

# CKCA

KENORA—EST. 1939

CANADIAN BROADCASTING CORP.

FREQUENCY: 1420 Kc. POWER: 250 watts, d.; 100 watts, n. OWNED BY: Kenora Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: Kenricia Hotel. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Jaffray Township. TIME ON THE AIR: 7:00 A.M. to 11:00 P.M. NEWS SERVICE: via CBC. TRANSCRIPTION SERVICE: World Broadcasting System.

## Personnel

General Manager..... George A. Titus  
 Commercial Manager- Program Director.  
 Clinton V. Godwin  
 Secretary..... B. E. Emma  
 Chief Engineer..... Edmund Tompkins

## Coverage

Population—Primary .....	18,900
Radio Homes— " .....	11,000
Population—Secondary .....	12,000
Radio Homes— " .....	4,500

Source: Station survey.

## Representative

All-Canada Radio Facilities, Ltd.

# CFRC

KINGSTON—EST. 1923

CBC

FREQUENCY: 1510 Kc. POWER: 100 Watts. OWNED BY: Queens University and Kingston Whip-Standard. OPERATED BY: Same. BUSINESS ADDRESS: Kingston. PHONE: 616. STUDIO ADDRESS: Fleming Hall. TRANSMITTER LOCATION: Queens University. TIME ON THE AIR: 8:00 A.M. to 11:00 P.M. NEWSPAPER AFFILIATION: Whip-Standard. NEWS SERVICE: Canadian Press Assoc. TRANSCRIPTION SERVICE: NBC Thesaurus.

## Personnel

Business and Station Manager,  
 James Annand  
 Chief Announcer..... Tom Warner  
 Chief Engineer..... Prof. H. S. Steward, M.S.

## Coverage

Population—Primary .....	204,100
Radio Homes— " .....	46,600

Source: Station survey.

## Representative

Weed & Co.

# CJKL

"MORE POWER TO THE GOLDEN NORTH"  
 KIRKLAND LAKE—EST. 1934

FREQUENCY: 560 Kc. POWER: 1000 watts. OWNED BY: Northern Broadcasting Co., Ltd. OPERATED BY: Same. BUSINESS ADDRESS: Sky Arcade Bldg. PHONE: 27. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Dame, Ont. TIME ON THE AIR: 8:00 A.M. to

midnight. NEWSPAPER AFFILIATION: Timmins Press (Kirkland Lake edition). NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: NBC Thesaurus.

## Personnel

President..... R. H. Thomson  
 Station Manager..... Brian Shellon

## Representatives

All-Canada Radio Facilities, Ltd.

# CKCR

KITCHENER-WATERLOO—EST. 1926

FREQUENCY: 1510 Kc. POWER: 100 watts. OWNED BY: Kitchener-Waterloo Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: Waterloo Trust Bldg. PHONE: Kitchener 4360—Waterloo 108. STUDIO ADDRESS: Waterloo Trust Bldg.; Kitchener, Ont. TRANSMITTER LOCATION: Waterloo. TIME ON THE AIR: 7:45 A.M. to 2:00 P.M. and 4:15 P.M. to 11:30 P.M. NEWS SERVICE: Transradio Press.

## Personnel

Station and Commercial Manager,  
 W. C. Mitchell  
 Sales and Advertising Manager... G. Liddle

## Coverage

	Daytime	Evening
Population—Primary .....	100,000	174,420
Radio Homes— " .....	16,000	33,414
Population—Secondary .....	135,000	289,227
Radio Homes— " .....	27,000	49,767

Source: Department of Marine; Radio Trade Builder.

## Representative

Dominion Broadcasting Co.

# CFPL

LONDON—EST. 1933 (CJGC est. 1922)

CANADIAN BROADCASTING CORP.

FREQUENCY: 730 Kc. POWER: 100 watts. OWNED BY: Free Press Pub. Co. OPERATED BY: Free Press Pub. Co. BUSINESS ADDRESS: Free Press Bldg. PHONE: Metcalfe 5200. STUDIO ADDRESS: Free Press Bldg. TRANSMITTER LOCATION: Hotel London. TIME ON THE AIR: 8:15 A.M. to midnight. NEWSPAPER AFFILIATION: London Free Press. NEWS SERVICE: Canadian Press. TRANSCRIPTION SERVICE: NBC Thesaurus.

## Personnel

Station and Sales Manager... Philip H. Morris  
 Chief Engineer..... Lloyd York

## Coverage

Population—Primary .....	436,000
Radio Homes— " .....	62,000
Population—Secondary .....	323,000
Radio Homes— " .....	49,000

Source: Mail response analysis.

## Representative

Joseph Hershey McGillvra

**CFCH**

NORTH BAY—EST. 1931

CBC

FREQUENCY: 930 Kc. POWER: 100 Watts. OWNED BY: Northern Broadcasting Co., Ltd. OPERATED BY: Same. BUSINESS ADDRESS: Capitol Theatre Bldg. PHONE: 2400-2401. STUDIO ADDRESS: Same. TORONTO OFFICE: Victory Bldg. TRANSMITTER LOCATION: Capitol Theater Bldg. TIME ON THE AIR: 8:00 A.M. to 12:00 midnight; Sunday, 8:00 A.M. to 12:00 midnight. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICES: Standard Radio, NBC Thesaurus.

**Personnel**

President ..... R. H. Thomson  
Station Manager ..... Tom Darling  
Commercial Manager ..... Cliff Pickrem  
Advertising Manager ..... Don Bassett  
Chief Announcer ..... Bruce McLeod  
Publicity Director ..... J. Cooke  
Musical Director ..... Hal Cooke  
Chief Engineer ..... James Booke

**Representatives**

All-Canada Radio Facilities, Ltd.  
Weed & Co.

**CBO**

"SERVES THE OTTAWA VALLEY"

OTTAWA—EST. 1924

CANADIAN BROADCASTING CORP.

FREQUENCY: 880 Kc. POWER: 1000 Watts. OWNED BY: Canadian Broadcasting Corp. OPERATED BY: Same. BUSINESS ADDRESS: Chateau Laurier Hotel. PHONE: 2-1151. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Hawthorne. TIME ON THE AIR: Sundays, 8:45 A.M. to 12:00 midnight; Week days, 7:45 A.M. to 12:00 midnight. NEWS SERVICE: Canadian Press News. TRANSCRIPTION SERVICE: Standard Radio, World Broadcasting System.

**Personnel**

Station Manager ..... W. C. Anderson

**CKCO**

"THE COMMUNITY VOICE OF CANADA'S CAPITOL"

OTTAWA—EST. 1924

FREQUENCY: 1010 Kc. POWER: 100 Watts. OWNED BY: Controller G. M. Geldert, M.D. OPERATED BY: Controller G. M. Geldert, M.D. STUDIO ADDRESS: 272 Somerset St., West. TRANSMITTER LOCATION: Boone Island, Quebec. TIME ON THE AIR: Week Days, 8:00 A.M. to 11:00 P.M.; Sundays, 2:00 P.M. to 11:00 P.M. NEWSPAPER AFFILIATION: Le Droit, Montreal Gazette. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: Lang-Worth.

**Personnel**

Manager ..... G. M. Geldert  
Secretary ..... Irene Becksted  
Advertising Manager ..... Rolly Ford

**Representative**

Joseph Hershey McGillvra

**CFOS\***

OWEN SOUND

FREQUENCY: 1370 Kc. POWER: 100 Watts. OWNED BY: Howard Fleming. OPERATED BY: Same. BUSINESS ADDRESS: 869 Second Ave., East. PHONE: 113. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. NEWSPAPER AFFILIATION: Owen Sound Sun-Times.

**Personnel**

Manager ..... Howard Fleming  
\*Construction permit has been granted; no further information available at time of going to press.

**CFLC**

"THE VOICE OF THE MIGHTY ST. LAWRENCE"

PRESCOTT—EST. 1925

FREQUENCY: 930 Kc. POWER: 100 Watts. OWNED BY: Radio Association of Prescott. OPERATED BY: Same. BUSINESS ADDRESS: Ogdensburg, N. Y. STUDIO ADDRESS: Hay Bldg., 307 George St. TRANSMITTER LOCATION: Prescott, Ont. TIME ON THE AIR: Unlimited License. NEWS SERVICE: Canadian Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: Langworth.

**Personnel**

President ..... A. C. Halliday  
Chief Engineer ..... Loren Knight  
Program Director ..... A. M. Halliday

**Representative**

Joseph Hershey McGillvra

**CKTB**

ST. CATHARINES—EST. 1933

CANADIAN BROADCASTING CORP.

FREQUENCY: 1200 Kc. POWER: 100 watts. OWNED BY: The Silver Spire Broadcasting Station Ltd. OPERATED BY: The Silver Spire Broadcasting Station Ltd. BUSINESS ADDRESS: Yates and St. Paul Sts. PHONE: 3900. STUDIO ADDRESS: Yates and St. Paul Sts. R.R. 2. TRANSMITTER LOCATION: Rifle Range, Port Dalhousie. TIME ON THE AIR: (daily) 7:45 A.M. to midnight; (Sunday) 10:45 A.M. to midnight. NEWS SERVICE: Transradio Press.

**Personnel**

President ..... E. T. Sandell  
Station Manager ..... Paul Frost  
Assistant Manager ..... J. B. Mitchell  
Musical Director ..... W. G. Adamson

Secretary ..... Genevieve Smith  
 Chief Engineer ..... W. H. Allen

**Coverage**

Population—Primary ..... 500,000  
 Radio Homes— " ..... 100,000  
 Population—Secondary ..... 2,000,000  
 Radio Homes— " ..... 500,000

Source: Mail response analysis; Dominion Census.

**Representatives**

Dominion Broadcasting Co., Toronto

**CJIC**

"YOUR RADIO STATION C J I C"  
 S S MARIE—EST. 1934

CBC

FREQUENCY: 1500 Kc. POWER: 100 watts.  
 OWNED BY: Hyland Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: P.O. Box 504. PHONE: 360-1. STUDIO ADDRESS: Windsor Hotel. MICHIGAN OFFICE: Gage Bldg. PHONE: 1212-W. TRANSMITTER LOCATION: Tarantorus. TIME ON THE AIR: 8:00 A.M. to 12:00 midnight. NEWS SERVICE: Transradio Press.

**Personnel**

General Manager ..... J. G. Hyland  
 Program Manager ..... J. C. Whitby  
 Manager, Michigan Office ..... R. L. Warne  
 Continuity Editor ..... M. F. Stonehouse  
 Chief Engineer ..... S. C. Cusack

**Representative**

Joseph Hershey McGillvra.

**CJCS**

STRATFORD—EST. 1927

FREQUENCY: 1210 Kc. POWER: 50 watts.  
 OWNED BY: F. M. Squires. OPERATED BY: Same. BUSINESS ADDRESS: Windsor Hotel. PHONE: 1675-6. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 7:15 A.M. to 8:30 P.M. NEWS SERVICE: Local news and Transradio Press. TRANSCRIPTION SERVICE: All Canada Radio Facilities.

**Personnel**

President Station ..... F. M. Squires  
 Commercial Manager ..... S. E. Tapley  
 Sales and Advertising Manager ..... S. E. Tapley  
 Musical Director and Artists' Bureau Head ..... C. Tretheway  
 Publicity Director ..... M. R. Dunseith  
 Chief Engineer ..... J. Camden

**Representatives**

All-Canada Radio Facilities  
 Weed & Co.

**CKSO**

"NORTHERN ONTARIO'S KEY STATION—  
 THE VOICE OF THE NORTH"  
 SUDBURY—EST. 1935

CANADIAN BROADCASTING CORP.

ONTARIO REGIONAL

FREQUENCY: 780 Kc. POWER: 1000 watts.  
 OWNED BY: W. E. Mason-Sudbury Star. OPERATED BY: W. E. Mason-Sudbury Star. BUSINESS ADDRESS: 21 Elgin St. PHONE: 280. STUDIO ADDRESS: 21 Elgin St. TRANSMITTER LOCATION: Neelon Township. TIME ON THE AIR: 7:45 A.M. to 12:00 midnight. NEWSPAPER AFFILIATIONS: Sudbury Star. NEWS SERVICE: Canadian Press, Sudbury Star (local). TRANSCRIPTION SERVICE: NBC Thesaurus, World Broadcasting System.

**Personnel**

President ..... W. E. Mason  
 General Manager ..... W. J. Woodill  
 Program Director and Chief Announcer, Howard Clark  
 Publicity Director ..... C. H. Smith  
 Musical Director ..... R. T. Hill  
 Chief Engineer ..... J. McRae

**Coverage**

Population—Primary ..... 148,568  
 Radio Homes— " ..... 65,000  
 Population—Secondary ..... 348,895  
 Radio Homes— " ..... 125,000

Source: Station survey.

**Representatives**

All-Canada Radio Facilities, Ltd.  
 Weed & Company

**CKGB**

"THE VOICE OF THE NORTH"  
 TIMMINS—EST. 1935

CBC

FREQUENCY: 1440 Kc. POWER: 100 watts.  
 OWNED BY: Northern Broadcasting Co., Ltd. OPERATED BY: Same. BUSINESS ADDRESS: Sky Block. PHONE: 500. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 7:00 a.m. to 1:00 a.m. NEWSPAPER AFFILIATION: Timmins Daily Press. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: NBC Thesaurus.

**Personnel**

President ..... R. H. Thomson  
 Station Manager ..... Jack Cooke  
 Commercial Manager ..... Rip Crotty  
 Advertising Manager ..... Murray Morrison  
 Chief Announcer ..... Bob Kesten  
 Musical Director ..... Tod Graham  
 Chief Engineer ..... Allan Taylor

**Coverage**

	Daytime	Evening
Population—Primary	80,000	80,000

Source: Station survey.

**Representative**

All-Canada Radio Facilities

# CBL

"THIS IS THE CBC"  
**TORONTO—EST. 1937**

CBC—NBC  
 FREQUENCY: 840 Kc. POWER: 50,000  
 Watts. OWNED BY: Canadian Broadcasting  
 Corp. OPERATED BY: Same. BUSINESS AD-  
 DRESS: One Hayter St. PHONE: Adelaide  
 7051. STUDIO ADDRESS: 805 Davenport Rd.  
 PHONE: Lakeside 2817. TRANSMITTER LO-  
 CATION: Hornby. TIME ON THE AIR: 7:30  
 a.m. to 12:00 midnight (E.S.T.). NEWS SER-  
 VICE: CBC News Service. TRANSCRIPTION  
 SERVICE: NBC Thesaurus.

