Cosmetics, Mutual).
- DE CORDOBA, PEDRO.** Actor. (R) Those We Love (Lamont Corliss & Co., NBC Blue).
- DE CORSIA, TED.** Actor (leads, heavies, characters, dialects). (R) March of Time, 1930-38 (successively sponsored by Time, Inc., Remington-Rand, Wm. Wrigley, Jr., Co., Servel, Inc., CBS and NBC Blue); Cavalcade of America, 1935-38 (E. I. du Pont de Nemours, CBS); True Story Court of Human Relations, 1935-38 (Macfadden Publications, NBC Red); Gang Busters, 1936-38 (Colgate-Palmolive-Peet Co., CBS). (L) Scarlet Sister Mary (with Ethel Barrymore), 1927-28. (V) 1914-22.
- DE CROCKER, PAULINE.** Actress, WKZO, Kalamazoo. (L) Summer theatre.
- DE FILIPPI, ARTHUR.** Tenor, WQXR, New York. (R) Also WJZ, WEAJ,

# Arthur Q. Bryan

*Writer - Producer*

*Warner Bros.*  
**KFWB**

Scripts on:

"Bill and Ginger"—CBS

"Raising Your Parents"—NBC

"Grouch Club"—CBS

## PROFESSIONAL RECORDS—Continued

- WABC, New York, and WGY, Schenectady (sustaining). (V) 1929-30 and 1935.
- DE LA LAING, GILBERT.** Staff announcer, KRE, Berkeley.
- DE LANY, GWENDOLINE.** Dramatic actress, writer, WXYZ, Detroit. (R) Also Michigan Radio Network. (F) Commercials. (L) Woman in the Case, 1914; Millionaire Kid, 1914; Oh, Look! 1918; Hail and Farewell (Broadway production), 1927; The Barker (with Richard Bennett), 1929-30; others. (V) Mary's Day Out, 1915-16, with Pat Ryan in song and dance sketch, 1919.
- DELINE, JIM.** Announcer, producer, WFBL, Syracuse. (R) Also WMBO, Auburn; WSYR, Syracuse.
- DELLA CHIESA, VIVIAN.** Lyric soprano. (R) Musical Footnotes, 1935-36 (Julian & Kokege Co., CBS); Then & Now, 1936 (Sears, Roebuck, CBS); Contented Hour, 1937 (Carnation Milk Co., NBC Red); currently heard on NBC Blue sustaining program. (GA) Saturday Night Party, RCA Magic Key, Schaefer Revue, Summer Stars. (V) Personal appearances, 1935-36.
- DE LONG, FRANCIS.** Singer, WMFF, Plattsburg.
- DELMAR, KENNETH.** Dialectician, juvenile and character actor. (R) 1936-38, Gang Busters (Colgate-Palmolive-Peet, CBS); Aunt Jenny's Real Life Stories (Lever Bros. Co., CBS); Big Sister (Lever Bros. Co., CBS); Emily Post (Florida Citrus Commission, CBS); Follow the Moon (Lehn & Fink, CBS); March of Time (Time, Inc., CBS); Johnny Presents (Philip Morris & Co., Ltd., CBS); Your Hit Parade (American Tobacco Co., CBS); News of Youth (Ward Baking Co., CBS). (LS) WOR, New York. (F) D. W. Griffith. (L) The Prince and the Pauper. (V) Seven Rosebuds, 1921; Kenneth & Kay Sisters; Stars of Tomorrow.
- DE LUCA, NEAL.** Drummer (Henry King's Orchestra), KSFO, San Francisco. (R) A & P Gypsies, 1928 (Great Atlantic & Pacific Tea Co., NBC Red); Burns & Allen, 1936-37 (Campbell Soup Co., CBS); local shows. (F) Shorts. (L). (V) Santreys Soldiers of Fortune; orchestras of Bert Lown and Harold Stern.
- DE MILLE, CECIL B. M.C.** (R) Lux Radio Theatre, since 1935 (Lever Bros. for Lux, CBS). (F) Producer and director: Jesse L. Lasky Feature Play Co., Famous-Players Lasky Co., Cecil B. deMille Pictures Corp., M-G-M Studios, Paramount Pictures, Inc., Cecil B. deMille Productions, Inc. (L) The Prince Chap, Lord Chumley (s,f); wrote The Stampede, The Royal Mounted, The Return of Peter Grimm. (V) Theatre appearances.
- DEMLING, WILLIAM.** Writer, comedian. (R) Lifetime Revue, 1932 (Sheaffer Pen Co., NBC Blue); Hollywood Mardi Gras, 1937-38 (Packard Motor Car Co., NBC Red); Mickey Mouse Theatre of the Air, 1938 (Pepsodent Co., NBC Red); also Pacific Coast show for Ford Motor Co., 1932-35. (L) 1935.
- DE MOSS, LYLE.** Musical director, announcer, singer, WOW, Omaha. (R) Also KFAB, Lincoln.
- DE MOTT, MRS. MARJORIE.** Script writer. (R) Famous Fortunes (General Shoe Corp. for Richland Shoes, Mutual).
- DENISON, MERRILL.** Writer. (R) Forum of Liberty (Liberty Magazine, CBS); The Inquiring Listener (20th Century Fund, CBS); The Spectator (Real Silk Hosiery Mills, Inc., NBC Blue); Pickwick Papers (sustaining, NBC); America's Hour (sustaining, CBS). Also scripts for The Stebbins Boys, Roses and Drums, Cavalcade of America.
- DENNY, GEORGE V., JR.** Founder and director of America's Town Meeting of the Air, presented by League for Political Education (NBC Blue), 1935 to date. Formerly director of Institute of Arts and Sciences, Columbia University.
- DE NOIA, RICHARD J.** Singer, WNLC, New London.
- DENT, KENNETH R.** Announcer, pianist, WSPA, Spartanburg. (L).
- DERBY, FRANCIS.** Actor. (R) Little Orphan Annie (The Wander Co., NBC Red).
- DERIETT, ALAN.** Actor. (R) The Shadow (Delaware, Lackawanna & Western Coal Co., Mutual)
- DERNING, JOHN.** Musician. (R) Toast to the Town, 1938 (Roma Wine Co., CBS); My Secret Ambition, 1937-38 (Durkee Famous Foods, CBS). (V) Theatre appearances with Henry Santry, Ted Lewis. Currently staff musician, KSFO, San Francisco.
- DES AUTELS, VAN.** Announcer, special events, sports, KTSM, El Paso. (R) Also KOB, WDAH, El Paso; KTSA, San Antonio; KGKB, Tyler; KGFI, Corpus Christi; KFYO, Lubbock. (L) Community Players; Townsend Players. (V) Southern Radio Revue, 1930.