## Coverage

Population—Primary ..... 2,489,100  
 Radio Homes— " ..... 541,700  
 Source: Field intensity measurements.

## Representative

Canadian Broadcasting Corp.

# CBY

**TORONTO—EST. 1936**  
 CBC

FREQUENCY: 1420 Kc. POWER: 100 watts.  
 OWNED BY: Canadian Broadcasting Corp.

## All by Ourselves We Nearly Elected a Mayor

IN THE 1940 mayoralty elections in  
 Toronto there were two candidates.  
 One was supported by all the news-  
 papers. The other's only means of  
 publicity was our radio station. Here  
 is an extract from a letter from the  
 Tandy Advertising Agency Limited:

"It is also in order for us to con-  
 gratulate you on the good work done by  
 your station. Running for the office of  
 Mayor, Major Duncan was opposing a  
 candidate who was solidly supported by  
 all Toronto daily papers. Major Duncan  
 used small newspaper advertisements to  
 call attention to his broadcasts on your  
 station. Despite the combined editorial  
 opposition of the papers together with the  
 fact that his opponent was already the  
 Mayor running for re-election, he ran neck  
 and neck for mayoralty honors and was  
 only defeated by a small majority.

"Major Duncan was indeed a 'radio  
 candidate' and as he used only CKCL  
 we wish to congratulate your station on  
 the splendid work it did for him."

When one radio station can bring a  
 candidate into a neck and neck  
 mayoralty contest and have him lose  
 by only about 3500 votes in a total  
 poll of 120,000, that station has plenty  
 of audience. You had best consider  
 CKCL for your Toronto market.

# CKCL

TORONTO, CANADA  
 Henry S. Gooderham, President

OPERATED BY: Same. BUSINESS ADDRESS:  
 805 Davenport Rd. PHONE: Lakeside 2871.  
 STUDIO ADDRESS: Same. TRANSMITTER LO-  
 CATION: Same. TIME ON THE AIR: 8:00 a.m.  
 to 12:00 midnight.

## Personnel

Station Manager..... J. R. Radford

# CFRB

**TORONTO—EST. 1927**

COLUMBIA BROADCASTING SYSTEM  
 FREQUENCY: 690 Kc. POWER: 10,000  
 watts. OWNED BY: Rogers Radio Broad-  
 casting Co., Ltd. OPERATED BY: Same.  
 BUSINESS ADDRESS: 37 Bloor St. W. PHONE:  
 Mi. 3515-6—Mi. 4643-4-5. STUDIO ADDRESS:  
 87 Bloor St. and Telegram Bldg. TRANSMITTER  
 LOCATION: Aurora. TIME ON THE AIR: 7:00  
 A.M. to midnight; Sunday, 10:30 A.M. to mid-  
 night. TRANSCRIPTION SERVICE: Standard  
 Radio, Langworth.

## Personnel

President..... E. S. Rogers  
 Managing Director..... Harry Sedgwick  
 Station Manager..... E. L. Moore  
 Chief Announcer..... Wes McKnight  
 Musical Director..... Roy Locksley  
 Chief Engineer..... Jack Sharpe

## Coverage

Population—Primary ..... 2,123,100  
 Radio Homes— " ..... 461,700  
 Population—Secondary ..... 293,000  
 Radio Homes— " ..... 58,900

Source: Field intensity measurements and  
 mail response analysis.

## Representative

Joseph Hershey McGillvra

# CKCL

"CANADA'S GREATEST SPORTS STATION"  
**TORONTO—EST. 1924**

FREQUENCY: 580 Kc. POWER: 100 watts.  
 OWNED BY: Dominion Battery Co., Ltd. OP-  
 ERATED BY: Dominion Battery Co., Ltd. BUSI-  
 NESS ADDRESS: 444 University Ave. PHONE:  
 Adelaide 1014. STUDIO ADDRESS: Same.  
 TRANSMITTER LOCATION: 20 Trinity St. TIME  
 ON THE AIR: 7:00 a.m. to 12:00 midnight,  
 daily; 9:00 a.m. to 10:30 p.m., Sundays. MAIN-  
 TAINS ARTISTS' BUREAU. NEWS SERVICE:  
 Canadian Press, Transradio Press. TRAN-  
 SCRPTION SERVICE: Lang-Worth, World  
 Broadcasting System, Davis & Schwegler,  
 Standard Radio.

## Personnel

President..... Henry S. Gooderham  
 Station and Commercial Manager... A. E. Leary  
 Artists Bureau Head..... M. Rapkin  
 Publicity and Musical Director Maurice Rapkin  
 Chief Engineer..... Ernest O. Swan

# CKLW

"AT YOUR SERVICE"  
**WINDSOR—EST. 1933**  
 MUTUAL—CBC

FREQUENCY: 1030 Kc. POWER: 5000 Watts.  
 OWNED BY: Western Ontario Broadcasting Co.  
 OPERATED BY: Same. BUSINESS ADDRESS:  
 Union Guardian Bldg., Detroit. STUDIO AD-  
 DRESS: Guaranty Trust Bldg., Windsor. TRANS-  
 MITTER LOCATION: Sandwich South Town-  
 ship. TIME ON THE AIR: 6:00 A.M. to 4:00  
 A.M. NEWS SERVICE: United Press. TRAN-  
 SCRPTION SERVICE: World Broadcasting Sys-  
 tem.

### Personnel

General Manager.....J. E. Campeau  
 Station Manager.....William J. Carter  
 Commercial Manager.....L. J. Dumahaut  
 Publicity Director.....Val Clare  
 Chief Engineer.....William J. Carter

### Representative

Joseph Hershey McGillvra

# CKNX

**WINGHAM—EST. 1926**

CANADIAN BROADCASTING CORP.

FREQUENCY: 1200 Kc. POWER: 100 watts.  
 OWNED BY: W. T. Cruickshank & B. Howard  
 Bedford. OPERATED BY: Same. BUSINESS  
 ADDRESS: Fields Bldg. PHONE: 158-W, 158-J.  
 STUDIO ADDRESS: Same. TRANSMITTER LO-  
 CATION: Same. TIME ON THE AIR: 8:30 a.m.  
 to 9:00 p.m. NEWS SERVICE: Transradio  
 Press, local staff. MAINTAINS ARTISTS'  
 BUREAU.

### Personnel

General Manager.....W. T. Cruickshank  
 Commercial Manager.....B. H. Bedford  
 Production Manager.....Harry J. Boyle  
 Merchandising Director.....R. G. Buckingham  
 Chief Engineer.....Scott Reid

### Coverage

	Daytime	Evening
Population—Primary	254,721	254,721
Radio Homes—	52,871	52,871
Population—Secondary	208,093	208,093
Radio Homes—	45,620	45,620

Source: Mail response analysis.

### Representative

Joseph Hershey McGillvra

*Once upon a time there  
 was an advertiser on*

# CKLW

*—but now there are more than  
 100 every day!*

**THE REASON**

**CKLW** *has a responsive audience* **IN DETROIT**

5,000 WATTS DAY & NIGHT • MUTUAL BROADCASTING SYSTEM

# PRINCE EDWARD ISLAND

Population 95,000

Number of Families 20,212

Number of Radio Homes 10,800

Retail Sales \$11,748,000

Auto Registrations 8,011

## CFCY

"THE FRIENDLY VOICE OF THE MARITIMES"

CHARLOTTETOWN—EST. 1924

CBC—MBS—NBC

FREQUENCY: 630 Kc. POWER: 1000 Watts. OWNED BY: Island Radio Broadcasting Co., Ltd. OPERATED BY: Island Radio Broadcasting Co., Ltd. BUSINESS ADDRESS: Brace Bldg. PHONE: 741. STUDIO ADDRESS: Brace Bldg. TRANSMITTER LOCATION: Charlottetown. TIME ON THE AIR: 8:00 A.M. to midnight. NEWS SERVICE: Transradio Press. MAINTAINS ARTISTS BUREAU. TRANSCRIPTION SERVICE: Standard Radio, Lang-Worth.

### Personnel

Managing Director.....K. S. Rogers  
Sales and Studio Manager.....L. A. McDonald

### Coverage

Population—Primary .....	275,600
Radio Homes— " .....	25,500
Population—Secondary .....	116,300
Radio Homes— " .....	3,100

Source: Mail response analysis.

### Representatives

All-Canada Radio Facilities  
Weed & Co.

## CHCK

"THE VOICE OF CANADA'S GARDEN PROVINCE"

CHARLOTTETOWN

FREQUENCY: 1310 Kc. POWER: 50 Watts. OWNED BY: CHCK Broadcasting Co., Ltd.

OPERATED BY: Island Radio Broadcasting Co., Ltd. (CFCY). BUSINESS ADDRESS: 4 Brace Bldg. PHONE: 724. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 2:00 p.m. to 4:00 p.m.

### Personnel

Managing Director.....K. S. Rogers  
Sales & Studio Manager.....L. A. McDonald

## CHGS

SUMMERSIDE—EST. 1925

CBC

FREQUENCY: 1450 Kc. POWER: 50 watts. OWNED BY: R. T. Holman, Ltd. OPERATED BY: Same. BUSINESS ADDRESS: Water St. PHONE: 134. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Holman Bldgs. TIME ON THE AIR: 7:30 A.M. to 8:30 A.M., 10:30 A.M. to 2:30 P.M. and 4:00 P.M. to 9:00 P.M., daily; 11:00 A.M. to 1:00 P.M. and 3:30 P.M. to 9:00 P.M., Sunday. NEWS SERVICE: Christian Science Monitor, Canadian Press.

### Personnel

President.....H. T. Holman  
Station Manager.....R. L. Mollison  
Chief Announcer.....J. E. Millman  
Sales Manager.....J. L. Holman  
Chief Engineer.....Arthur Rogers

### Coverage

Population—Primary .....	159,000
Radio Homes— " .....	35,000

Source: Mail response analysis.

### Representative

All-Canada Radio Facilities, Ltd.

# QUEBEC

Population 3,210,000

Number of Families 428,000

Number of Radio Homes 317,800

Retail Sales \$565,921,000

Auto Registrations 197,917

## CBJ

CHICOUTIMI

CBC

FREQUENCY: 1120 Kc. POWER: 100 Watts. OWNED BY: Canadian Broadcasting Corp. OPERATED BY: Canadian Broadcasting Corp. BUSINESS ADDRESS: Chicoutimi. PHONE: 155.

STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 8:00 A. M. to 12:00 Midnight. NEWS SERVICE: Local news.

### Personnel

Station Manager.....Vilmond Fortin  
Chief Engineer.....J. E. Roberts

# CKCH

"BILINGUAL STATION OF THE  
OTTAWA VALLEY"  
HULL—EST. 1933

CBC (AND PROVINCIAL)

FREQUENCY: 1210 Kc. POWER: 100 watts.  
OWNED BY: Hull Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: 85 Champlain. PHONE: 2-1701. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Chelsea Road. TIME ON THE AIR: 8:00 A.M. to 11:30 P.M. NEWS SERVICE: Canadian Press. MAINTAINS ARTISTS BUREAU. TRANSCRIPTION SERVICE: NBC Thesaurus

## Personnel

President..... Josephat Pharand  
Station Manager..... J. Alexander Dupont  
Chief Engineer..... J. F. Champagne

## Representative

Dominion Broadcasting Co.

# CBF

MONTREAL—EST. 1937

CANADIAN BROADCASTING CORP.

NBC (RED & BLUE)—For Programs With French Announcements.

FREQUENCY: 910 Kc. POWER: 50,000 Watts.  
OWNED BY: Canadian Broadcasting Corporation. OPERATED BY: Canadian Broadcasting Corporation. BUSINESS ADDRESS: 1231 St. Catherine St. West. PHONE: Marquette 5211. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Vercheres, Que. TIME ON THE AIR: 8:00 A.M. to midnight. NEWS SERVICE: Canadian Press.

## Personnel

Station Manager..... Maurice Goudrault  
Program Director..... J. M. Beaudet  
Commercial Manager..... J. A. Dupont  
Chief Engineer..... E. D. Roberts

# CBM

MONTREAL—EST. 1933

CANADIAN BROADCASTING CORP.  
NBC—(RED)

FREQUENCY: 1060 Kc. POWER: 5000 Watts.  
OWNED BY: Canadian Broadcasting Corporation. OPERATED BY: Canadian Broadcasting Corporation. BUSINESS ADDRESS: 1231 St. Catherine St. West, Montreal. PHONE: Marquette 5211. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Laprairie. TIME ON THE AIR: 8:00 A.M. to midnight. NEWS SERVICE: Canadian Press.

## Personnel

Station Manager..... Maurice Goudrault  
Program Director..... J. M. Beaudet  
Commercial Manager..... J. A. Dupont  
Chief Engineer..... E. D. Roberts

# CFCF

(Short Wave CFCX)  
MONTREAL—EST. 1918

NBC (Blue)

FREQUENCY: 600 Kc. POWER: 500 Watts.  
OWNED BY: Canadian Marconi Co. OPERATED BY: Canadian Marconi Co. BUSINESS ADDRESS: 1231 St. Catherine St., West. PHONE: Marquette 7086. STUDIO ADDRESS: 1231 St. Catherine St. W. TRANSMITTER LOCATION: Mt. Royal Hotel. TIME ON THE AIR: 7:45 A.M. to 1:00 A.M. (daily); 9:00 A.M. to 11:15 P.M. (Sunday). NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: NBC Thesaurus.

## Personnel

President..... A. H. Ginman  
Station and Commercial

Manager..... James A. Shaw  
Chief Announcer..... H. H. Hewetson  
Sales and Publicity Director..... Ernest H. Smith  
Chief Engineer..... Kenneth R. Paul

## Coverage

	Daytime	Evening
Population—Primary	1,500,000	1,200,000
Radio Homes— "	213,365	186,441
Population—Secondary	300,000	
Radio Homes— "	26,924	

Source: Radio Division, Department of Transport.

## Representatives

All-Canada Radio Facilities, Ltd.  
Weed & Company (in the U. S.)