## PROFESSIONAL RECORDS—Continued

- DESMOND, CORNELIUS J.** ("Connie"). Announcer and producer (sports), WSPD, Toledo. (F) Commercial shorts (commentator). (V) Theatre appearances.
- DESPARD, WILFRED D.** Announcer, WHEC, Rochester.
- DE SYLVARA, BEATRICE.** Women's programs. (R) How to be Charming (Sterling Products, Inc., NBC Red).
- DEUTCH TWINS.** Singers, WMCA, New York. (R) Also WNEW, New York. (L) Gus Edwards production (f). (V) Bobby Wood's Co-eds; others.
- DEVINE, ANDY.** Comedian, actor. (R) Jell-O Program Starring Jack Benny, since Oct., 1937 (General Foods for Jell-O, NBC Red). (F) Universal (f); now under contract to Paramount.
- DE VORE SISTERS.** Singers (trio). (R) Vocal Varieties, 1936-38 (Lewis-Howe Co., NBC Red). (LS) WLW, Cincinnati.
- DE ZURIK, EAVALYN A.** Entertainer, WLS, Chicago. (V) Theatre appearances.
- DE ZURIK, MARY JANE.** Entertainer, WLS, Chicago. (V) Theatre appearances.
- DIAMOND, JACK.** Musician. (R) Burns & Allen (Campbell Soup Co., CBS). Staff musician, KSFO, San Francisco.
- DIAMOND, STEPHANIE.** Dramatic actress, KDKA, Pittsburgh. (R) Joe Penner, 1934-35 (Bakers of America; NBC Blue). (LS) Also WCAE, Pittsburgh. (F) Shorts. (L) Stock, 1928-31.
- DICE, FRANCIS.** Announcer, WCAO, Baltimore.
- DICKENSON, JEAN.** Coloratura soprano. (R) Hollywood Hotel, 1936 (Campbell Soup Co., CBS); American Album of Familiar Music, since May 2, 1937 (Sterling Products for Bayer Aspirin, NBC Red). (GA) Palmolive Beauty Box Theatre, General Electric Hour of Charm. (L) San Carlo Opera Co., 1937.
- DICKSON, ARTELLO.** Singer, actor, author. (R) Mr. Fixit (A. S. Boyle Co., CBS); Uncle Joe and Miss Virginia (Diplomat Products, CBS); Tom Mix and His Ralston Straight Shooters (Ralston-Purina Co., NBC Blue); others. (F) Paramount, National Screen. (L) Meet My Sister, 1933; Sweet Water Trail; Personal Appearance. (V) Theatre engagements, 1922-29.

# BOB BURNS

## PROFESSIONAL RECORDS—Continued

- DICKSON, DONALD.** Singer. (R) General Motors Concerts (General Motors Corp., NBC Blue); Sunday Night Party (Seal-test, Inc., NBC Red).
- DICKSON, JOHNNIE.** Singer, KSAL, Salina.
- DIEKMAN, HARRY.** Musical director, WAVE, Louisville. (R) Also WHAS, Louisville. (V) Theatre appearances.
- DIERKEN, KATHERINE A.** Actress, conductor women's programs, WBAL, Baltimore. (L) Stock.
- DIETRICH, WILLIAM H.** Musician, WDBO, Orlando. Appearances with Edison Symphony, Chicago Symphony, St. Louis Symphony, and the Chicago Opera Co.
- DILL, MAC.** Announcer, WTAD, Quincy.
- DILLARD, JAI.** Singer, accordionist, pianist, organist, WSJS, Winston-Salem. (V) Paul Tisen Orchestra, 1933-34.
- DINWOODEY, ANNETTE R.** Contralto, KSL, Salt Lake City.
- DIRMAN, ROSE.** Singer, WQXR, New York. (R) Various sustaining shows on CBS, NBC. (F) Sang for stars in various films. (V) Theatre appearances.
- DISQUE, BRICE, JR.** Writer, director. (R) March of Time, 1936 (Wm. Wrigley, Jr. Co., CBS); several scripts for Grand Hotel (Campana Sales Corp., NBC Blue); Forecasting 1937, Jan. 2, 1937 (sustaining, CBS); Forecasting 1938, Jan. 1, 1938 (sustaining, CBS). (LS) WEOF, WINS, WOR, New York; transcriptions, 1935. (LS) Stock; Walter Hampden's Co., 1925-26 (Hamlet, Cyrano, Merchant); Judgment Day, 1934. (Radio director, News Week Magazine, 1935. Assistant radio manager, writer, director for King Features Syndicate, 1936-38.)
- DIVEN, ROY M.** Musician (violin, saxophone, trombone), via KGNC, Amarillo, Texas.
- DIXIE HARMONIES.** Quartet (spirituals, negro lullabies, plantation songs), WRC-WMAL, Washington.
- DIXIE TROUBADOURS.** Hillbilly entertainers, KFRO, Longview.
- DIXON, MASON.** Announcer, WFBC, Greenville. (R) Also via WRVA, Richmond.
- DOAN, DOUG.** Announcer, news commentator, producer, KRBC, Abilene. (L) stock, 1917-28.
- DODDS, LARRY.** Announcer, WSAZ, Huntington.
- DODGE, FRED.** Continuity writer, news editor and commentator, WNBF, Birmingham.
- DOENSCH, CLARENCE.** Musician, WHIO, Dayton. (V) Theatre tour with own orchestra.
- DOIDGE, PATRICE.** Actress, KSFO, San Francisco.
- DOLAN, ROBERT EMMETT.** Orchestra leader. (R) Sunday Night Party (Seal-test, Inc., NBC Red).
- DOMINGUEZ, MILLA.** Singer (Spanish, Latin-American, Mexican songs), WFAA, Dallas.
- DON, HOWARD.** Actor, KTSM, El Paso.
- DONA, MICKEY.** Accordionist, WSUN, St. Petersburg. (V) Theatre appearances.
- DONALD, DAN.** Announcer, KMOX, St. Louis.
- DONALD, PETER, JR.** Actor (character, dialect, juvenile, straight). (R) 20,000 Years in Sing Sing, 1932, 1936-37 (William R. Warner Co. for Sloan's Liniment, NBC Red); Kre-Mel Hour, 1932 (Corn Products Refining Co., CBS); Lux Radio Theatre, 1935 (Lever Bros. for Lux, CBS); The Fleischmann Hour, 1935-37 (Standard Brands, NBC Red); College Prom, 1935 (Kellogg Co., NBC Red); Billy and Betty, 1936-37 (Sheffield Farms, WEOF); News of Youth, 1936 (Ward Baking Co., CBS); Bakers Broadcast, 1936-37 (Standard Brands, NBC Blue); Irene Rich Dramas, 1936 (Welch's Grape Juice, NBC Blue); Death Valley Days, 1936-37 (Pacific Coast Borax Co. NBC Blue); Helen Hayes in Bambi, 1937 (General Foods for Sanka Coffee, NBC Blue); Guy Lombardo and His Orchestra, 1937 (General Baking Co., CBS); Today's Children, 1937 (Pillsbury Flour Mills, NBC Red); Pepper Young's Family, 1937 (Procter & Gamble for Camay Soap, NBC Red and Blue); Terry and the Pirates, 1937, (Bowey's, Inc., for Dari-Rich, NBC Red); Kitchen Cavalcade, 1937 (C. F. Mueller Co., NBC Blue); others, since 1929. (F) Shorts. (L) Bitter Sweet, 1929-30; Lottery, 1931; Give Me Yesterday, 1931; Pure in Heart, 1934 (f); others. (Also journalist, lyricist, composer, director and writer of radio shows).
- DONLEY, BOB.** Announcer, WKY, Oklahoma City. (L) Stock, 1932. (V) Theatre appearances.

## PROFESSIONAL RECORDS—Continued

- DONNELL, JACK.** Announcer, KUOA, Siloam Springs.
- DONNELLY, ANDY.** Actor. (R) Famous Actor's Guild Presents Helen Menken in Second Husband (Sterling Products, Inc., NBC Blue); Court of Human Relations Vadsco Sales Corp., Mutual; Mrs. Wiggs of the Cabbage Patch (A. S. Boyle Co., and Hill's Cold Tablets, NBC Red); Dick Tracy (Quaker Oats Co., NBC Red).
- DONNELLY, JIMMY.** Actor. (R) Hilltop House (Colgate - Palmolive - Peet Co., CBS); The O'Neills (Procter & Gamble, CBS, NBC Red and Blue).
- DONNIE, DON.** Orchestra leader. (R) Manhattan Merry-Go-Round (Dr. Lyon's Tooth Powder, NBC Red).
- DONOHO, VIRGINIA.** Pianist, KNOW, Austin. (V) Radio stage shows.
- DOOLEY, EDDIE.** Sports commentator. (R) Chesterfield Sports Resume (Liggett & Myers Tobacco Co., CBS); 1936 Royal Football Roundup (Royal Typewriter Co., CBS).
- DOPHEIDE, HAZEL.** Actress. (R) Ma Perkins (Procter & Gamble, CBS).
- DORSEY, HOWARD.** Special events announcer, WMBD, Peoria.
- DORSEY, TOMMY.** Orchestra leader. (R) Substituted for Fred Waring, Ford Program, month of August, 1936 (Ford Motor Co., CBS); Jack Pearl Program, 1936-1937 (Kool and Raleigh, NBC Blue); Tommy Dorsey's Orchestra, 1937-38 (Brown & Williamson Tobacco Co. for Raleigh and Kool Cigarettes, NBC Blue). (GA) Magic Key of RCA. (L) Everybody's Welcome, 1931. (V) Theatre and hotel appearances. (Also recordings for RCA Victor).
- DOUGALL, TOM.** Script writer, actor, director, WXYZ, Detroit. (R) Also Mutual; Michigan Radio Network. (L) 1931-32. (V) 1928.
- DOUGHERTY, LEO ("Bill").** Announcer, musician, WRBL, Columbus, Ga.
- DOUGLAS, PAUL.** Announcer, sports commentator. (R) Chesterfield Sports Resume, Sept. to Dec., 1937 (Liggett & Myers for Chesterfield Cigarettes, CBS); Chesterfield Presents, 1937-38 (Chesterfield Cigarettes, CBS).
- DOUGLASS, CLIFFORD (BOOTS).** Musician, orchestra leader, KONO, San Antonio. Victor Recordings.