# CHLP

"THE SPORTS' STATION OF MONTREAL"  
MONTREAL—EST. 1933

FREQUENCY: 1120 Kc. POWER: 100 watts.  
OWNED BY: La Patrie Pub. Co. OPERATED BY: Same. BUSINESS ADDRESS: Sun Life Bldg. PHONE: Plateau 5225. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: 180 St. Catherine St., W. TIME ON THE AIR: 16 hours daily. NEWSPAPER AFFILIATIONS: La Patrie, La Presse, Le Canada, Le Devoir, L'illustration, Montreal Daily Star, Montreal Herald, Montreal Gazette. TRANSCRIPTION SERVICE: Standard Radio.

## Personnel

Station and Commercial  
Manager..... Marcel Lefebvre  
Publicity Director..... Armand Goulet  
Chief Engineer..... F. F. Tambling

# CKAC

"CANADA'S BUSIEST STATION"  
MONTREAL—EST. 1922

COLUMBIA BROADCASTING SYSTEM  
QUEBEC NETWORK

FREQUENCY: 730 Kc. POWER: 5000 Watts.  
OWNED BY: La Presse Pub. Co., Ltd. OP-

ERATED BY: La Press Pub. Co., Ltd. BUSINESS ADDRESS: 980 St. Catherine St. West. PHONE: Marquette 3611. STUDIO ADDRESS: 980 St. Catherine St. West. TRANSMITTER LOCATION: St. Hyacinthe. TIME ON THE AIR: 7:00 A.M. to 1:00 A.M. NEWSPAPER AFFILIATIONS: La Presse, The Star, The Herald, La Patrie, The Gazette. NEWS SERVICE: British United Press, United Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: World Broadcasting System, Lang-Worth and Parisian.

**Personnel**

Managing Director.....Phil Lalonde  
 Program Director.....Yves Bourassa  
 Musical Director.....Henri Letondal  
 Chief Engineer.....Leonard Spencer  
 Public Relations Director.....Louis Leprohon  
 Artists' Bureau Head.....Ferdinand Biondi  
 Local Sales Manager.....Paul Ouellet  
 Promotion Manager.....Andre Daveluy  
 Chief Engineer at Transmitter.....Percy Smith

**Coverage**

	Daytime	Evening
Population—Primary	2,782,065	2,641,988
Radio Homes—	254,337	227,012
Population—Secondary	655,315	722,985
Radio Homes—	40,437	44,271

Source: CBS Listening Area Study.

**Representative**

Joseph H. McGillyvra

RADIO STATION

**CHNC**

Entering its 7th Year of Broadcasting  
*announces*

increased coverage, more consistent signal, as a result of the following significant improvements:

1. 404-Foot Blaw-Knox Vertical Radiator
2. 450 - Foot Gas - Filled Transmission Line.
3. 1000-Watt Northern Electric High Fidelity Transmitter.
4. Backed-up by a LOW FREQUENCY —610 Kc.

**CHNC's audience**

- ★ Is larger than ever
- ★ Enjoys well-planned programmes
- ★ Listens, approves, and buys

LET CHNC INCREASE  
 YOUR SALES!

**CHNC**

NEW CARLISLE, QUE.

1,000 Watts ★ 610 Kc.

**CHNC**

"THE VOICE OF LA BAIE DES CHALEURS"

NEW CARLISLE—EST. 1933

CANADIAN BROADCASTING CORP.

FREQUENCY: 610 Kc. POWER: 1,000 Watts. OWNED BY: Gaspesia Radio Broadcasting Co. OPERATED BY: Gaspesia Radio Broadcasting Co. BUSINESS ADDRESS: Main St. PHONE: 38. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: The Commons. TIME ON THE AIR: 8:00 A.M. to 12:30 A.M., daily; 9:00 A.M. to 12:30 A.M. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: Langworth, NBC Thesaurus, C. P. MacGregor.

**Personnel**

President.....Dr. Charles Dumont  
 Managing Director.....Dr. Charles Houde  
 Chief Announcer.....V. Bernard  
 Chief Engineer.....J. R. McGough

**CBV**

QUEBEC—EST. 1934

CBC

FREQUENCY: 950 Kc. POWER: 1000 Watts. OWNED BY: Canadian Broadcasting Corp. OPERATED BY: Same. BUSINESS ADDRESS: Room 4002 Chateau Frontenac. PHONE: 5658. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Charlesbourg. TIME ON THE AIR: 8:30 A.M. to 12:00 Midnight. NEWS SERVICE: Canadian Press.

**Personnel**

Station Manager.....A. H. Houde  
 Chief Engineer.....Charles Frenette

**CHRC**

"THE VOICE OF OLD QUEBEC"

QUEBEC—EST. 1926

FREQUENCY: 580 Kc. POWER: 100 Watts. OWNED BY: CHRC, Limitee. OPERATED BY: CHRC, Limitee. BUSINESS ADDRESS: Victoria Hotel. PHONE: 2-8178. STUDIO ADDRESS: Victoria Hotel. TRANSMITTER LOCATION: Victoria Hotel. TIME ON THE AIR: (daily) 7:30 A.M. to midnight; (Sundays) 11:30 A.M. to midnight. NEWS SERVICE: Own News Service, British United Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: Lang-Worth and own disk library of 20,000 selections.

**Personnel**

Station Manager.....J. N. Thivierge  
 Secretary-Treasurer.....Henri Lepage  
 Sales Manager.....J. A. Hardy  
 Artists Bureau Head.....A. Pelletier  
 Chief Announcer.....T. H. Burham  
 Publicity Director.....J. D. Boudreau  
 Musical Director.....Gaston Voyer  
 Chief Engineer.....Arsene Nadeau



**Coverage**

Population—Primary .....	495,300
Radio Homes— " .....	36,700
Population—Secondary .....	189,900
Radio Homes— " .....	7,500

Source: Field intensity measurements.

**Representative**

Joseph Hershey McGillvra (U.S.A.)

**CKCV**

"LA VOIX DU CANADA FRANCAIS"  
**QUEBEC—EST. 1924**

CANADIAN BROADCASTING CORPORATION  
 FREQUENCY: 1310 Kc. POWER: 100 Watts.  
 OWNED BY: CKCV, Limited. OPERATED BY:  
 CKCV, Limited. BUSINESS ADDRESS: 142 St.  
 John St. PHONE: 2-1585. STUDIO ADDRESS:  
 142 St. John St. TRANSMITTER LOCATION:  
 254 Marguerite-Bourgeois Ave. TIME ON THE  
 AIR: 7:45 A.M. to 11:30 P.M. NEWS SERVICE:  
 Canadian Press News. TRANSCRIPTION  
 SERVICE: World Broadcasting System. MAIN-  
 TAINS ARTISTS' BUREAU.

**Personnel**

Commercial Manager..... Paul Lepage  
 Chief Announcer..... Gilles Duhamel  
 Station Manager..... Paul Lepage  
 Sales Manager..... Paul Lepage  
 Publicity Director..... Jean Nel  
 Musical Director..... Edwin Belanger  
 Chief Engineer..... Leon Baldwin

**Coverage**

	Daytime	Evening
Population—Primary .....	381,000	289,421
Radio Homes— " .....	36,300	28,200
Population—Secondary .....	450,000	.....
Radio Homes— " .....	39,000	.....

Source: Radio Division, Department of Trans-  
 port.

**CJBR**

"THE VOICE OF THE LOWER  
 ST. LAWRENCE"  
**RIMOUSKI—EST. 1937**

CANADIAN BROADCASTING CORP.  
 QUEBEC REGIONAL NETWORK

FREQUENCY: 1030 Kc. POWER: 1000 Watts.  
 OWNED AND OPERATED BY: Lower St. Law-  
 rence Power Co. BUSINESS AND STUDIO  
 ADDRESS: 1 St. John St. PHONE, 396. TRANS-  
 MITTER LOCATION: Notre-Dame du Sacre  
 Coeur. TIME ON THE AIR: Weekdays 8:00  
 A.M. to 11:30 P.M. Sundays, 12:00 noon to  
 11:30 P.M. NEWSPAPER AFFILIATION: Le  
 Progres du Golfe. NEWS SERVICE: Trans-  
 radio Press, Canadian Press (via CBC).

**Personnel**

President..... J. A. Brillant  
 Manager..... G. A. Lavoie  
 Program Director..... P. E. Corbeil  
 Office Manager..... A. Morin

**Coverage**

	Daytime	Evening
Population—Primary .....	413,483	250,910
Radio Homes— " .....	88,696	55,131
Population—Secondary .....	425,350	259,400
Radio Homes— " .....	91,200	56,700

Source: Station survey.

**Representative**

Weed & Co.

**CKRN**

"TO SERVE THE NORTHWESTERN  
 QUEBEC MINING INTERESTS"  
**ROUYN—EST. 1938**

CANADIAN BROADCASTING CORP.

FREQUENCY: 1370 Kc. POWER: 250 Watts.  
 OWNED BY: La Cie Radiodiffusion. OPER-  
 ATED BY: Same. BUSINESS ADDRESS: Reilly's  
 Bldg. STUDIO ADDRESS: Reilly's Bldg. TRANS-  
 MITTER LOCATION: Same. TIME ON THE  
 AIR: 8:00 A. M. to 12:00 Midnight. NEWS-  
 PAPER AFFILIATION: Rouyn-Noranda Press.  
 NEWS SERVICE: Transradio Press.

**Personnel**

President..... L. Labelle  
 Vice-President..... T. Herbert  
 Vice-President..... M. P. Cuddihy  
 Secretary-Treasurer and  
 General Manager..... J. O. Tardif

**CHGB**

**SAINTE ANNE DE LA POCATIERE**  
**—EST. 1938**

FREQUENCY: 1200 Kc. POWER: 100 Watts.  
 OWNED BY: G. T. Desjardins. OPERATED  
 BY: Same. BUSINESS ADDRESS: Sainte Anne  
 de la Pocatiere. STUDIO ADDRESS: Same.  
 TRANSMITTER LOCATION: Same. TIME ON  
 THE AIR: 8:00 A. M. to 11:00 P. M., daily;  
 11:00 A. M. to 11:00 P. M. Sundays.

**Personnel**

Station Manager..... G. T. Desjardins  
 Commercial Manager..... G. H. Bouchard

**CHLT**

**SHERBROOKE—EST. 1937**

CANADIAN BROADCASTING CORP.

FREQUENCY: 1210 Kc. POWER: 100 Watts.  
 OWNED BY: La Tribune Ltd. OPERATED BY:  
 La Tribune Ltd. BUSINESS ADDRESS: La  
 Tribune Bldg. PHONE: 971. STUDIO AD-  
 DRESS: Same. TRANSMITTER LOCATION:  
 Sherbrooke. TIME ON THE AIR: 7:45 A. M. to  
 12:00 Midnight. NEWSPAPER AFFILIATIONS:  
 La Tribune. NEWS SERVICE: Canadian Press.  
 TRANSCRIPTION SERVICE: Standard Radio.

**Personnel**

President..... Hon. Jacob Nicol  
 Manager..... A. Gauthier  
 Chief Engineer..... C. Charlebois

# CHLN

THREE RIVERS

FREQUENCY: 1420 Kc. POWER: 100 Watts. OWNED AND OPERATED BY: Le Nouvelliste. BUSINESS AND STUDIO ADDRESS: Chateau de Blois. TRANSMITTER LOCATION: Three Rivers. TIME ON THE AIR: Weekdays, 8:00 A.M. to 11:30 P.M. Sundays, 12:00 noon to 11:30 P.M. NEWSPAPER AFFILIATION: Le Nouvelliste. TRANSCRIPTION SERVICE: World Broadcasting System.

## Personnel

Director . . . . . George Bourassa

# CKVD

VAL D'OR—EST. 1939

FREQUENCY: 1200 Kc. POWER: 100 Watts. OWNED BY: Northern Broadcasting & Publishing Co., Ltd. OPERATED BY: Same. BUSINESS ADDRESS: Val d'Or. PHONE: 500. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 11:00 A.M. to 2:00 P.M. and 4:30 P.M. to 7:30 P.M. TRANSCRIPTION SERVICE: NBC Thesaurus.

## Representative

All-Canada Radio Facilities, Ltd.  
Weed & Co.

# SASKATCHEWAN

Population 949,000

Number of Families 201,915

Number of Radio Homes 110,051

Retail Sales \$129,166,000

Auto Registrations 105,064

# CHAB

"THE BRIGHT SPOT ON THE DIAL"  
MOOSE JAW—EST. 1922

CBC

FREQUENCY: 1200 Kc. POWER 250 Watts, d.; 100 Watts, n. OWNED BY: CHAB, Limited. OPERATED BY: CHAB, Limited. BUSINESS ADDRESS: Grant Hall Hotel. PHONE: 2377, 2378, 2379. STUDIO ADDRESS: Grant Hall Hotel. TRANSMITTER LOCATION: Grant Hall Hotel. TIME ON THE AIR: 7:00 A.M. to 12:00 Mid-night, daily; Sunday, 7:45 A.M. to 12:00 Mid-night. NEWS SERVICE: British United Press, Canadian Press. TRANSCRIPTION SERVICE: Lang-Worth.

## Personnel

Station Manager . . . . . Carson Buchanan  
Sales Manager . . . . . L. A. Bourgeois  
Publicity Director . . . . . Louis Lewry  
Program Director . . . . . Sid Boyling  
Chief Engineer . . . . . A. E. Jacobson

## Coverage

Population—Primary . . . . . 277,294  
Radio Homes— " . . . . . 37,862  
Source: Station survey.

## Representative

All-Canada Radio Facilities, Ltd., Canada  
Weed & Company, U. S. A.

# CHNB\*

NORTH BATTLEFIELD

FREQUENCY: 1420 Kc. POWER: 100 Watts. OWNED BY: C. R. McIntosh. OPERATED BY:

Same. BUSINESS ADDRESS: North Battlefield. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same.

\* Construction permit has been granted; no further information available at time of going to press.

# CKBI

"SERVING CANADA'S FASTEST GROWING COMMUNITY"

PRINCE ALBERT—EST. 1924

CBC

FREQUENCY: 1210 Kc. POWER: 100 Watts. OWNED AND OPERATED BY: R. E. Price and L. E. Moffatt. BUSINESS AND STUDIO ADDRESS: Sanderson Block. TRANSMITTER LOCATION: 37th St., West. TIME ON THE AIR: 16 hours daily. NEWS SERVICE: British United Pres. TRANSCRIPTION SERVICE: World Broadcasting System.