# HENRY BUSSE

— And His —

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Personal Representative:  
**SAM LUTZ**



## PROFESSIONAL RECORDS—Continued

- DOUGLASS, KEN.** Producer, announcer, WBAP, Fort Worth. (R) Also Texas Quality Network. (L) West coast companies, 1933-34. (V) Four Gobs and a Gal; Miami Boys; Varsity Eight.
- DOWLING, JEANETTE.** Actress. (R) The O'Neills (Procter & Gamble, NBC Red and Blue, CBS); Road of Life (Procter & Gamble, NBC Red and CBS).
- DOWNEY, FAIRFAX.** Writer. (R) Scripts for Cavalcade of America (E. I. Du Pont de Nemours, CBS). (LS) Echoes of New York Town (Consolidated Edison, WEAF, New York).
- DOWNING, LARRY.** Musician, WNOX, Knoxville. (V) Harry Shannon Unit Shows, 1933.
- DOWNING, REX.** Musician. Currently with Joe Sanders Orchestra, KSFO, San Francisco.
- DOYLE, JAMES.** Announcer, writer, producer. (R) Howie King, 1938 (Kellogg Co., Mutual-Don Lee Network); Thirty Minutes in Hollywood, 1938 (regional sponsorship; locally sponsored by California Fish Institute; Mutual). (Currently on staff of KHJ, Los Angeles).
- DRAGONETTE, JESSICA.** Singer. (R) Coca-Cola Series, 1927 (Coca-Cola Co., CBS); Philco's Theatre Memories, 1927-30 (Philco Radio Corp., CBS); Hoover Sentinels, 1929 (Hoover Co., NBC Blue); Cities Service Concert, 1930-37 (Cities Service Co., NBC Red); Palmolive Beauty Box Theatre of the Air, 1937 (Colgate-Palmolive-Peet Co., CBS); appeared on the opening programs of General Motors, 1927; Maxwell House Coffee, 1928; General Electric, 1930; Atwater Kent, 1935. (L) The Student Prince, 1926; Grand Street Follies, 1926; The Miracle; concert tours.
- DRAIN, ROBERT J.** Program and production director, WSBT-WFAM, South Bend.
- DRAPER, DOROTHY.** Actress. (R) Myra Kingsley (Hecker H-O Products, Mutual). (LS) WHN, New York. (F) Commercials; Girl Scout Shorts (Paramount, Warner Bros.). (L) Eva Le Gallienne Repertoire Co.
- DRESSLER, ERIC.** Actor. (R) Pepper Young's Family (Procter & Gamble, NBC Red and Blue).
- DREYFUS, WOODS.** Program manager, WISN, Milwaukee.
- DRIFTING PIONEERS** (Judy Dell, ballad singer, harmony trio, guitar player). (R) Renfro Barn Dance, 1938 (Allis-Chalmers Mfg. Co., Mutual). (LS) Peruna, Kolorbak, F & F Cough Drops, Gardner Nurseries, Rival Dog Food, etc. (V) Theatre appearances since 1935.
- DRISCOLL, DAVE.** Special events announcer and producer, WOR, New York.
- DRIVER, BILL.** Musician (saxophone, clarinet), CJRC, Winnipeg. (R) Also Canadian Broadcasting Corp. (V) Theatre bands.
- DRUSHALL, ROY.** Announcer, KSL, Salt Lake City. (L) The Desert Song, 1932; stock (f). (V) West Coast appearances, 1929-32.
- DUANE, MARY FRANCES.** Soprano, WAVE, Louisville.
- DUCHIN, EDDY.** Orchestra leader. (R) Pepsodent Junis Program, 1933-34 (Pepsodent Co., NBC Blue); Texaco Program, 1935 (Texas Co., NBC Red); Campbell Soup, 1936; La Salle Fashion Show, 1936-37 (Cadillac Motor Co.); Arden Hour of Charm, 1937-38 (Elizabeth Arden Co., Mutual). (F) Paramount, Republic. (V) Theatres, hotels.
- DUDLEY, JAMES R.** Sports announcer, WIND, Gary. (R) Also WJJD, Chicago. (F) Commercial; shorts.
- DUDLEY, PAUL.** Writer, producer, announcer. (R) Passing Parade (Union Oil Co., NBC Red); various other network shows. (LS) KHJ, Los Angeles.
- DUGART, PAULINE.** Singer. (R) Hollywood Sunshine Girls (Skol Products, Mutual).
- DUGGAN, VINCENT A.** Announcer, CFRN, Edmonton.
- DUGGINS, LORRAINE.** Pianist, accordionist, organist, singer, WIL, St. Louis. (R) Also KWK, St. Louis; WBBM, WLS, WENR, WMAQ and WCFL, Chicago. (V) Hotel appearances.
- DUGUAY, THEODORE.** Accordionist, CHRC, Quebec.
- DUMBOLTON, JEAN.** Announcer, KFIO, Spokane.
- DUMKE, RALPH.** Comedian, singer (East & Dumke). (R) Sisters of the Skillet (Procter & Gamble, NBC Blue); Armour Stars (Armour Co., NBC Blue); Knox Quality Twins (Knox Gelatine, CBS); others. (GA) National Barn Dance (Miles Laboratories, Inc., NBC Blue, Feb. 12, 1938 and March 5, 1938). (F) Educational

**PROFESSIONAL RECORDS—Continued**

Pictures, 1937. (V) East & Dumke, The Mirthquakes, 1923-29.

**DUNCAN, LARRY** (Lawrence Eisler). Impersonator. (R) Major Bowes' Amateur Hour, May, 1937 (Chrysler Corp., CBS); Vanity Fair, 1937 (Campana Sales, NBC Blue). (F) Shorts. (V) Appearances with Major Bowes' Unit No. 4.

**DUNCAN, NORVIN C., JR.** Announcer, continuity writer, WWNC, Asheville.

**DUNCAN, PAUL W.** Chief announcer, KVSO, Ardmore.

**DUNIGAN, JACK.** Guitarist, singer, M. C., WWVA, Wheeling. (R) National Barn Dance (Alka-Seltzer), NBC, 1931; also WHAS, Louisville; KDKA, Pittsburgh. (V) Theatre appearances.

**DUNKIRK, MILLARD J.** News editor, WDAY, Fargo.

**DUNKLEBERGER, TOMMY.** Organist, pianist, arranger, WHIO, Dayton. (V) Theatre appearances.

**DUNLAP, PATRICIA.** Actress. (R) Bachelor's Children (Cudahy Packing Co., CBS).

**DUNN, BILLY.** Comedian, Federal Theatre Radio Division. (R) WOR, New York. (L) Bringing Up Father (f). (V) Billy Dunn, the Irish Minstrel; Beckford & Dunn.

**DUNN, LARRY ("Stub").** Musician, actor, KGCX, Wolf Point. (R) Also KFBB, Great Falls. (V) Theatre appearances.

**DUNN, VIOLET.** Actress. (R) The O'Neills (Procter & Gamble, CBS, NBC Red and Blue).

**DUNPHY, MARY JANE.** Actress, commentator, women's programs, WCKY, Cincinnati.

**DUPRE, HENRY.** M. C., sports, special events announcer, WWL, New Orleans.

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

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

**DUREN, ROBERT M.** Announcer, KOMA, Oklahoma City. (R) Also KGKO,



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1775 Broadway, New York City

## PROFESSIONAL RECORDS—Continued

- Wichita Falls; KFJZ, Fort Worth. (L) Little Theatre productions, 1929 (f). (V) Duren & Swim, Cornfed, Lightcrust Doughboys.
- DURHAM, DAVID D.** Musician, WNOX, Knoxville. (L) Lytell Players, 1929; Ray Bahr's Revue, 1933-35. (V) Georgia Wildcats, 1935; Log Cabin Boys, 1937.
- DURNEY, BILL.** Sports and special events announcer, WIL, St. Louis. (L) Municipal Opera, 1929; Dulcy, 1930 (f). (V).
- DUTTON, EVERELL.** News editor, commentator, CJRC, Winnipeg.
- DVORAK, TONY.** Musician, WMT, Cedar Rapids.
- DWIGHT, MERRIAM.** Announcer, pianist, KROC, Rochester. (L) Stock (f). (V).
- DWYER, ANTHONY.** Dramatic actor. (R) Junior G-Men, 1937-38 (Fischer Baking Co., WOR, New York City); local shows on WMCA, New York City; KYW and WCAU, Philadelphia, 1936-37. (L) Brother Rat, 1937; June Night, 1938 (f).
- DYE, BILL.** M. C., program director, WCKY, Cincinnati. (R) Also WGAR, Cleveland; WADC, Akron. (V).
- DYE, JOHN C.** Musician (trombone, bass fiddle), WMT, Cedar Rapids. (V) Theatre appearances.
- DYER, WILLIAM A., JR.** Sports commentator, WCAU, Philadelphia. (R) Also World Series for Ford Motor Co., CBS, 1936.

## E

- EAGEN, GEORGE L.** Trombonist, WFAA, Dallas.
- EARL, CRAIG.** Psychological programs. (R) Professor Quiz (Nash-Kelvinator Corp., CBS). (V) 1937.
- EARLY, JOHN.** Singer, actor, WNEW, New York. (R) Also WMCA, New York. (F) Warner Bros. shorts. (L) St. Louis Opera; concerts. (V).
- EAST, ED.** Comedian, singer (East & Dumke). (R) Sisters of the Skillet (Procter & Gamble, NBC Blue); Armour Stars (Armour Co., NBC Blue); Knox Quality Twins (Knox Gelatine, CBS); others. (GA) National Barn Dance (Miles Laboratories, Inc., NBC Blue, Feb. 12, 1938 and March 5, 1938). (F) Educational Pictures, 1937. (V) East & Dumke, The Mirthquakes, 1923-29.
- EASTMAN, CARL.** Actor (juvenile, character, dialect). (R) Bicycle Party, 1937 (Cycle Trades of America, NBC Red); Beatrice Fairfax, 1937 to Feb., 1938 (Hecker Products for Gold Dust and Silver Dust, Mutual); Believe It or Not, 1937-38 (General Foods for Huskies and Post Bran, NBC Red); Kitchen Cavalcade, 1937-38 (C. F. Mueller Co., NBC Blue); others, including local shows.
- EASTMAN, MARY.** Singer. (R) Saturday Night Serenade (Pet Milk Sales Corp., CBS).
- EBAUGH, DON S.** Musical director, WPTF, Raleigh. (R) Also WIS, Columbia. (F) Shorts. (L) Productions by William C. Cushman, Ethel Desmond Opera Co., Fred R. Willard, Murray & Mackey and others.
- EDDY, NELSON.** Singer, actor. (R) Vick's Open House, 1936-37 (Vick Chemical Co., CBS); Chase & Sanborn Program, 1937-38 (Standard Brands, Inc., NBC Red). (GA) Good News of 1938, Dec. 23, 1937 (General Foods Corp., NBC Red); Ford Sunday Evening Hour, April 3, 1938 (Ford Motor Co., CBS). (F) M-G-M (s). (L) Opera. Yearly concert tours, Feb. 1 to May 1. Victor "red seal" artist.
- EDGLEY, LESLIE.** Script writer. (R) There Was a Woman (Glass Containers Association of America, NBC Blue).
- EDMONDS, ROBERT.** Announcer, CHML, Hamilton. (L) Liliom, 1930; Bury the Dead, 1936; others.
- EDWARDS, CHARLOTTE.** Writer, women's programs, WHEC, Rochester.
- EDWARDS, EDDIE.** Musician, KSFO, San Francisco. (R) Also KQWY, Philadelphia; WBBM, Chicago. (V).
- EDWARDS, FRED.** Announcer, KMBC, Kansas City.
- EDWARDS, JOAN.** Singer. (R) Chesterfield Program (Liggett & Myers Tobacco Co., CBS). (GA) Royal Gelatin Hour (Standard Brands, Inc., NBC Red); Maxwell House Show Boat (General Foods Corp., NBC Red); Summer Stars (Gulf Oil Corp., CBS); Magic Key of RCA (RCA, NBC Blue). (V) Toured with Gus Edwards' act.

**PROFESSIONAL RECORDS**—Continued

- EDWARDS, JOHN I.** Production manager, KFI-KECA, Los Angeles.
- EDWARDS, RALPH.** Announcer, M.C. (R) Town Hall Tonight, 1936 (Bristol-Myers for Ipana Toothpaste and Sal Hepatica, NBC Red); Heinz Magazine of the Air, 1936 (H. J. Heinz Co., CBS); The Wife Saver, 1936 (Manhattan Soap Co. for Sweetheart Soap, CBS); Dining with George Rector, 1936-37 (Phillips' Soups, CBS); Lucky Strike Hit Parade and Lucky Strike News Parade, 1937 (Lucky Strike Cigarettes, CBS); Horace Heidt's Brigadiers, 1936-38 (Stewart-Warner Corp., CBS); Major Bowes Amateur Hour, 1936-38 (Chrysler Corp., CBS); Horn & Hardart Children's Hour, 1937-38 (Horn & Hardart Baking Co., CBS); Follow the Moon, 1937-38 (Lehn & Fink for Pebeco Toothpaste, CBS); Tony Wons, 1937-38 (Vick Chemical Co. for Vick's VapoRub, CBS); Emily Post, 1937-38 (Florida Citrus Commission, CBS); George Jessel's electrical transcription show, 1937 (DeSoto Motor Cars). (F) Shorts; Republic Pictures (f). (V) Theatre appearances.
- EDWARDS, VIVIAN.** Singer. (R) Hollywood Sunshine Girls (Skol Products, Mutual).
- EDWARDS, WILSON.** Announcer, KOL, Seattle. (R) Also KWSC, Pullman.
- EFFERTZ, HENRY.** Announcer, KCMO, Kansas City. (L) Resident Theatre productions, 1937 (f).
- EGELSTON, CHARLES.** Actor (character, dialect, comedy) (R) Ma Perkins, since 1933 (Procter & Gamble for Oxydol, NBC Red, 1933-37; CBS, 1938). (F) Commercial shorts. (L) Stock. (Member of WLW staff).
- EGGERS, EVERETT E.** Musician, KFPY, Spokane. (R) Also KOL, KOMO and KIRO, Seattle. (V) Radio Pioneers, Idaho Trail Riders, Pioneers, since 1934.
- EHRMAN, ROBERT W.** Continuity director, WRTD, Richmond.
- EICHLER, FRANCIS G.** Orchestra leader, WJAS, Pittsburgh.
- EIGHT MEN, THE.** Singers. (R) Vocal