## Personnel

Manager . . . . . R. E. Price  
Technical Director . . . . . L. E. Moffatt

## Coverage

	Daytime	Evening
Population—Primary . . . . .	150,000	150,000
Radio Homes— " . . . . .	29,000	.....
Population—Secondary . . . . .	225,000	225,000
Radio Homes— " . . . . .	42,000	.....

Source: Radio Trade Builder.

## Representative

All Canada Radio Facilities  
Weed & Co.

# C J R M

**REGINA—EST. 1926**

**CBC—GRAIN BELT NETWORK**

**FREQUENCY:** 950 Kc. **POWER:** 1000 Watts.  
**OWNED BY:** James Richardson & Sons, Ltd.  
**OPERATED BY:** Same. **BUSINESS ADDRESS:**  
 Saskatchewan Life Bldg. **PHONE:** 8424.  
**STUDIO ADDRESS:** Same. **TRANSMITTER LO-**  
**CATION:** Pilot Butte. **TIME ON THE AIR:** 7:00  
 A.M. to 11:30 P.M.; Sundays, 9:00 A.M. to  
 10:30 P.M. **NEWS SERVICE:** Transradio Press.  
**TRANSCRIPTION SERVICE:** World Broadcasting  
 Service, Lang-Worth and Standard Radio.

### **Personnel**

President.....Mrs. James A. Richardson  
 Station Supervisor.....F. V. Scanlon  
 Chief Announcer.....D. E. (Don) Wright  
 Mgr. Radio Division.....V. F. Nielsen  
 Commercial Director.....B. Pirie  
 Publicity Director.....J. S. Horton  
 Musical Director.....S. Hillier  
 Chief Engineer.....A. W. (Bert) Hooper

### **Representative**

Joseph Hershey McGillvra  
 Jack Slatter

# CKCK

**REGINA—EST. 1922**

**CANADIAN BROADCASTING CORP.**

**FREQUENCY:** 1010 Kc. **POWER:** 1000 watts.  
**OWNED BY:** Leader-Post, Ltd. **OPERATED BY:**  
 Same. **BUSINESS ADDRESS:** Leader Bldg.  
**PHONE:** 8525-6. **STUDIO ADDRESS:** Same.  
**TRANSMITTER LOCATION:** Victoria Plains.  
**TIME ON THE AIR:** 6:30 A.M. to 12:00 Mid-  
 night, daily; 8:00 A.M. to 12:00 Midnight,  
 Sundays. **NEWSPAPER AFFILIATION:** Leader-  
 Post, Ltd. **NEWS SERVICES:** British United  
 Press. **TRANSCRIPTION SERVICE:** NBC The-  
 saurus, C. P. MacGregor, All-Canada Radio  
 Facilities, Ltd.

### **Personnel**

Station Manager.....G. Gaetz  
 Assistant Manager.....W. A. Speers  
 Publicity Director.....D. McMillan  
 Musical Director.....A. R. Smith  
 Chief Engineer.....E. A. Strong

### **Representative**

All-Canada Radio Facilities, Ltd. (Canada)  
 Weed & Co. (U.S.A.)

# CFQC

**"HUB CITY STATION"**

**SASKATOON—EST. 1923**

**CANADIAN BROADCASTING CORP.**

**FREQUENCY:** 600 Kc. **POWER:** 1000 watts.  
**OWNED BY:** A. A. Murphy & Sons, Ltd. **OP-**  
**ERATED BY:** Same. **BUSINESS ADDRESS:**  
 216 First Ave., N. **PHONE:** 5374-7282. **STUDIO**

**ADDRESS:** 216 First Ave., N. **TRANSMITTER**  
**LOCATION:** Saskatoon. **TIME ON THE AIR:**  
 7:00 A.M. to 12:00 Midnight, daily; 8:45 A.M.  
 to 11:30 P.M. Sundays. **NEWS SERVICES:**  
 British United Press, Christian Science Monitor.  
**TRANSCRIPTION SERVICE:** NBC Thesaurus,  
 Standard Radio. **Personnel**

President and Station Manager...A. A. Murphy  
 Commercial Manager.....Vernon Dallin  
 Program Director.....C. Cairns  
 Secretary.....Edna Jones  
 Chief Engineer.....S. Clifton

### **Representatives**

Joseph Hershey McGillvra (USA only)  
 Jack Slatter, Toronto & Montreal  
 Inland Broadcasting Service

# C B K

**WATROUS—EST. 1939**

**CANADIAN BROADCASTING CORP.**

**FREQUENCY:** 540 Kc. **POWER:** 50,000 Watts.  
**OWNED BY:** Canadian Broadcasting Corp.  
**OPERATED BY:** Same. **BUSINESS ADDRESS:**  
 Manitoba Telephone Bldg., Portage Ave., East,  
 Winnipeg, Man. **STUDIO ADDRESS:** Same.  
**TRANSMITTER LOCATION:** Watrous, Sask.  
**TIME ON THE AIR:** 7:30 A.M. to 12:00 Midnight,  
 daily; 8:00 A.M. to 12:00 Midnight, Sundays.

### **Personnel**

Regional Director.....D. Claringbull  
 Regional Engineer.....R. D. Cahoon

# C J G X

**YORKTON—EST. 1927**

**CANADIAN BROADCASTING CORP.**

**FREQUENCY:** 1430 Kc. **POWER:** 1000 Watts.  
**OWNED BY:** Yorkton Broadcasting Co., Ltd.  
**OPERATED BY:** Yorkton Broadcasting Co., Ltd.  
**BUSINESS ADDRESS:** 171 McDermot Ave.,  
 Winnipeg. **PHONE:** Winnipeg 9235 L. **STUDIO**  
**ADDRESS:** 171 McDermot Ave., Winnipeg and  
 Yorkton. **TRANSMITTER LOCATION:** Yorkton.  
**TIME ON THE AIR:** 7:30 A.M. to 11:00 P.M.  
**NEWS SERVICE:** British United Press. **TRAN-**  
**SCRIPTION SERVICE:** World Broadcasting Sys-  
 tem.

### **Personnel**

Station Manager.....A. L. Garside  
 Program and Publicity Director...C. F. Greene

### **Coverage**

	Daytime	Evening
Population—Primary .....	85,000	125,000
Radio Homes— " .....	20,000	30,000
Population—Secondary .....	70,000	100,000
Radio Homes— " .....	17,000	25,000

Source: Station survey.

### **Representatives**

Joseph Hershey McGillvra  
 Jack Slatter  
 Inland Broadcasting Service

# CANADIAN STATIONS ★ WITH NEWSPAPER ★ AFFILIATIONS

## ALBERTA

CFAC—Calgary. 1000 Watts; 930 Kc. Gordon S. Henry, manager. . . . . CALGARY DAILY HERALD  
CJCJ—Calgary. 100 Watts; 690 Kc. J. E. Gerke, manager. . . . . CALGARY ALBERTAN  
CJCA—Edmonton. 1000 Watts; 730 Kc. Frank H. Elphicke, manager. . . . . EDMONTON JOURNAL

## BRITISH COLUMBIA

CFJC—Kamloops. 1000 Watts; 880 Kc. D. Homersham, manager. . . . . KAMLOOPS SENTINEL  
CKOV—Kelowna. 1000 Watts; 630 Kc. J. W. B. Browne, manager. . . . . KELOWNA COURIER  
CKLN—Nelson. 100 Watts; 1420 Kc. H. Lethbridge, manager. . . . . NELSON DAILY NEWS  
CJAT—Trail. 1000 Watts; 910 Kc. A. J. Ballour, manager. . . . . TRAIL DAILY TIMES  
CKCD—Vancouver. 100 Watts; 1010 Kc. W. G. Hassell, manager. . . . . VANCOUVER DAILY PROVINCE  
CKFC—Vancouver. 50 Watts (temporary); 1410 Kc. F. E. Rutland, manager. . . . . VANCOUVER SUN  
CKMO—Vancouver. 100 Watts; 1410 Kc. H. M. Cooke, manager. . . . . VANCOUVER NEWS HERALD

## NEW BRUNSWICK

CKCW—Moncton. 100 Watts; 1370 Kc. F. A. Lynds, manager. . . . . MONCTON TRANSCRIPT, MONCTON TIMES  
CHSJ—Saint John. 100 Watts; 1120 Kc. L. W. Bewick, manager. . . . . SAINT JOHN TELEGRAPH-JOURNAL, SAINT JOHN TIMES-GLOBE

## NOVA SCOTIA

CJHC—Halifax. 1000 Watts; 1420 Kc. F. B. McCurdy, manager. . . . . HALIFAX CHRONICLE & STAR  
CHNS—Halifax. 1000 Watts; 930 Kc. William C. Borrett, manager. . . . . HALIFAX HERALD

## ONTARIO

CFRC—Kingston. 100 Watts; 1510 Kc. James Annand, manager. . . . . KINGSTON WHIG-STANDARD  
CJKL—Kirkland Lake. 100 Watts; 1310 Kc. Brian Shellon, manager. . . . . TIMMINS PRESS  
CFPL—London. 100 Watts; 730 Kc. Philip H. Morris, manager. . . . . LONDON FREE PRESS  
CFCH—North Bay. 100 Watts; 930 Kc. Tom Darling, manager. . . . . TIMMINS PRESS  
CFOS—Owen Sound. 100 Watts; 1370 Kc. Howard Fleming, manager. . . . . OWEN SOUND SUN-TIMES  
CKSO—Sudbury. 1000 Watts; 780 Kc. W. J. Woodill, manager. . . . . SUDBURY SUN  
CKGB—Timmins. 1000 Watts; 1440 Kc. William Wren, manager. . . . . TIMMINS DAILY PRESS

## QUEBEC

CHLP—Montreal. 100 Watts; 1120 Kc. Marcel Lefebvre, manager. . . . . MONTREAL LA PATRIE  
CKAC—Montreal. 5000 Watts; 730 Kc. Phil Lalonde, manager. . . . . MONTREAL LA PRESSE  
CJBR—Rimouski. 1000 Watts; 1030 Kc. G. A. LaVoie. . . . . LE PROGRES DU GOLFE  
CHLT—Sherbrooke. 100 Watts; 1210 Kc. A. Gauthier, manager. . . . . SHERBROOKE LA TRIBUNE  
CHLN—Three Rivers. 100 Watts; 1420 Kc. George Bourassa, manager. . . . . THREE RIVERS LE NOUVELLISTE

## SASKATCHEWAN

CKCK—Regina. 1000 Watts; 1010 Kc. G. Gaetz, manager. . . . . REGINA LEADER-POST

***For Cuba, Mexico and South America Sta-  
tions Please Turn to Page 961.***



# TELEVISION



***Stations***

***Personnel — Facilities***

•

***Applications***

•

***F.C.C. Regulations***

•

***Research***

•

***Highlights of 1939***

•

***Facsimile***

•

***R.M.A. Standards***

# TELEVISION ACTIVITIES

CBS

NBC

By ADRIAN MURPHY

*Executive Director of Television  
Columbia Broadcasting System*

The Columbia Broadcasting System will completely revise and to a large extent replace its initial studio equipment in preparation for actual television broadcasting. More sensitive studio cameras have been ordered, major revisions will be made in the present studio facilities, and work is going forward on a new-type mobile unit for covering outside events.

Since November the CBS high power television transmitter atop the Chrysler Building has been sending test patterns, and constant adjustments have been made, producing a marked improvement in the quality of transmission.

Four of the new cameras to be installed will employ a new kind of electronic tube which is expected to require only a fraction of the light needed for present cameras and which will have truer black and white response to the color spectrum. A fifth camera, developed in the Columbia laboratories, is serving as a test unit for new optical and physical controls later to be incorporated in the other four.

These special controls, according to Gilbert Seldes, CBS director of television programs, have proved essential for the optical and physical flexibility required by Columbia's approach to the program problem. The five additional cameras when used for multiple pickup will permit production of highly complex programs.

Work is now under way on a new-type mobile unit which, when completed in 1940, CBS will use to cover outside events. Application for a construction permit for this mobile unit, which will operate between 336,000-348,000 kilocycles, has been made to the Federal Communications Commission. The unit will carry three new-type cameras of its own and will be completely independent of outside power sources, enabling it, while in motion, to pick up and transmit both pictures and sound.

By THOMAS H. HUTCHINSON

*Manager, Television Program Division,  
National Broadcasting Company*

Writing of progress in television program production during 1939 is to chronicle its beginning under the rigorous demands of public service telecasting. For it was in this year that all the experience gathered in three years of experimental telecasting was put to test in the day-to-day operations of a going television service.

With this backlog of experience, which will undoubtedly be of vast importance to other telecasters when they decide to go on the air, was inaugurated NBC's regular program service on April 30. Four days later, on May 3, American television's historic "First Night" went out over the air through Station W2XBS. Since that time eight months have passed.

Progress there has been. I am sure that everyone who has followed NBC service from its inception will agree that in December it had a certain finesse that was absent in May. In part this has been due to a closer cooperation between director and technician, in part to the facility that comes of handling cameras and program materials five days a week. Finally, we have explored more thoroughly than ever before the limitations and qualities inherent in present-day television.

Our choice of material has likewise taken a turn for the better. We realized as well as the most critical viewer that the variety programs of May and June were not the answer to television's problem. Straight vaudeville, in fact, is unsuited to the new art, at least within the technical framework of today's television. The telecast drama, on the other hand, has definitely proved itself. We have accordingly concentrated much attention on it. Our next problem is to bring other types of program up to the quality of these drama-casts.

Looking to the immediate future, I believe that we cannot too soon establish an experimental laboratory series for the testing of all sorts of program material prepared especially for television. That, we believe, is the only way we shall learn exactly what it is that distinguishes television from radio, the theater and motion pictures.

# TELEVISION BROADCASTING STATIONS

As of January 1st, 1940

*The term "television broadcast station" means a station licensed for the transmission of transient visual images of moving or fixed objects for simultaneous reception and reproduction by the general public on an experimental basis.*

Group A—2000 to 2100 kc.; Group B—42000 to 56000 kc.; Group C—60000 to 86000 kc.;  
Group D—Any 6000 kc. frequency band above 110000 kc. excluding 400000 to 401000 kc.

Licensee and Location	Call Letters	Frequency (kc) or Group	POWER	
			Visual	Aural
Columbia Broadcasting System New York, N. Y.....	W2XAB	B, C	50 w	(CP only)
Don Lee Broadcasting System Los Angeles, Calif.....	W6XAO	B, C	C.P. 7500 w 1000 w	7500 w 150 w
C.P. T-Hollywood ..... (44000-50000)				
Don Lee Broadcasting System..... Portable-area of Los Angeles, Calif. ....	W6XDU	(321000-327000)	6.5 w	
Allen B. DuMont Laboratories, Inc. Portable-area of New York, N. Y.....	W10XKT	D (156000-162000)	50 w	(CP only)
Allen B. DuMont Laboratories, Inc. Passaic, N. J.....	W2XVT	B	50 w	(CP only) 50 w
First National Television, Inc. Kansas City, Mo.....	W9XAL	B, C	300 w	150 w
General Electric Co. Albany, N. Y.....	W2XB	C	10000 w	3000 w
General Electric Co. Bridgeport, Conn. ....	W1XA	C	10000 w	(CP only) 3000 w
General Electric Co. Schenectady, N. Y.....	W2XH	B	40 w	(CP only)
General Television Corp. Boston, Mass. ....	W1XG	B, C	500 w	(CP only)
National Broadcasting Co., Inc. New York, N. Y.....	W2XBS	B, C	12000 w	15000 w
National Broadcasting Co., Inc. Portable—Camden, N. J. and New York, N. Y. ....	W2XBT	D (92000, 175000-180000) S. A. (156000-162000)	400 w	100 w
Philco Radio & Television Corp. Philadelphia, Pa. ....	W3XE	B, C	10000 w	10000 w
Philco Radio & Television Corp. Philadelphia, Pa. ....	W3XP	D (204000-210000)	15 w	
Purdue University West Lafayette, Ind. ....	W9XG	A	1500 w	
Radio Pictures, Inc. Long Island City, N. Y.....	W2XDR	B, C	1000 w	500 w
RCA Mfg. Co., Inc. (Portable) Bldg. No. 8 of Camden Plant, Camden, N. J. ....	W3XAD	(321000-327000)	500 w	500 w

Licensee and Location	Frequency	Visual	Aural
RCA Mfg. Co., Inc. Camden, N. J.	W3XEP B, C	30000 w	30000 w
University of Iowa Iowa City, Iowa	W9XK A	100 w	
University of Iowa Iowa City, Iowa	W9XUI B, C	100 w	
Zenith Radio Corp. Chicago, Ill.	W9XZV B, C	1000 w	1000 w

### **Pending Applications**

		P O W E R	
		Visual	Aural
Earle C. Anthony, Inc. Los Angeles, Calif.	50000-56000	1000 w	1000 w
Balaban & Katz Corp. Chicago, Ill.	66000-72000	1000 w	1000 w
Bamberger Broadcasting Service New York, N. Y.	84000-90000	1000 w	1000 w
Columbia Broadcasting System, Inc. Portable-area of New York, N. Y.	Visual: 336,000-348,000 Aural: 180,000-186,000	25 w	10 w
Crosley Corp. Cincinnati, Ohio	55000-56000	1000 w	1000 w
Don Lee Broadcasting System San Francisco, Calif.	44000-50000	1000 w	1000 w
Allen B. DuMont Laboratories, Inc. Washington, D. C.	44000-50000	1000 w	1000 w
Allen B. DuMont Laboratories, Inc. New York, N. Y.	78000-84000	1000 w	1000 w
R. B. Eaton Des Moines, Ia.	44000-50000	100 w	100 w
Farnsworth Television & Radio Corp. Fort Wayne, Ind.	66000-72000	1000 w	
General Electric Co. New Scotland, N. Y.	156000-162000	10 w	
Grant Union High School District Sacramento, Calif.	50000-56000	1000 w	1000 w
The Journal Co. Milwaukee, Wisc.	50000-56000	1000 w	1000 w
Kansas State College of Agriculture and Applied Science Manhattan, Kans.	44000-50000	100 w	100 w
B. B. Shapiro, F. P. Shapiro & H. Shapiro. d/b as Leroy's Jewelers Los Angeles, Calif.	66000-72000	1000 w	1000 w
May Department Stores Co. Los Angeles, Calif.	78000-84000	1000 w	1000 w
Metropolitan Television, Inc. New York, N. Y.	102000-108000	1000 w	1000 w
Midland Broadcasting Co. Kansas City, Mo.	50000-56000	1000 w	500 w
Television Productions, Inc. Los Angeles, Calif.	66000-72000	1000 w	1000 w
The Travelers Broadcasting Service Corp. Avon, Conn.	66000-72000	1000 w	1000 w
Henry Joseph Walczak Springfield, Mass.	1550	250 w	250 w
WCAU Broadcasting Co. Philadelphia, Pa.	78000-84000	1000 w	1000 w
WDRC, Inc. Meriden, Conn.	66000-72000	1000 w	1000 w





# TELEVISION STATIONS



IN THE UNITED STATES

LOCATION — PERSONNEL — FACILITIES

## W2XAB

NEW YORK CITY

FREQUENCY: Sight 51.25 Mcs. SOUND, 55.75 Mcs. POWER: Sight, 15,000 Watts (measured at peak of synchronizing pulses); Sound, 7,500 Watts. OWNED AND OPERATED BY: Columbia Broadcasting System. BUSINESS ADDRESS: 485 Madison Ave. PHONE: Wickersham 2-2000. STUDIO ADDRESS: Grand Central Terminal Bldg., 15 Vanderbilt Ave. TRANSMITTER AND ANTENNA LOCATION: Chrysler Bldg.

### Personnel

Executive Director of Television, Adrian Murphy  
 Manager of Television Operations, Leonard Hole  
 Director of Television Programs, Gilbert Seldes  
 Chief Engineer, Dr. Peter C. Goldmark  
 Assistant Chief Engineer, John N. Dyer

### FACILITIES

The transmitter facilities of Station W2XAB are located on the 73, 74 and 75 floors of the Chrysler Building. The video transmitter radiates a single side band signal of negative polarity with a frequency band width of 30 cycles to 4.25 Mc. DC transmission is employed. The transmitter radiates about 15 kw on the peaks of the synchronizing pulses. The audio transmitter radiates about 7.5 kw of carrier power. Pre-emphasis of the high audio frequencies is used in accordance with suggested standards. The video and the audio input and monitoring equipment is located in a shielded room on the 74 floor where the transmitters also are situated. On the 73 floor transformers, reactors, motor generators and water cooling equipment is placed, while the air conditioning equipment and the single side band filter are on the 75 floor.

The video antenna consists of horizontal dipoles parallel to the building surface, located on each of the four sides of the building. The audio antenna is similar and is located above the video antenna. All antennas are electrically heated and thermostatically controlled so that detuning due to ice formation is prevented.

A coaxial cable carries the video signals from the studio to the transmitter.

The studio facilities of WCXAB are located in the Grand Central Terminal Building. Nearly one half of an available floor space of 270 ft. long by 60 ft. wide has been sound treated and air conditioned for use as a studio. The main control room is located at the east end of this studio and is practically as wide. An adequate number of studio cameras and telecine channels of these facilities with several more camera channels and mobile equipment is now under way.

## W6XAO

LOS ANGELES—EST. 1931

FREQUENCY: Sight, 45.250 Kc; Sound, 49.750 Kc (Channel). POWER: Sight, 150 Watts; Sound, 150 Watts. OWNED AND OPERATED BY: Don Lee Broadcasting System. BUSINESS ADDRESS: Don Lee Bldg., Seventh & Bixel Sts. PHONE: VAndike 7111. STUDIO AND TRANSMITTER LOCATION: Same. TIME ON THE AIR: Nightly (except Sundays and holidays), 8:00 to 9:00 P.M. or later depending upon program content; Tuesday and Thursday afternoons from 3:00 to 4:00 P.M.; and Saturday afternoons from 5:30 to 6:30 P.M.

### Personnel

President, Thomas S. Lee  
 Director of Television, Harry R. Lubcke  
 Assistant Director of Television, Wilbur E. Thorp  
 Television Engineer, William S. Klein  
 Television Engineer, Harold W. Jury  
 Television Engineer, Robert L. Pitzer  
 Television Producer, Thomas Conrad Sawyer  
 Public Relations Producer, Ray Coffin  
 Assistant Directors,

Whit Waldgrave, Estelle Van Soeey  
 Cameramen, M. C. Edwards,  
 K. Meade, J. Anderson, G. Landcaster  
 Makeup Men, R. Navarro, L. Turner

### FACILITIES

SYSTEM IN USE: 441 line 30-60 frame RMA United States Standard, cathode-ray. Horizontal Polarization. Film equipment for broadcasting newsreels, shorts, and test items.

Mosaic live-pickup camera equipment for studio pickup. Portable television cameras

## TELEVISION STATIONS

and equipment for outside events. (W6XDU) RCA Manufacture.

**DEVELOPMENTS OF 1938-1939:** Fletcher Bowron, Mayor of Los Angeles, accompanied by Morton Downey, Maxine Gray (well known singer on Radio and Television in the East as well as the West), Betty Jane Rhodes (first Lady of Television), the King Sisters, Alvino Rey and his orchestra officially opened W6XAO to sustained program service and also the Los Angeles Automobile Show at the Pan Pacific Auditorium on October 14, 1939. Twenty-five thousand persons saw television images for three hours daily including Sunday at the Show, 5½ miles from W6XAO.

Interviews with popular personalities such as Bobby Breen, The Brewster Twins, Max Reinhardt, Rube Wolfe, Edith Fellows, James Finlayson, Commander E. P. Sauer of U. S. Navy, Jimmy Starr, Rob Wagner, Martha Hilton, Clarence Muse, Buron Fitts and many other notables.

Max Reinhardt and his players have produced several dramas which are becoming a regular feature.

The Shirley Thomas Players have presented all types of plays varying from light comedy to Shakespearian dramas.

U. S. C. has a weekly program consisting of activities of the school, interviews with the Heads of different departments and demonstrations from the Physical Education Department.

Geo. Fisher, of Mutual Broadcasting System, has presented his Hollywood news program about the various notables of the film industry.

The Sons of The Pioneers, a musical group, are on a weekly program.

Weekly News broadcasts have been televised throughout the entire year.

Numerous fashion shows from the large department stores commented by Jean Markel have been televised.

There has also been a variety of singers, dancers, impersonators, dramatic readers, and demonstrations such as archery, Indian Jewelry, Oriental Art, Rare Laces and numerous other items of interest appearing weekly during the past year.

**RECEIVERS:** Receivers are on sale to the public in large department stores and radio dealers. A few hundred receivers are estimated to be in operation in Los Angeles, Hollywood, Inglewood, West Hollywood, North Hollywood, Burbank, Glendale, Pasadena, Long Beach and Pomona. The greatest distance of public reception is recorded at the city of Pomona which is thirty miles airline east of W6XAO and behind a range of hills.

**PUBLIC DEMONSTRATIONS:** Public demonstrations of the Don Lee television transmission are held almost daily by large downtown department stores and radio dealers.

**PATENTS:** United States and foreign patents covering film and live pickup, amplification, scanning sources, synchronization, receivers and cathode-ray tubes of Harry R. Lubcke are used in the work. The methods and equipment of the Don Lee System, though producing RMA Standard images functions considerably differently from those of other television organizations.

### W 2 X V T

PASSAIC, N. J.—EST. 1938

**FREQUENCY:** Sight, 42,250 Kc.; Sound, 49,750 Kc. **POWER:** 50 Watts (Sight and Sound). **OWNED AND OPERATED BY:** Allen B. DuMont Laboratories, Inc. **BUSINESS ADDRESS:** 2 Main Ave. **STUDIO ADDRESS:** Same. **TRANSMITTER AND ANTENNA LOCATION:** Same.

#### FACILITIES

The transmitter is being used to test out the features of the DuMont Television System which does away with the necessity of the standardization of the number of pictures per second or lines per picture. This system requires approximately one-half the frequency band over that required by conventional systems now in use. At the end of 1939 transmitter was testing with 735 lines and 15 pictures per second. Test schedule: midnight to 9:00 A.M.

### W 10 X K T

AREA OF PASSAIC, N. J.

#### PORTABLE

**FREQUENCY:** Sight 157, 250 Kc.; Sound, 161,750 Kc. **POWER:** 50 Watts (Sight and Sound). **OWNED AND OPERATED BY:** Allen B. DuMont Laboratories, Inc. **BUSINESS ADDRESS:** 2 Main Ave., Passaic, N. J. **STUDIO ADDRESS:** Variable. **TRANSMITTER AND ANTENNA LOCATION:** Variable. **TIME ON THE AIR:** No stated schedule.

#### FACILITIES

This transmitter is used to pick up outside events.

## W9XAL

KANSAS CITY, MO.—EST. 1932

FREQUENCY: Sight, 42000 to 56000 Kc. and 60000 to 86000 Kc.; Sound, same. POWER: Sight, 300 Watts; Sound, 150 Watts. OWNED AND OPERATED BY: First National Television Inc. BUSINESS ADDRESS: 22nd floor, Fidelity Bldg., Ninth and Walnut Sts. STUDIO LOCATION: Same. TRANSMITTER LOCATION: 34th floor, Fidelity Bldg.

This transmitter provides a high signal level to Albany, Troy and Schenectady.

Engineering field tests are now in progress and a regular schedule of public broadcasts is expected to be announced late in 1939 or early in 1940. Engineering tests also under way on receiving equipment at a special receiving site in the Helderbergs near the transmitter which are expected to result in high quality reception of programs from New York City suitable for rebroadcast transmission over W2XB.

Technical supervision under W. J. Purcell; program director, J. G. T. Gilmour.

## W2XB

SCHENECTADY—EST. 1939

FREQUENCY: Sight, 67,250 Kc.; Sound, 71,750 Kc. (Channel 3). POWER: Sight, 10,000 Watts; Sound, 3000 Watts. OWNED AND OPERATED BY: General Electric Co. BUSINESS ADDRESS: 1 River Road. STUDIO ADDRESS: Same. TRANSMITTER AND ANTENNA LOCATION: Helderberg Mountains, 12 miles south of Schenectady.