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**JACK LAVIN**  
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## PROFESSIONAL RECORDS—Continued

- Varieties (Lewis-Howe Co., NBC Red).
- EIGEN, JACK.** Broadway and Hollywood reporter, WMCA, New York. (R) Also Inter-City Network.
- EINSTEIN, HARRY** (See "Parkyakarkus").
- ELDERSVELD, HARRY.** Actor, WGN, Chicago. (R) Lucky Girl, 1937-38 (Minit-Rub, Mutual); Betty & Bob, 1938 (General Mills, CBS). (LS) WLS, WGN, Chicago.
- ELLEN, MRS. MINETTA.** Actress (character). (R) Mother Barbour in One Man's Family since 1932 (successively sponsored by Wesson Oil & Snowdrift, Penn Tobacco, Royal Gelatin; Standard Brands for Tenderleaf Tea, 1935-38, NBC Red). (L) Stock.
- ELLIOTT, BRIAN.** Announcer, newscaster, continuity writer, KLZ, Denver. (R) Also CKCK and CJRM, Regina; CJRC, Winnipeg; Canadian Broadcasting Corp.; Mutual Broadcasting System. (L) Musical and dramatic stock.
- ELLIOTT, WILLIAM.** Singer, actor, WEEL, Boston. (R) Also WHEB, Portsmouth; WLAW, Lawrence; WLNH, Laconia. (L) Gilbert & Sullivan operettas. (V) Goofs; theatre and night club appearances.
- ELLIS, CAROLINE.** Women's programs, KMBC, Kansas City. (R) Also transcriptions.
- ELLIS, ROBERT (R. E. DeLong).** Announcer, singer, actor, WDAF, Kansas City. (L) Concert work.
- ELLIS, W. C.** Production manager, WFAA, Dallas.
- ELLSTROM, SIDNEY C.** Character actor. (R) 1938 programs: Public Hero No. 1 (Falstaff Brewing Co., NBC Red); It Can Be Done (Household Finance Co., NBC Blue); Story of Mary Marlin and Guiding Light (Procter & Gamble, NBC Red); First Nighter (Campana Sales, NBC Red).
- ELLYN, JEAN.** Dramatic actress, WMCA, New York. (F) shorts. (L) Marco's Millions; Smiling Faces; Merrily We Roll Along, 1936; Having Wonderful Time, 1937-38.
- ELMAN, DAVE.** Director, producer, writer. (R) Hobby Lobby, 1937-38 (Hudson Motor Car Co., CBS).
- ELMER, ROBERT P., JR.** Sports announcer, singer, writer, WCAU, Philadelphia.
- ELMORE, ROBERT.** Concert organist, WFIL, Philadelphia. (L) Concert recitals, U. S. and Europe. (Also composer).
- ELSASSAR, HENRY.** Accordionist, CJRC, Winnipeg. (R) Also various other Canadian stations. (F) Shorts. (V) Single acts, 1931-34.
- ELSMORE, RALPH.** Tenor, WFIL, Philadelphia. (R) Also KYW, Philadelphia. (V) Tour with Roy Campbell's Unit; theatre appearances.
- ELSTON, HAROLD.** Musician, WMT, Cedar Rapids.
- ELWELL, KATHRYN.** Singer, KANS, Wichita.
- EMAHISER, MARGARET N.** Singer, woman's program, continuity writer, actress, KOL, Seattle. (R) Also KHQ and KGA, Seattle. (L) Stock, 1926-30.
- EMERSON, JOE.** Singer, inspirational speaker. (R) Hymns of All Churches, 1934-38 (General Mills, CBS, and transcriptions); The Bachelor of Song, 1933-34 (C. F. Mueller, WLW, Cincinnati).
- EMMEL, JOHN C.** Pianist, organist, KOIN-KALE, Portland. (L) Alice in Wonderland; Once in a Lifetime.
- ENDEBAK, CHRISTINA.** Singer, guitarist, yodeler, WLS, Chicago. (V) Theatre appearances.
- ENGLE, CLIFF.** Announcer, narrator. (R) Good Morning Tonight (Alber Bros. Milling Co., NBC Red); Treasure Island (The Owl Drug Co., NBC Red).
- ENOS, TOM.** Musician, KSFO, San Francisco.
- ENSLow, CATHERINE B.** Commentator (Hollywood news), WSAZ, Huntington. (V) Theatre appearances.
- ENTRIKIN, KNOWLES.** Writer. (R) Bambi (General Foods Corp., NBC Blue); Betty & Bob (General Mills, Inc., CBS); various sustaining shows including American School of the Air, CBS; The New World, NBC Red (in collaboration with David B. Howard); transcriptions, with other writers, for Goodrich Tires.
- EPPELSON, PEGGY.** Contralto, KSL, Salt Lake City. (F) Universal (f).
- ERICKSON, CARL.** Announcer, WIND, Gary. (V) Theatre appearances.

PROFESSIONAL RECORDS—Continued

- ERICSON, THOR.** Actor, comedian. (R) "Yonny Yonson" of Kaltenmeyer's Kindergarten since 1933 (NBC Red sustaining show, 1933-35; sponsored by Quaker Oats since Jan., 1936, NBC Red); Farm and Home Hour and NBC Jamboree since 1937 (NBC Blue). Writes own material for NBC Jamboree.
- ERSKINE, MARILYN.** Actress, singer. (R) Pepper Young's Family, 1937 (Procter & Gamble for Camay Soap, NBC Red). Road of Life, 1937-38 (Procter & Gamble for Chipso, NBC Red and CBS); Hilltop House, 1937-38 (Colgate-Palmolive-Peet Co. for Palmolive Soap, CBS). (LS) Young Widder Jones, 1937-38 (California Syrup of Figs, WOR, New York). (F) Warner Bros. (f); shorts. (L) Excursion, 1937; Ghost of Yankee Doodle, 1937; Our Town, 1938; stock.
- ERWIN, STUART.** Actor. (R) Jack Oakie's College (Liggett & Myers Tobacco Co., CBS). (F) Pathe, Paramount, Fox, United Artists, RKO, M-G-M, FN.
- ESSIN, SONIA.** Contralto, WQXR, New York. (R) Also General Electric program, NBC, 1934. (L) New York Opera Comique, 1933; soloist, Philharmonic Symphony, Town Hall Recitals, etc. (V) Theatre appearances.
- ETTINGER, ED.** Script writer. (R) Rinso Program Starring Al Jolson, 1936-38 (Lever Bros. Co., CBS).
- EUDEY, WILLIAM H.** Singer, musician, KHUB, Watsonville. (R) Also KFBK, Sacramento; KFRC, KPO and KYA, San Francisco; KDON, Monterey; KSL, Salt Lake City. (V) Theatre and night club appearances.
- EVANS, DON.** Announcer, sports commentator, KANS, Wichita. (R) Also KMBC, KCKN, Kansas City; KOMA, Oklahoma City; KTAT, Fort Worth.
- EVANS, DOUGLAS.** Announcer, KFI-KECA, Los Angeles. (F) Republic Pictures. (L) Naughty Riquette; others.
- EVANS, JONES.** Announcer, production director, actor, singer, WBAX, Wilkes-Barre. (R) Also Yankee Network; WBZA, Boston. (L) Stock.
- EVANS, RICHARD G.** Sports announcer, WBAX, Wilkes-Barre. (R) Also WGR and WEBR, Buffalo; WJTN, Jamestown; WJBK, Detroit.