## W2XD - W2XH

SCHENECTADY—EST. 1939

FREQUENCY: W2XD: 156,000 to 162,000 Kcs., used for relaying programs; W2XH: 288,000 to 294,000 Kcs., used for experimental laboratory work. POWER: 40 Watts (Sight, only). OWNED AND OPERATED BY: General Electric Co. BUSINESS AND STUDIO ADDRESS: 1 River Road. TRANSMITTER AND ANTENNA LOCATION: Schenectady. TIME ON THE AIR: No stated schedule.

### Personnel

Technical Supervisor.....W. J. Purcell  
Program Director.....J. G. T. Gilmour  
12 miles south of Schenectady. TIME ON THE AIR: No stated schedule.

### FACILITIES

These stations, on completion, will be used for the most part in connection with experimental work in the laboratory and to supplement the experimental public service television programs of the G.E.'s Helderberg and Bridgeport transmitters. One of the Schenectady transmitters, W2XD, will serve as a relay visual station to transmit programs from the studio to the transmitter on a sharply directive beam obviating the necessity of a coaxial cable. For further information concerning system used for these stations, facilities, etc., see information listed under W2XB, Schenectady, N. Y. (above).

### FACILITIES

G. E. will use a system similar to the RCA-NBC equipment but contemplates several entirely new variations. This includes low level modulation with radio relay link between studio and transmitter and linear Class B R. F. amplifiers to bring the power up to 40 kilowatts block level. It is an all-electric system designed to produce a 441-line definition, 30 frames per second, 60 fields per second with an aspect ratio of 4 to 3. General Electric has developed high power transmission at television frequencies and proper modulation of the television carrier signal. It has also developed improved vacuum tubes which exhibit more favorable characteristics, developed wide band output coupling circuits without sacrificing plate efficiency and increased transmission fidelity by expanding the frequency range up to 4 megacycles. Simultaneous operation of stations at Schenectady and Bridgeport on the same frequency is expected to increase knowledge of diurnal and seasonal signal strength variations and determination of the amount of interference permissible, necessary geographic separation and effect of directional antennas.

## W1XA

BRIDGEPORT—EST. 1939

FREQUENCY: 60,000 to 86,000 Kc. POWER: Sight, 10,000 Watts; Sound, 3000 Watts. OWNED AND OPERATED BY: General Electric Co. BUSINESS, STUDIO, TRANSMITTER AND ANTENNA LOCATIONS: Bridgeport. TIME ON THE AIR: No stated schedule.

### FACILITIES

This station will, on completion, serve as a locally controlled source of signal for ob-

# TELEVISION STATIONS

taining propagation data and for use in connection with the development of television receivers. For further information concerning system used, facilities, etc., see information listed under W2XB, Schenectady, N. Y. (above).

## W1XG

### BOSTON

FREQUENCY: 42000 to 56000 Kc. and 60000 to 86,000 Kc. POWER: 500 Watts (visual). OWNED AND OPERATED BY: General Television Corp. BUSINESS ADDRESS: 70 Brookline Ave. STUDIO, TRANSMITTER AND ANTENNA LOCATION: 70 Brookline Ave.

## W2XBS

### NEW YORK CITY—EST. 1928

FREQUENCY: Sight, 45,250 Kc.; Sound 49,750 Kc. POWER: Sight, 12000 Watts; Sound, 15000 Watts. OWNED AND OPERATED BY: National Broadcasting Co. BUSINESS ADDRESS: 30 Rockefeller Plaza. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Empire State Bldg. TIME ON THE AIR: Wednesday through Sunday, inclusive: 2:30 to 3:30 P.M. and 8:30 to 9:30 P.M.; a similar amount of test pattern transmission on same days, plus special programs.

### Personnel

Vice-President In Charge of Television,  
A. H. Morton  
Television Coordinator.....Clarence Farrier  
General Production Director of Television,  
Max Gordon  
Manager of Television Program Division,  
Thomas H. Hutchinson  
Chief Engineer .....O. B. Hanson

### FACILITIES

This station uses the RCA television system. Beginning on April 30, 1939, a regular television program service for the public in the New York City area was inaugurated. These transmissions have been in accordance with the RMA Technical Standards, utilizing RCA studio and transmitter equipment. The programs are supplied from a direct pickup studio equipped with three cameras, a film studio equipped with two cameras and a mobile unit having two cameras for televising scenes outside the studio. A large variety of programs utilizing all three forms of pickup has been transmitted, and a systematic study of audience reaction to each individual program feature is being made.

In the operation of its television activities, The National Broadcasting Co. employs over 75 persons. At the end of 1939 these were roughly divided as follows: technical, 50; production, 27; and mobile unit, 9.

Signals of this station have been satisfactorily received within a radius of approximately 60 miles.

Besides this station the National Broadcasting Co. operates Television Station W2XBT, mobile television station which is licensed to operate on 92,000 Kc. and from 175,000 to 180,000 Kc. with a power of 400 Watts for sight transmission and 100 Watts for sound transmission.

### HISTORY

Experimental television station W2XBS was originally installed at the RCA Technical and Test Laboratory, Van Cortlandt Park, New York City. The first construction permit was granted on April 4, 1928 and the first temporary license was issued in June, 1928. From time to time various station permits allowed television experimental transmission on 4800 Kc., 2300 to 3300 Kc., 2050 to 2150 Kc., 2000 to 2100 Kc. and 2100 to 2200 Kc. The first permanent license was issued on December 1, 1928 with an assigned frequency band of 2100 to 2200 Kc. In the latter part of 1928 the station was moved to the RCA Telephone Building, 411 Fifth Avenue. On June 27, 1930, it was moved to the Times Square Studio of the National Broadcasting Company, where on July 7, 1930 it passed from RCA to NBC management.

In 1931 NBC television was carried on from W2XBS's present location on the top of the Empire State Building.

During 1936 and 1937 NBC operated with the new high definition standards, demonstrating television to groups representing diverse interests, such as:

- a. Political
- b. Motion Picture
- c. Foreign (political and commercial)
- d. Press
- e. Advertisers (manufacturers)
- f. Advertising agencies
- g. Artists (talent and musicians)
- h. Naval and Military
- i. Educational
- j. Financiers, Bankers
- k. Retailers
- l. Radio Station men
- m. Trade associations
- n. Institutional (4H Club, Atlanta School of Air winners, etc.)

The technical standards of transmission from W2XBS have been and are expected to continue to be those recommended by the Radio Manufacturers Association.

For a summary of NBC television activities

# TELEVISION STATIONS

for 1939-40 see feature titled "The Forward March of Television" in another section of this RADIO ANNUAL.

## W 2 X B T

AREA OF NEW YORK, N. Y.  
PORTABLE

FREQUENCY: Sight, 159,000 Kc. POWER: Sight, 400 Watts; Sound, 100 Watts. OWNED AND OPERATED BY: National Broadcasting Co. BUSINESS ADDRESS: 30 Rockefeller Plaza. STUDIO ADDRESS: Variable (outdoor and indoor remotes). TRANSMITTER AND ANTENNA LOCATION: Variable (Mobile Unit 1B). TIME ON THE AIR: No stated schedule.

### FACILITIES

This transmitter is a mobile unit used for pickups of remote programs with public interest such as baseball, football, boxing, wrestling, parades, public meetings, sidewalk interviews, aircraft flying and performance, etc. The technical staff for the unit consists of nine persons. Two cameras connect to the unit by means of 250 feet of 32 conductor cable. Picture in its completed state is sent to the transmitter unit through the cable and thence to the Empire State Building receiving location by means of a permanent antenna on the unit or a portable antenna which is affixed to roof tops, etc. At the end of 1939 power was obtained from public utility mains (750 foot cable carried). The greatest distance of successful transmissions at the time of going to press was 27 miles on test and 24 miles on a regularly scheduled tennis telecast.

## W 3 X E

PHILADELPHIA—EST. 1931

FREQUENCY: 42000 to 56000 Kc. and 60000 to 86000 Kc. POWER: Sight, 10000 Watts; Sound, 10000 Watts. OWNED AND OPERATED BY: Philco Radio & Television Corp. BUSINESS ADDRESS: Tioga and "C" Sts. STUDIO AND TRANSMITTER LOCATION: Same. TIME ON THE AIR: No stated schedule; at the end of 1939 station was maintaining a minimum program schedule of 10 hours per week.

### Personnel

Engineer in Charge.....William N. Parker

## FACILITIES

This station uses the Philco Television System. Reception which is heard in the homes of the company's engineers has been reported from points 12 miles from the transmitter.

This station which is used for experimentation and research in connection with television development radiates signals in accordance with the proposed RMA Television Standards. It employs the newly developed modulation system and is operating in the 50-56 Mc. channel.

## W 3 X P

PHILADELPHIA—EST. 1938

FREQUENCY: 204,000 to 210,000 Kc. POWER: 15 Watts (Sight and sound). OWNED AND OPERATED BY: Philco Radio & Television Corp. BUSINESS ADDRESS: Tioga and "C" Sts. STUDIO ADDRESS: Same. TRANSMITTER AND ANTENNA LOCATION: Same. TIME ON THE AIR: No stated schedule.

### Personnel

Engineer in Charge.....William N. Parker

### FACILITIES

This station uses the Philco transmission line modulation system. It is used principally for a survey in Philadelphia of the possibilities of broadcasting at frequencies above 200 Mcs. The transmitter radiates signals in accordance with the proposed RMA television standards.

## W 9 X G

LAFAYETTE, IND.—EST. 1932

FREQUENCY: 2000 to 2100 Kc. POWER: 1500 Watts. OWNED AND OPERATED BY: Purdue University. BUSINESS ADDRESS: Electric Bldg., Purdue University. PHONES: 6475, 2917. TRANSMITTER LOCATION: West Lafayette. TIME ON THE AIR: Tuesday, at 7:30 P.M. Thursday, at 8:00 P.M.

### Personnel

Head of School of Electrical Engineering  
C. Francis Harding

# TELEVISION STATIONS

## FACILITIES

This station uses a television system that has been developed at Purdue University.

### W 2 X D R

LONG ISLAND CITY, N. Y.

FREQUENCY: 42000 to 56000 Kc. and 60000 to 86000 Kc. POWER: Sight, 1000 Watts; Sound, 500 Watts. OWNED AND OPERATED BY: Radio Pictures, Inc.

### W 3 X A D

CAMDEN, N. J.—EST. 1931

FREQUENCY: 321,000 to 327,000 Kcs. POWER: Sight, 500 Watts; Sound, 500 Watts. OWNED AND OPERATED BY: RCA Manufacturing Co. BUSINESS ADDRESS: RCA Frequency Bureau, 30 Rockefeller Plaza, New York City. TRANSMITTER LOCATION: Portable Laboratories in Camden, N. J. TIME ON THE AIR: No stated schedule.

## FACILITIES

This station is an experimental portable unit and no one system is strictly adhered to; a complete description of the basic method used in transmission is given in the Proceeding of the Institute of Radio Engineers (Vol. 22, No. 1, November, 1934).

Several experimental television receivers have been set up within a 2 or 3 mile radius for experimental purposes.

The frequency band occupied by this transmitter varies from one to six megacycles on each side of the carrier. The band emitted during a particular test period is dependent upon the particular experimental project under test. This band width is determined by measuring the overall frequency characteristics of the system.

### W 3 X E P

CAMDEN, N. J.—EST. 1935

FREQUENCY: 42000 to 56000 Kc. and 60000 to 86000 Kc. (FCC application for assignment of 84000 to 90,000 Kcs.) POWER: Sight, 30000 Watts; Sound, 30000 Watts. OWNED AND OPERATED BY: RCA Manufacturing Co. BUSI-

NESS ADDRESS: RCA Frequency Bureau, 30 Rockefeller Plaza, New York City. TRANSMITTER LOCATION: Camden, N. J. TIME ON THE AIR: No stated schedule.

## FACILITIES

This station is experimental and no one system is strictly adhered to; a complete description of the basic method used in transmission is given in the Proceeding of the Institute of Radio Engineers (Vol. 22, No. 11, November, 1934).

Several experimental television receivers have been set up within 2 or 3 miles of each other. The receivers are a part of the equipment used in television research.

The frequency band occupied by the transmitter varies from one to six megacycles on each side of the carrier. The band emitted during a particular test period is dependent upon the particular experimental project under test. This band width is determined by measuring the overall frequency characteristics of the system.

### W 9 X K

IOWA CITY

FREQUENCY: 2000 to 2100 Kc. (Sight only). POWER: 100 Watts (Sight only). OWNED AND OPERATED BY: University of Iowa.

### W 9 X U I

IOWA CITY

FREQUENCY: 42000 to 56000 Kc. and 60000 to 86,000 Kc. (Sight only). POWER: 100 Watts (Sight only). OWNED AND OPERATED BY: University of Iowa.

### W 9 X Z V

CHICAGO, ILL.—EST. 1938

FREQUENCY: Sight, 45,250; Sound, 49,750. POWER: 1000 Watts (Sight and Sound). OWNED AND OPERATED BY: Zenith Radio Corp. BUSINESS ADDRESS: 6001 Dickens Ave. PHONE: Berkshire 7500. STUDIO ADDRESS: Same. TRANSMITTER AND ANTENNA LOCATION: Same. TIME ON THE AIR: Daily except Saturday and Sunday, experimentally; no stated schedule.

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# TELEVISION STANDARDS

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**Status as of Jan. 1st, 1940**

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**T**HE First Report of the Television Committee of the Federal Communications Commission which was issued on May 22, 1939, was the result of the request of the Radio Manufacturers Association for approval of the technical standards proposed by that association in September 1938. The report itself is a careful study of the question of standards as made by the Committee in Washington and in the field at various television laboratories. While it commends the engineers of the RMA for their "contribution and honest efforts in the interests of orderly progress in the development of the technical aspects of television" and states that "it is entirely possible that the technical quality of television produced in accordance with the proposed standards may be accepted by the public as a practical beginning," the report contends that it would be hazardous to both the best interests of the industry and the public to attempt by administrative fiat to freeze the art at this stage of its development.