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## PROFESSIONAL RECORDS—Continued

- EVANS, ROBERT B.** Announcer, WSPD, Toledo. (R) Also WCAE, Pittsburgh; WJW, Akron. (L) Harold Evans' productions of *The Last Mile*, 1933, Berkeley Square, 1934 (f).
- EVANS, VIRGIL.** Musician, singer, KALB, Alexandria. (V) Appearances with orchestra, 1934.
- EVANS, WILBUR.** Baritone. (R) *Atwater Kent Radio Hour*, 1927-28, 1931-32 (*Atwater Kent*, NBC Blue); *Maxwell House Show Boat*, six weeks in 1933 (*General Foods for Maxwell House Coffee*, NBC Red); *Chase & Sanborn Coffee Hour*, 1935 (*Standard Brands for Chase & Sanborn Coffee*, NBC Red); *Vick's Open House*, 1937-38 (*Vick Chemical Co.*, CBS); also transcriptions under Dr. Frank Black for *American Banking Assn.*, 1934. (F) *Shorts*. (L) *Carmen*, *Tristan and Isolde* with Philadelphia Orchestra under Fritz Reiner; summer opera, *Robin Hood Dell*, Phila., 1935-36; *St. Louis Muny Opera*, summer of 1937. Concert appearances, U. S. and Canada, 1932-38.
- EVANS, WILLIAM.** Announcer, WTMJ, Milwaukee.
- EVANSON, EDITH.** Actress. (R) *Observer*, 1931-34 (*Metropolitan Bldg. Co.*, KOMO-KJR, Seattle); *Myrt & Marge*, 1935-37 (*Colgate-Palmolive-Peet*, CBS).
- EVERETT, LEE.** Announcer, M. C., WRC-WMAL, Washington. (L) *Stock*.
- EVERHEART, SLIMUEL.** Guitarist, western singer, WAAW, Omaha. (R) Also WGAR, WTAM, Cleveland; KFAB, Lincoln. (V) *Hick Ree Nuts* with Slim Everheart. (Also radio columnist.)

## F

- FAIRFAX, BEATRICE.** Women's programs. (R) *Beatrice Fairfax* (*Hecker Corp.*, Mutual).
- FALKNER, CHARLOTTE N.** Home economist, WGRC, New Albany.
- FALL, PETE.** Guitarist, singer, WROK, Rockford. (V) *Rock River Barn Dance*.
- FANT, ROY.** Actor. (R) *The O'Neills* (*Procter & Gamble*, NBC Red and Blue).
- FARNUM, WILLARD.** Actor. (R) *A Tale of Today*, 1934-38 (*Princess Pat, Ltd.*, NBC Red); *Dan Harding's Wife*, 1938 (*National Biscuit Co.*, NBC Red); *The Woman in White*, 1938 (*Pillsbury Flour Mills*, NBC Red; replacing *Today's Children*, of which cast he was also a member); *It Can Be Done*, 1938 (*Household Finance Co.*, NBC Blue).
- FARR, FINIS.** Script writer. (R) *Camel Caravan*, 1935 (R. J. Reynolds Tobacco, CBS); *We, the People*, 1937 (*General Foods*, CBS); *For Men Only*, 1937-38 (*Bristol-Myers for Vitalis*, NBC Red); *The American Scene* (*Crowell Publishing Co.*, transcriptions); (Previously staff writer for NBC, New York; WLW, Cincinnati; Wm. Esty Advertising Agency).
- FARR, FLOYD.** Producer, announcer, KDYL, Salt Lake City.
- FARRELL, GWENDOLYN.** Singer, WBIG, Greensboro.
- FARREN, WILLIAM A.** Announcer. (R) *Kitchen Cavalcade*, 1937-38 (C. F. Mueller, NBC Blue); *Lorenzo Jones*, 1937-38 (*Phillips' Milk of Magnesia*, NBC Red). (F) *Shorts* (sports, travelogues).
- FARRINGTON, FIELDEN.** Announcer, WXYZ, Detroit, Michigan Radio Network.
- FAULKNER, GEORGE.** Script writer. (R) *Royal Gelatin Hour* (*Standard Brands, Inc.*, NBC Red).
- FAULKNER, RICHARD.** Program director, WAPI, Birmingham. (R) Also WSOC, Charlotte; KDKA, Pittsburgh; WIS, Columbia; WCSC, Charleston.
- FAUST, GILBERT.** Actor. (R) *Public Hero No. 1* (*Falstaff Brewing Corp.*, NBC Red); *Ma Perkins* (*Procter & Gamble*, CBS).
- FAUST, JAMES E.** Announcer, saxophonist, KTSM, El Paso.
- FAY, CHAUNCEY.** Announcer, writer, WMT, Cedar Rapids.
- FAYE, ALICE.** Actress, singer. (R) *Music From Hollywood*, 1937 (*Liggett & Myers Tobacco for Chesterfields*, CBS). (GA) *Camel Caravan*, Sept. 22, 1936, and March 16, 1937 (R. J. Reynolds Tobacco Co., CBS); *Hollywood Hotel*, Dec. 18, 1936, and April 23, 1937 (*Campbell Soup Co.*, CBS); *Kraft Music Hall*, Sept. 3, 1936 (*Kraft-Phenix Cheese Corp.*, NBC Red). (F) *20th Century-Fox* (s). (V) *Night clubs*.

PROFESSIONAL RECORDS—Continued

- FAYRE, KAY.** Singer, impersonator, WTIC, Hartford. (R) Also WMAS, Springfield. (V) Birdie Dean & Co., 1932; Gus Edwards' Radio Stars, 1932; Aaronson, Fayre & Lane, 1933.
- FEATHER, RALPH P.** Announcer, producer, continuity writer, WJAX, Jacksonville. (V) Pianist and M.C. with band, 1921-27.
- FEELY, CLAIRE W.** Trumpeter, KGW-KEX, Portland. (R) Also KOIN-KALE, Portland.
- FEIBEL, FRED.** Organist. (R) True Story Court of Human Relations, 1935-37 (Macfadden Publications, NBC Red); Big Sister, 1937 (Lever Bros. for Rinso, CBS). (V) Theatre organist, 1929-35.
- FEILDEN, JOHN T.** Musician, WKRC, Cincinnati. (R) Also WLW, Cincinnati.
- FELBER, HERMAN J.** Concert violinist, orchestra director, WLS, Chicago. (R) Also WBBM, Chicago. (Conductor, Kalamazoo Symphony Orchestra.)
- FELD, BEN.** Musical director. (R) Phillips Poly Follies (Phillips Petroleum Co., CBS); Poetic Melodies (Wm. Wrigley, Jr., Co., CBS); Saturday Serenade (Pet Milk Sales Corp., CBS). (Currently musical director, KMOX, St. Louis.)
- FELL, JOHN W.** Announcer, actor, WCOL, Columbus. (R) Also WBNS, Columbus.
- FELTENSTEIN, NORMA JANE.** Violinist, KVOO, Tulsa.
- FERGUSON, DOUGLAS.** Musician (drums, vibraphone, tympani), CJRC, Winnipeg. (R) Also CKY, Winnipeg; Canadian Broadcasting Corp. (V) Theatre bands.
- FERRIS, RAY P.** Singer, WLS, Chicago. (R) Also NBC programs for Sinclair Refining and Montgomery Ward. (V) WLS Minstrel Road Show; theatre appearances.
- FERTIG, KENNETH, JR.** Announcer, WCAO, Baltimore. (L) WPA Theatre, 1935.
- FEYHL, HORACE W.** Announcer, M.C., character actor, WCAU, Philadelphia. (R) Also Pageant of Youth (Tastyeast, NBC Red).
- FIBBER McGEE & MOLLY (James E. and Marion Jordan).** Comedy team. (R) Fibber McGee & Molly, since April, 1935 (S. C. Johnson & Son, NBC Red). (F)

Eddie East

Ralph Dumble



Management  
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## PROFESSIONAL RECORDS—Continued

- Paramount (f). (V) Marion & Jim Jordan, harmony singing and piano, 5 years.
- FICKLING, DOUGLAS.** Manager, Dixie Harmoniers, WRC-WMAL, Washington.
- FIDLAR, ROBERT.** Announcer, baritone, WHIO, Dayton. (R) Also WKZO, Kalamazoo; WBOW, Terre Haute.
- FIDLER, JAMES M.** Commentator. (R) Jimmie Fidler in Hollywood, 1937-38 (Procter & Gamble, NBC Red). (F) Warner Bros. (f); shorts. (Newspaper columnist, fan and fiction writer.)
- FIELD, CHARLES K. (Cheerio).** Master of Ceremonies. (R) Arco Birthday Party, 1930; Arco Dramatic Musicales, 1931; Fireside Recital, 1937 (all for American Radiator Co., NBC Red).
- FIELDER, FRANK.** Character actor, WCAU, Philadelphia. (R) Also KYW, WFIL and WIP, Philadelphia. (L) Dramatic productions and stock, 25 years.
- FIELDER, JOHNNIE.** Musician, KONO, San Antonio. (F) Commercial short, 1937.
- FIELDER, RICHARD.** Actor (juvenile), WCAU, Philadelphia. (R) Also WFIL and WIP, Philadelphia.
- FIELDS, MABEL.** Musical director, WCKY, Cincinnati.
- FIELDS, SHEP.** Orchestra leader. (R) Radio Guide Court of Honor, 1936 (Radio Guide Magazine, NBC Blue); Jarman Shoe program, 1937 (Jarman Shoes, CBS); Rippling Rhythm Revue, 1937 (Jergens-Woodbury Sales, NBC Blue); also orchestra broadcasts from Arcadia Ballroom, 1936. (F) Paramount, 1937 (f); shorts. (V) Appearances in theatres throughout the country. (Also RCA Victor recordings.)
- FIELDS, SIDNEY H.** Writer, actor (R) Eddie Cantor, 1935 (Lehn & Fink for Pebecco Tooth Paste, CBS); Texaco Town, 1936, (Texas Co. for Texaco Gasoline, CBS); Texas Fire Chief, 1933 (Texaco Gasoline, CBS); Cantor's Camel Caravan, 1938 (R. J. Reynolds Tobacco for Camel Cigarettes, CBS). (F) United Artists, Samuel Goldwyn, 20th Century-Fox (f); shorts. (L) Bon Ton Follies, 1921-23; Jeykel & Hyde, 1925-26. (V) Fields & Cash, 1917; Akerman-Harris, 1919; theatre appearances. (Chief of staff, Eddie Cantor's programs; wrote material for guest appearances of Leslie Howard, Al Jolson, Ben Bernie, Freddie Bartholomew, Lupe Velez, Ted Lewis, Sophie Tucker, Harry Richman, Burns & Allen and others.)
- FIELDS, W. C.** Actor, comedian. (R) Chase & Sanborn Program (Standard Brands, Inc., NBC Red). (F) United Artists, Paramount. (L) Musical comedies. (V) Comedy juggler.
- FILBURN, RUTH.** Soprano, WGY, Schenectady.
- FILLBRANDT, LAURETTE.** Actress. (R) A Tale of Today, since Feb., 1935 (Princess Pat, Ltd., NBC Red); Dan Harding's Wife, since Feb., 1935 (NBC Red).
- FINCH, DURWOOD.** Announcer, WNBF, Binghamton.
- FINCH, HOWARD K.** Sports announcer, juvenile activities director, producer, WJIM, Lansing. (L) Stock. (V).
- FINCH, JOE E.** Program director, chief announcer, KVOD, Denver.
- FINK, MAURICE.** Sports announcer, WQAM, Miami.
- FINLAY, HUBERT.** Musician, KSFO, San Francisco.
- FIO RITO, TED.** Orchestra leader. (R) Lucky Strike Dance Orchestra, 1933 (American Tobacco Co., NBC Red); Old Gold presents, 1934 (P. Lorillard Co., CBS); Poet Prince, 1934 (M. J. Breitenbach Co., NBC Blue); Lady Esther Program (summer) 1934-35; Hollywood Hotel, 1935 (Campbell Soup Co., CBS); Portraits in Harmony, 1936 (General Shoe Corp., NBC Blue); Frigidaire Frolics, 1936 (Frigidaire Corp., NBC Blue); Log Cabin Jamboree, 1937-38 (General Foods Corp., NBC Red). (F) Warner Bros., M-G-M, RKO (f); shorts. (V) Theatre appearances, hotels, etc. Decca records.
- FISCHER, GEORGE.** Network (Mutual) commentator. (R) Since 1930; Hollywood Gossip Program. (F).
- FISCHER, DICK.** Announcer, KWK, St. Louis.
- FISHELL, DICK.** Special events director, sports commentator, WMCA, New York. (R) Since 1932; various shows on this station and WFBL, Syracuse, including Sports Resumes for Wheaties, Auburn Motors Corp.
- FISHER, MARVIN.** Script writer. (R) Signal Carnival (Signal Oil Co., NBC Red).
- FITCH, LOUISE.** Actress. (R) Kitty Keene, Inc. (Procter & Gamble, CBS); Mortimer Gooch (Wm. Wrigley, Jr., Co., CBS); Betty & Bob (General Mills, CBS); Story of Mary Marlin (Procter & Gamble, NBC Red and Blue).

PROFESSIONAL RECORDS—Continued

- FITZGERALD, DANA W.** Announcer, WAAB-WNAC, Boston.
- FITZGERALD, JIMMIE.** Dramatic actor. KDKA, Pittsburgh. (LS) WCAE, Pittsburgh.
- FITZGIBBONS, JACK.** News commentator, WSAR, Fall River.
- FLAHERTY, PAT.** Announcer, sports commentator, singer, WOAI, San Antonio.
- FLANNERY, HARRY W.** News commentator and director, KMOX, St. Louis.
- FLANNERY, RUTH.** Singer, musician, WJJD, Chicago. (V) Flannery Sisters (Billie & Allie).
- FLANNIGAN, PAT.** Sports commentator, WBBM, Chicago; also actor. (R) Zenith Radio Foundation (Zenith Radio Corp., CBS).
- FLATH, P. HANS.** Musical director, KMBC, Kansas City.
- FLEISCHMAN, SOL.** Sports and studio announcer, commentator, WDAE, Tampa.
- FLEMING, JAMES.** Announcer, WGN, Chicago.
- FLETCHER, NEIL.** Producer, program director, KGKB, Tyler.
- FLEURY, LILY.** Juvenile actress, singer, CHRC, Quebec.
- FLIPPEN, JAY C.** Master of Ceremonies, WHN, New York. (LS) Original WHN Amateur Hour, 1935-38. (Various sponsors, currently General Mills, for Wheaties, WHN); Broadway Melody Hour, 1937-38 (Borden Co., WOR). (GA) Summer Stars, Aug. 8 and 22, 1938 (Gulf Oil Corp., CBS). (F) Universal (f); shorts. (L) Second Little Show; others. (V).
- FLOREA, LOUISE.** Singer. (R) A & P Gypsies, 1935-36 (Great A & P Tea Co., NBC Red); Ziegfeld Follies, 1936-37 (Colgate-Palmolive-Peet Co., CBS); Maxwell House Showboat, 1936-37 (General Foods Corp., NBC Red); Saturday Night Serenade, 1936-38 (Pet Milk Sales Corp., CBS); American Album of Familiar Music, 1937-38 (Sterling Products, Inc., NBC Red); Cities Service Concert, 1938 (Cities Service Co., NBC Red). (GA) Hammerstein Music Hall, CBS, American Home Products Corp.
- FLYNN, BERNARDINE.** Actress. (R) Public Hero No. 1 (Falstaff Brewing Co., NBC Red); Vic and Sade, 1934-38 (Procter and Gamble, NBC Red and Blue).