The Committee declared that the proposed standards do not contain a maximum degree of flexibility and that additional research may prove advantageous. Of the four definite recommendations, the first specifically refers to the RMA standards and is as follows:

## **RMA**

"That the Federal Communications Commission neither approve or disapprove the standards proposed by the Radio Manufacturers Association. This recommendation is made first because the Commission by law is required to grant licenses to applicants for television stations, who prove that the granting of such applications would be in the public interest, and, second, because it appears undesirable to take any action which

discourages private enterprise or which decreases the incentive for undertaking research to effect further improvements.

"The Committee suggests that in taking this action the public be informed that in failing to approve the standards the Commission does not believe the proposed standards to be objectionable as a phase of a rapidly developing service. The public should also be informed that the Commission desires to be free to prescribe better performance for the transmitters it may license in the future

when and if such improvements are proved to be in the interest of the public.

"Also, in making this recommendation the Committee suggests that it be made clear that the proposed standards do not at this time appear suitable for the 12 undeveloped higher frequency channels reserved for television."

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The proposed television transmission standards as presented to the FCC by the Radio Manufacturers Association are as follows:

#### **T-101 Television Channel Width**

The standard television channel shall not be less than 6 megacycles in width.

#### **T-102 Television and Sound Carrier Spacing**

It shall be standard to separate the sound and picture carriers by approximately 4.5 Mc. This standard shall go into effect just as soon as "single side band" operation at the transmitter is practicable. (The previous standard of approximately 3.25 Mc. shall be superseded.)

#### **T-103 Sound Carrier and Television Carrier Relation**

It shall be standard in a television channel to place the sound carrier at a higher frequency than the television carrier.

#### **T-104 Position of Sound Carrier**

It shall be standard to locate the sound carrier for a television channel 0.25 Mc. lower than the upper frequency limit of the channel.

#### **T-105 Polarity of Transmission**

It shall be standard for a decrease in initial light intensity to cause an increase in the radiated power. (See Standard M9-121.)

#### **T-106 Frame Frequency**

It shall be standard to use a frame frequency of 30 per second and a field

frequency of 60 per second, interlaced.

#### **T-107 Number of Lines per Frame**

It shall be standard to use 441 lines per frame.

#### **T-108 Aspect Ratio**

The standard picture aspect ratio shall be 4:3.

#### **T-109 Percentage of Television Signal Devoted to Synchronization**

If the peak amplitude of the radio frequency television signal is taken as 100 per cent, it shall be standard to use not less than 20 per cent nor more than 25 per cent of the total amplitude for synchronizing pulses.

#### **T-110 Method of Transmission**

It shall be standard in television transmission that black shall be represented by a definite carrier level independent of light and shade in the picture.

#### **T-111 Synchronizing**

The standard synchronizing signals shall be as shown on Drawing T-111.

#### **T-112 Transmitter Modulation Capability**

If the peak amplitude of the radio frequency television signal is taken as 100 per cent, it shall be standard for the signal amplitude to drop to 25 per cent or less of peak amplitude for maximum white.

#### **T-113 Transmitter Output Rating**

It shall be standard, in order to correspond as nearly as possible to equivalent rating of sound transmitters, that the power of television picture transmitters be nominally rated at the output terminals in peak power divided by four.

#### **T-114. Relative Radiated Power for Picture and for Sound**

It shall be standard to have the radiated power for the picture approximately the same as for sound.



# Television Headlines Of 1939 — From Radio Daily

## JANUARY

Jan. 10—Four Television Licenses Are Granted to General Electric.

## FEBRUARY

Feb. 8—NBC's Tele Scripts Ready for "Shooting."

Feb. 27—Baird's Television Invasion; Important English Firm to Establish Giant Screen Projection Suitable for Theater Audiences.

## MARCH

Mar. 6—Fort Wayne Television Center; Farnsworth Moving Entire Facilities and Will Erect Huge Transmitter; To Retain Philly Office.

Mar. 10—Baird Television (Will Raise) \$2,000,000 for Further Expansion.

Mar. 14—DuMont Television Opening Transmitter April 1.

Mar. 22—New Television Attachment for Radio Receivers Announced by Wald Radio & Television Laboratories.

Mar. 23—CBS Reveals Television Setup; Expects to be Ready to Begin Active Television on a Test Schedule, but Will Not Tie Up With Fair.

Mar. 31—Film Television Scanner Ironed Out by CBS.

## APRIL

Apr. 5—Baird Theater-Television Showing Will Get Under Way May 15.

Apr. 7—Stewart-Warner Television Reality This Spring.

Apr. 10—BBC New Television Budget Upped to \$2,500,000.

Apr. 13—FCC Television Committee Opens Active Survey.

Apr. 14—FCC Television Committee Is Wary on "Standards."

Apr. 17—Reception Is No Problem, Says Philco Television Head.

Apr. 18—First U. S. Television Schedule Is Completed by NBC.

Apr. 21—RCA Television Sets May 1; Prices \$300 to \$600.

Apr. 24—Picture Standards Okay for Television Purposes.

McDonald Television Fight Carried to NAB.

Apr. 25—Major Film Concerns to Refuse Television Pictures.

Apr. 27—Crosley Explains Television Setup; Has Already Built Receivers.

Apr. 28—Television Rounds the "Corner"; Production Cost Estimated by NBC at \$2,500 per Hour; Advertisers Interested Unofficially.

## MAY

May 1—Television Stars at the Fair; Huge Crowds Attracted to Television on Grounds

May 2—Two Types of Television Programs Mullied by RCA; Home and Theater.

May 5—ASCAP Holds Television Rights; Television Covering United States Possible with New Technique: Boosters.

General Electric Television Begins in Two Weeks; Other Manufacturers Set Plans.

May 9—DuMont Planning to Install Penthouse Television Transmitter.

May 10—New Television Lighting System Devised by NBC Engineer.

May 11—Fair Television Draws 300,000; Exhibit of RCA-NBC Attracts Most of the Television-Minded Visitors During First Nine Days.

May 15—British Television Solved Two Major Problems.

May 16—Suggests Television Pool of U. S. Experiments.

General Electric Merges Its Radio and Television Activities.

May 17—Asks Advertisers' Aid in Television Presentations.

May 18—Mutual Assistance Plans Proposed for Television-Films.

May 19—Don Lee Television Going to 441 Lines.

May 22—Screen Actors Guild to Fight Equity on Television Jurisdiction.

May 23—"Network Television" Hopes Rise.

May 25—Hold Off Television Standards; in Accord with Industry Testimony FCC Committee Avoids "Freezing" Until Further Developments.

May 26—Seek Interstate Law Change Due to Television.

May 29—Majestic Television License Issued by DuMont Laboratories.

May 31—Television Experimenting with 16 mm. Films.

## JUNE

June 2—American Television Co. New Set to Retail for \$185.

June 5—British Television Control Stays with the British Broadcasting Corp.

June 8—New RCA Television Tube Is Announced; No Receiver Change.

June 9—Television Status Today; Activity Prevalent in Key Centers as Public Evinces Keen Interest Throughout the Country. (RADIO DAILY's Television Issue)

June 13—See Commercial Television as Need to Progress.

June 14—Radio, Television and Facsimile to Highlight Army Maneuvers.

June 16—Two Television Improvements are Shown by Philco.

June 19—Large Television Screen in First U. S. Showing.

June 21—RCA Bearing Brunt of Television Exploitation.

- June 22—Canada Holds Rule on Non-Profit Television.  
 June 26—Inter-Store Television Pictures on Commercial Basis.  
 June 27—DuMont Speeds Television on 882-Line Setup.  
 June 29—NBC-RCA Television Schedule Revised for Summer.  
 June 30—First Television Network Links RCA with General Electric.

## **JULY**

- July 6—ASCAP Readies Talks for Television Licenses.  
 July 21—NBC Television Talent Cost \$115,000 During First Year.  
 July 25—Form Wired Television Group; Otterson Heads New Film Planning to Install Wired Television System as Feasible Method.

## **AUGUST**

- Aug. 8—WOR Files Television Construction Permit for Midtown Station.  
 Aug. 9—Web Television Plans Proceed; RCA-NBC Going Ahead with General Electric Tieup with First Link Ready in Fall; G. E. Reports 185-Mile Pickup.  
 Aug. 23—Department Store Inaugurates Intra-Store Wired Television.

## **SEPTEMBER**

- Sept. 1—Television Gains Impetus with Today's Schedule.  
 Sept. 12—WCAU Application for Television License Is Filed.  
 Sept. 21—NBC Perfecting Television Commercial Standards.  
 Sept. 22—General Electric Patent Agreement Revises Television Status.  
 Sept. 26—Television Promotion Intensified by RCA.  
 Sept. 28—Femme Product Firms Lead on Television Cooperation.

## **OCTOBER**

- Oct. 3—RCA and Farnsworth in Patent Exchange.  
 Oct. 17—CBS Engineers Using New Television Methods.  
 Oct. 18—Television Airplane Reception 200 Miles from Transmitter.  
 Oct. 19—Settle Television Jurisdiction; AFRA-Equity-SAG Seen Near Accord on Joint Control Over Industry; Meeting with NBC Tuesday.  
 Oct. 25—Expect FCC Television Break; Conciliatory Attitude in Second Report with "Limited Commercials" Seen; U. S. Subsidy a Possibility.  
 Oct. 31—Coast Television Market Looms.

## **NOVEMBER**

- Nov. 7—AFM Television Committee Report Advises Local Supervision.  
 Nov. 8—"Television in Education" To Be Shown By KSTP.  
 Nov. 9—Television Network Relay Being Built By General Electric.  
 Nov. 13—Plea For Television "Freedom"; McDonald Asks FCC For Continued Development Unhindered By U. S.

- Nov. 14—Actor Unions Ponder Standard Television Scale.  
 General Electric Appoints Gilmour.  
 Nov. 15—FCC Gets Television Report; Committee Favors Two Classifications Of Licenses To Aid Development; Limited Commercial Aspect.  
 Nov. 16—See Compromise In FCC Television Report.  
 Nov. 17—Unions Renew Television Feud; Equity Attacks Report That It Lost Field To AFRA And Screen Union.  
 Nov. 20—See Lower Television Sets To Stimulate Market.  
 Nov. 21—Television Draws 100,000 In Oklahoma City And Chicago.  
 Nov. 24—Actors Unions Discuss Wage Scales For Television.  
 FCC Television Permit Sought In Springfield, Mass.  
 First "Return" Television Show Scheduled By NBC On December 6.  
 Nov. 28—Television-Purchase Survey Indicates Huge Sales.  
 Nov. 29—Television Networks Not Remote; See Small "Booster" Units.  
 Nov. 30—RCA's New Television Camera.

## **DECEMBER**

- Dec. 1—Actor Unions Considering Joint Report On Television.  
 Dec. 4—RCA New Television Camera Revealed In Capital.  
 Dec. 5—Television Sports Feasible; NBC Expanding Plans.  
 Dec. 7—Actor-Union Committee Lining Up Its Television "Code."  
 Dec. 8—"Premature" Move Avoided; Unions Delay Television Scale.  
 Dec. 11—Television Chain Feasible Says Major Armstrong.  
 Dec. 12—DuMont Television Reveals Its New Developments.  
 Mark Woods To Attend Actors' Television Committee Meet.  
 Dec. 14—Tells Actor Unions Need For Television Cooperation.  
 Dec. 15—Television In San Francisco Soon As Site Is Selected.  
 Dec. 18—DuMont Television Receivers Marked Down For Xmas.  
 Dec. 19—Over 800 Television Receivers Now In Los Angeles Area.  
 Dec. 20—Television Was 1939 High Spot; Viewed As Pacing All Other Aspects During The Year.  
 CBS-Philco Agree To Share Time On Television Wavelength.  
 Dec. 26—Public Television Hearing Will Be Held By FCC.  
 RCA Mfg. Co. President's Report Optimistic Over Television.  
 Equity Reaffirms Stand On Television Jurisdiction.  
 Dec. 27—More Tests For Television As Aviation Medium.  
 Dec. 28—Farnsworth Mobile Television Unit Resuming Tour On January 8.

# Allocation Table

*(The following table was proposed to the FCC by its Television Committee on Nov. 15, 1939. The material contained herein is suggested as a guide for the Commission, but is by no means to be a hard and fast distribution of facilities.)*

Metropolitan District	Population	Area Square Miles	Channel	Power kw.	(feet) Antenna Height
Lowell-Lawrence	332,028	292	1	0.1	250
Boston	2,307,897	1023	4	10	500
			6	1	250
			7	0.1	250*
Providence	963,686	818	5	1	250
			7	0.1	250*
Worcester	305,293	400			
Springfield	398,991	519	6	1	250
Hartford	471,185	565	3	1	500
Waterbury	140,575	207			
New Haven	293,724	249	5	1	250
Bridgeport	203,969	169	7	1	250
New York	10,901,424	2514	1	10	1000
			2	10	1000
			4	1	500
Trenton	190,219	173	6	0.1	250
Philadelphia	2,847,148	994	3	10	500
			5	10	500
			7	1	250
Wilmington	163,592	229			
Atlantic City	102,024	53	6	0.1	250
Baltimore	949,247	559	6	1	250
			7	1	250
Washington	621,059	485	4	10	500
			1	1	250
Scranton	652,312	395	6	1	250
			7	0.1	250
Reading	170,486	157	6	0.1	250
Harrisburg	161,672	130	7	1	250
Lancaster	123,156	232			
Allentown	322,172	335			
Albany	425,259	472	7	1	500
Buffalo	820,573	459	1	10	500
			4	1	250
Detroit	2,104,764	747	1	10	500
			3	1	500
			5	1	250
Cleveland	1,194,989	310	2	10	500
			4	1	250
			6	1	250
Chicago	4,364,755	1119	1	10	1000
			3	10	500
			5	1	500
Pittsburgh	1,953,668	1626	1	10	500
			4	1	500
			6	1	250
Utica	190,918	358	3	1	250
Binghamton	130,005	183	3	1	250
Rochester	398,591	304	3	1	250
Syracuse	245,015	140	4	1	250
Altoona	114,232	133	5	1	250
Johnstown	147,611	180	3	1	250
Erie	129,817	89	3	1	250
Youngstown	364,560	363	5	1	250
Akron	346,681	243	7	1	250
Canton	191,231	238	3	1	250