# FRANK GALLOP

Announcer for

## GANG BUSTERS

Wednesdays, 10:00 to 10:30 P.M., CBS

## SATURDAY NIGHT SERENADE

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Monday Through Friday, 10:30 to 10:45 A.M., CBS

## N. Y. PHILHARMONIC SYMPHONY

Sundays, 3:00 to 5:00 P.M., CBS

## PROFESSIONAL RECORDS—Continued

- FLYNN, BESS.** Actress, script writer. (R) Bachelor's Children, 1935 (Cudahy Packing Co., Mutual); We Are Four, 1937 (Libby, McNeill & Libby, Mutual). (L). Currently with WGN, Chicago.
- FLYNN, ROBIN.** News commentator, KGW-KEX, Portland. (V) Theatre appearances.
- FOGARTY, PAUL.** Script writer, actor. (R) Rube Appleberry (Campbell Cereal Co., Mutual).
- FOLEY, CLYDE J. ("Red").** Ballad singer. (R) Renfro Barn Dance, 1938 (Allis Chalmers Co., Mutual). (LS) WLS, Chicago, since 1932. (V) Theatre appearances with WLS National Barn Dance unit.
- FOLL, CHARLES.** Announcer, production manager, KYOS, Merced. (R) Also KJBS, San Francisco; KORE, Eugene; KROW, Oakland; KQW, San Jose.
- FONTAINE, LEO.** Writer, director, continuity editor, FTRD. (R) Continuity editor of all Federal Theatre Radio Division, CBS, NBC and Mutual programs. (LS) WABC, WINS, New York and other stations. (Formerly dramatic and movie reviewer for Morning Telegraph; feature writer for Transradio Press.)
- FORBES, DON.** Announcer. (R) Split Seconds in History, 1936 (Tavannes Watches, CBS Pacific Coast); Hometown Sketches, 1936-37 (Fels Naptha Soap, CBS Pacific Coast); Hawaiian Moon Casino, 1937 (Tussy Beauty Preparations, CBS Pacific Coast); Nash Speed Show, 1937 (Nash-Kelvinator Corp., CBS); Hollywood in Person, 1937 (General Mills, CBS); The Newlyweds, 1937-38 (Lambert Pharmacal for Listerine, CBS Pacific Coast). (Engineer, CKMO, Vancouver; program director, CJOR, Vancouver, 1933-34; announcer, CBS sustainers and special events, 1934-38; currently chief announcer, KNX, Los Angeles.)
- FORBES, MURRAY.** Actor. (R) Public Hero No. 1 (Falstaff Brewing Co., NBC Red); Ma Perkins (Procter & Gamble, CBS); Story of Mary Marlin (Procter & Gamble, NBC Red and Blue).
- FORCHHEIMER, PAUL.** Producer, script writer, KNOW, Austin. (V) Radio stage shows.
- FORD, ERNEST.** Announcer, singer, WOPI, Bristol.
- FORD, GENE.** Production manager, WHN, New York.
- FORD, HARRY.** Humorist, philosopher, M. C., WTMJ, Milwaukee.
- FORD, WHITEY.** Entertainer. (R) Renfro Barn Dance (Allis Chalmers Mfg. Co., Mutual).
- FORDE, CONNIE.** Women-in-business announcer, WMBD, Peoria.
- FOREHAND, LLOYD E.** Musician and singer, KNEL, Brady. (V) Cowboy songs.
- FORNI, EVELYN.** Foreign language programs (Italian, French), KSRO, Santa Rosa.
- FORNO, LEANDRO.** Announcer, producer, WOV, New York.
- FORREST, JOHN R.** News editor, commentator, KOL, Seattle. (F) M-G-M, 1930. (L) Dramatic stock, 1927-28.
- FORSTER, WALTER O.** Announcer, WIL, St. Louis.
- FORTIER, MRS. ALINE M.** Dramatic actress, CHRC, Quebec.
- FOSTER, CARROLL B., JR.** Announcer, KFPY, Spokane.
- FOSTER, GLADYS F.** Announcer, director woman's program, KRLH, Midland.
- FOSTER, PHILIP.** Dramatic actor. (R) Personal Column of the Air, 1937 (Procter & Gamble for Chipso, NBC Blue); The O'Neills, 1937 (P & G for Ivory Soap, NBC Blue); Just Plain Bill & Nancy, 1937-38 (Kolynos Tooth Paste, NBC Red); Mrs. Wiggs of the Cabbage Patch, 1938 (Anacin, NBC Red); David Harum, 1938 (B. T. Babbitt for Bab-O, NBC Red); Pepper Young's Family, 1938 (P & G for Camay Soap, NBC Red and Blue); Mr. Keen, Tracer of Lost Persons, 1938 (Bi-So-Dol, NBC Blue). (LS) Junior G-Men, 1937-38 (Fischer Baking Co., WOR); others. Also transcriptions. (L) Since 1927; productions by Brady & Wiman, Theatre Guild and Max Gordon.
- FOSTER, ROYAL.** Script writer. (R) Ken Murray & Oswald (Campbell Soup Co., CBS).
- FOUR ESQUIRES.** Entertainers. (R) Music From Hollywood (Liggett & Myers Tobacco Co., CBS).
- FOUR KING SISTERS.** Entertainers. (R) Horace Heidt's Brigadiers (Stewart-Warner Corp., CBS).
- FOX, CURLY.** Musical director, violinist, banjoist, guitarist, WAPI, Birmingham. (R) Also KMOX, St. Louis; WFAA, Dallas; KFI, Los Angeles.

PROFESSIONAL RECORDS—Continued

**FOX, MYRON.** Producer, announcer, KDYL, Salt Lake City.

**FOX, PEGGY.** Singer, WIP, Philadelphia. (L) Tiny Town Minstrels (f).

**FOX, TEMPLETON.** Actress. (R) Public Hero No. 1 (Falstaff Brewing Corp., NBC Red); Tom Mix and His Ralston Straight Shooters (Ralston Purina Co., NBC Blue).

**FRAILEY, PAUL M.** Writer, producer, WCAU, Philadelphia. (R) Also transcriptions.

**FRAKES, ELLIS.** Entertainer. (R) Vocal Varieties (Lewis-Howe Co., NBC Red).

**FRANCIS, ARLENE.** Actress. (R) There Was a Woman (Glass Container Association of America, NBC Blue); Johnny Presents, What's My Name? (Philip Morris & Co., Ltd., Mutual).

**FRANCIS, MARION.** Singer. (R) It Can Be Done With Edgar A. Guest (Household Finance Corp., NBC Blue).

**FRANK, DON.** Announcer, WAPI, Birmingham. (R) Also WJRD, Tuscaloosa.

**FRANK, JOHN E.** Actor. (R) Court of Missing Heirs, 1937-38 (Skelly Oil Co.,

CBS); Double Everything, 1937-38 (William Wrigley, Jr., Co., CBS); Zenith Radio Foundation, 1937-38 (Zenith Radios, NBC Blue; switched to CBS Nov., 1937). (LS) WBBM, Chicago; was original Jimmie Allen in Air Adventures of Jimmie Allen, transcribed show. (L) Musical comedy, dramatic stock; own company on Pacific Coast for 12 years (f). (V) Frank & Watters, 1918.

**FRANKEL, HARRY.** See Singin' Sam.

**FRANKLIN, WILLIAM C. B.** Sports announcer, WIBX, Utica.

**FRANZ, JAMES JOSEPH.** Actor (dramatic, comedy). (R) Jell-O Program Starring Jack Benny, 1935-37 (General Foods for Jell-O, NBC Red); One Man's Family, 1937 (Standard Brands for Tenderleaf Tea, NBC Red); Maxwell House Show Boat, 1937 (General Foods for Maxwell House Coffee, NBC Red); Your Hollywood Playhouse, 1937 (Jergens-Woodbury Co., NBC Blue); Lux Radio Theatre, 1936-38 (Lever Bros. for Lux Toilet Soap, CBS). (F) Director of silent pictures, 7 years. (L) Pacific Coast productions of Alias the Deacon, 1928; The Racket, 1929; The Miracle at Verdun, 1936.

**FRASER, FERRIN.** Script writer. (R)

# FRANK GILL, JR.

SCRIPTIST

AUTHOR OF

LUCKY STRIKE FEATURE

## "Hollywood at Its Best"

Direction of  
WILLIAM MORRIS AGENCY

Personal Manager  
FRANK GILL, Sr.