Wheeling	190,623	399	7	1	250
Columbus	340,400	219	3	1	250
Dayton	251,928	180	5	1	250
Cincinnati	759,464	520	2	10	500
			4	1	250
Racine	133,463	185	7	1	250
Milwaukee	743,414	242	2	1	500
			4	1	250
Rockford	103,204	139	4	1	250
Flint	179,939	141	4	1	250
Grand Rapids	207,154	136	4	1	250
South Bend	146,569	154	2	1	250
Ft. Wayne	126,558	139	3	1	250
Louisville	404,396	464	5	1	250
Charleston	108,160	277	1	1	250
Huntington	163,367	264	3	1	250
Richmond	220,513	335	2	1	250
Norfolk	273,233	469	1	1	250
Roanoke	103,120	231	3	1	250
Evansville	123,130	149	3	1	250
St. Louis	1,293,516	822	2	10	500
			4	1	250
			6	1	250
Indianapolis	417,685	312	6	1	250
Toledo	346,530	204	6	1	250
Peoria	144,732	106	4	1	250
Davenport	154,491	127	2	1	250
Kansas City	608,186	455	2	10	500
			4	1	250
Omaha	372,851	205	1	1	250
Des Moines	160,963	203	3	1	250
Minneapolis, St. Paul	832,258	525	2	10	500
			4	1	250
Duluth	155,390	444	1	1	250
Wichita	119,174	143	1	1	250
Tulsa	183,207	391	1	1	250
Oklahoma City	202,163	181	1	1	250
Dallas	309,658	504	1	1	250
Ft. Worth	174,575	171	3	1	250
Houston	339,216	799	1	1	250
San Antonio	279,271	467	1	1	250
Knoxville	135,714	193	1	1	250
Nashville	209,422	323	3	1	250
Chattanooga	168,589	490	2	1	250
Atlanta	370,920	221	1	1	250
Birmingham	382,792	308	3	1	250
Memphis	276,126	221	1	1	250
Jacksonville	148,713	218	1	1	250
Tampa	169,010	266	2	1	250
Miami	132,189	112	1	1	250
Savannah	105,431	370	2	1	250
Little Rock	113,137	109	2	1	250
New Orleans	494,877	287	1	1	250
Denver	330,761	305	1	1	250
Salt Lake City	184,451	451	1	1	250
El Paso	118,461	291	1	1	250
Spokane	128,798	270	1	1	250
Seattle	420,663	210	1	1	250
Tacoma	146,771	191	3	1	250
Portland	378,728	277	2	1	250
San Francisco	1,290,094	826	1	10	500
			3	1	500
			5	1	250
Sacramento	126,995	462	4	1	250
San Jose	103,428	210	7	1	250
Los Angeles	2,318,526	1474	1	10	500
			3	1	500
			5	1	250
San Diego	181,020	332	4	1	250

# FCC TELEVISION

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# COMMITTEE REPORT

**S**ECOND important step in television was taken by the FCC on Nov. 15 when a television committee submitted its findings covering an extensive study of the visual broadcasting medium. The committee favored two classifications of licenses to aid development of the new industry, and included in its report explanations regarding the advisability of commercial television on a limited basis.

The committee, headed by Commissioner T. A. M. Craven, and including Commissioners Norman S. Case and Thad H. Brown, recommended that one group of stations be licensed for technical research while another group be licensed to develop program technique.

Although the rules would prohibit television broadcast licensees to make any charge, directly or indirectly, for the transmission of either aural or visual programs, sponsorship is not banned provided such sponsorship is primarily for the purpose of experimental program development. It was understood that the committee is adamant against exploitation of television time but was not opposed to the licensee receiving funds for program material and talent.

## 96 Allocations

A plan of allocation was outlined for the commission which would permit the granting of licenses in 96 metropolitan centers throughout the nation, however it was pointed out that departures might be necessary as experience is gained by the FCC from actual operations of licensed stations. Only seven of the nineteen television channels are developed sufficiently now, the committee found, and these seven (below 108,000 kc.) were suggested as the starting point for broadcast operations.

"In order to insure a fair and equitable distribution of the seven lower frequency channels to the various communities of the nation, the Committee is of the opinion that as a general allocation plan or policy, not more than the following number of these seven channels should be made available for the licensing of television stations in cities below indicated:

"Cities whose metropolitan districts exceed 1,000,000 population, 3 channels.

"Cities whose metropolitan districts are not less than 500,000 or more than one million population, 2 channels.

"Cities whose metropolitan districts are less than 500,000 population, 1 channel."

## Time-Sharing Suggested

Where there are more applicants from any one district than there are facilities available, it was suggested that advantage should be taken, for the time being, of time-sharing agreements. However, the committee declared that every encouragement should be given to experimentation on the twelve upper channels, and before resorting to time-sharing it should be determined whether or not one of the twelve higher channels could be used.

The public is the key to further progress in television, the committee reiterated throughout its report and although steps were taken to encourage television, there was repeated warning that extreme promises might easily mean irreparable damage. Programs having a high public appeal were recommended as the means for wooing public support for television but immediate commercialization of television program service would not, in the opinion of the committee members, increase the sale of receivers. On the contrary, they warned, it might easily result as a retardation of the ultimate sale of such receivers on a large volume basis.

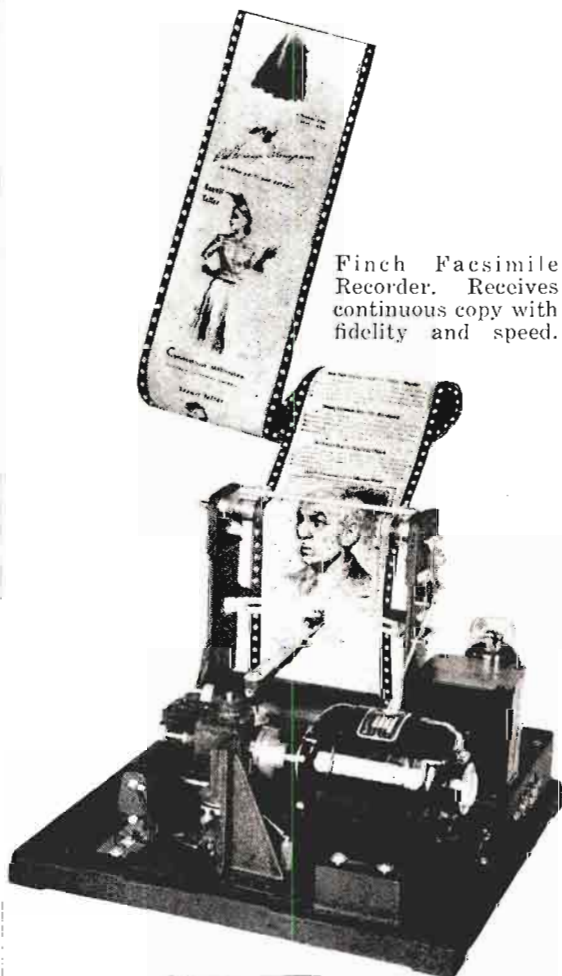
Lengthening its warning against complete commercialization in television, the committee weighed its possible effect upon the industry itself. "Premature commercialization," it was said, "might crystallize employment and wage levels before a new-born art and industry has any opportunity to gain sufficient experience to obtain the stability in this phase of the service which is so essential to employer and employee alike."

## Commercial Tele Considered

Keeping in mind that the rules of today can be different than those of tomorrow, the three Commissioners declared that there is no "circulation" in television to attract any sponsor as a logical media. "It appears obvious," said they, "that before commercialization of television can become feasible, the service should be ready to sell some reasonable basis of circulation value to the sponsor."

# BROADCASTERS —

## finch facsimile



Finch Facsimile Recorder. Receives continuous copy with fidelity and speed.

## Opens New Fields for Profits!!

**N**OW is the time to equip your station with FINCH FACSIMILE apparatus so that by experimentation you will be prepared to establish yourself in a position in this new field.

Facsimile—which is the transmission of printing, drawings, comics, and sketches, as well as advertisements, holds big profits possible for the future.

Revenues can be obtained immediately to offset present installation cost.

•  
*Write immediately to us  
for information.*  
•

## finch

TELECOMMUNICATIONS INC. PASSAIC N. J.

NEW YORK SALES OFFICE 1919 BROADWAY AT COLUMBUS CIRCLE • TELEPHONE CIRCLE 6-8080

# EXPERIMENTAL FACSIMILE BROADCAST STATIONS

<i>Licensee and Location</i>	<i>Call Letters</i>	<i>Frequency Kilocycles</i>	<i>Power Watts</i>	<i>Emission</i>
Bamberger Broadcasting Service New York, N. Y.....	W2XUP	25250	100	A3 & A4
A. H. Belo Corporation Dallas, Texas .....	W5XGR	25250	100	A4
The Cincinnati Times-Star Co. Cincinnati, Ohio .....	W8XVC	25175	100	A4 (C.P. only)
The Crosley Corporation Cincinnati, Ohio .....	W8XUJ	25025	1000	A3 & A4
The Evening News Association Detroit, Mich. ....	W8XTY	25250	150	A4
W. G. H. Finch New York, N. Y.....	W2XBF	43740	1000	A4
The Louisville Times Co. N. E. of Eastwood, Ky.....	W9XWT	25250	500	A3 & A4 (C. P. only)
The National Life & Accident Insurance Co. Nashville, Tenn. ....	W4XIH	25250	1000	A4
The Pulitzer Publishing Co. St. Louis, Mo.....	W9XZY	25100	100	A4
Radio Pictures, Inc. Long Island City, N. Y.	W2XR	43580	500	A3 & A4
Sparks-Withington Co. Jackson, Mich. ....	W8XUF	43900	100	A4
Star Times Publishing Co. St. Louis, Mo.....	W9XSP	25250	100	A4
United Broadcasting Co. Cleveland, Ohio .....	W8XE	43620	100	A4
WBEN, Inc. Buffalo, N. Y.....	W8XA	43700	100	A4
WBNS, Inc. Columbus, Ohio .....	W8XUM	25200	100	A4
WOKO, Inc. Albany, N. Y.....	W2XWE	25050	500	A3 & A4 (C. P. only)

## BROADCAST STATIONS LICENSED FOR EXPERIMENTAL TRANSMISSION OF FACSIMILE SIGNALS

<i>Call Letters</i>	<i>Licensee and Location</i>	<i>Frequency Kilocycles</i>	<i>Power Authorized Watts</i>
KFBK . . .	McClatchy Broadcasting Co..... Sacramento, Calif.	1490	10000
KMJ . . .	McClatchy Broadcasting Co..... Fresno, Calif.	580	1000
WGN . . .	WGN, Inc. .... Chicago, Ill.	720	50000
WHK . . .	United Broadcasting Co. .... Cleveland, Ohio	1390	1000
WHO . . .	Central Broadcasting Co..... Des Moines, Iowa	1000	50000
WLW . . .	Crosley Corp. .... Cincinnati, Ohio	700	50000
WOKO, Inc., Albany, N. Y.....		1430	500
WOR . . .	Bamberger Broadcasting Service, Inc..... Newark, N. J.	710	50000
WSM . . .	National Life & Accident Insurance Co..... Nashville, Tenn.	650	50000

### PENDING APPLICATION

Unassigned . . .	Symons Broadcasting Co., Spokane, Wash....	25150	100	A4
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# F. C. C. REGULATIONS

## Applicable to Television and Facsimile Broadcasting Stations As of January 1st, 1940

(The following rules applicable to television were presented by the Federal Communications Commission Television Committee consisting of Commissioners Craven, Case and Brown as its recommendation for the liberalization of existing regulations to help popularize this method of visual broadcast. They are contained in the Second Report of the Committee dated November 15, 1939 and await consideration from the Commission sitting en banc at the time of going to press.)

*The term "visual broadcast service" means a service rendered by stations broadcasting images for general public reception. There are two classes of stations recognized in the visual broadcast service, namely: Television broadcast stations and Facsimile broadcast stations.*

### Television Broadcast Stations

The term "television broadcast station" means a station licensed for the transmission of transient visual images of moving or fixed objects for simultaneous reception and reproduction by the general public. The transmission of the synchronized sound (aural broadcast) is considered an essential phase of television broadcasting and one license will be authorized for both visual and aural broadcast as hereinafter set out.

There shall be two types of experimental television stations, namely, "Experimental Research Stations" and "Experimental Program Stations" which shall be known as Class I and Class II stations, respectively.

A license for a television Class I station will be issued only after a satisfactory showing has been made in regard to the following, among others:

1. That the applicant has a program of research and experimentation in the technical phases of television broadcasting, not requiring a service directly to the public, which indicates reasonable promise of substantial contribution to the development of the television art.
2. That the program of research and experimentation will be conducted by qualified engineers.
3. That the applicant is legally and financially qualified and possesses ade-

quate technical facilities to carry forward the program.

4. That the public interest, convenience and/or necessity will be served through the operation of the proposed station.

A license for a Class II station will be issued only after a satisfactory showing has been made in regard to the following, among others:

1. That the applicant has a program of experimentation in the television broadcast service including scheduled programs which indicates reasonable promise of substantial contribution to the advancement of television broadcasting as a service to the public.
2. That the program of experimentation will be conducted by qualified personnel.
3. That a minimum scheduled program service of five hours per week will be maintained throughout the license period. (This provision modifies Section 4.4 as it applies to Class II television broadcast stations.)
4. That program material is available and will be utilized by the applicant in rendering broadcast service to the public.
5. That the applicant will install and operate adequate transmitting and studio equipment to render a satisfactory service to the public within the designated service area and with the television transmission standards recognized by the Commission for Class II television stations.



6. That the operation with respect to fidelity of transmission, spurious emissions, carrier noise, safety provisions, etc., will be in accordance with the standards of good engineering practice applicable to television broadcasting stations in all phases not otherwise specifically included in these regulations. (The specifications for operation deemed necessary to meet the requirements of good engineering practice as applied to television stations will be published from time to time. These specifications will be altered as the art progresses and upon a showing being made that such changes are desirable in the public interest.)

7. That operation as proposed by the application will not result in objectionable interference to any other Class II station as determined by the Standards of Allocation applicable to television broadcast stations.

8. That the applicant is legally and financially qualified and possesses adequate technical facilities to carry forward the program.

9. That the public interest, convenience and/or necessity will be served through the operation of the proposed station.

### Operation

(a) A licensee of a television broadcast station (Class I and Class II) shall not make any charge, directly or indirectly, for the transmission of either aural or visual programs.

## CLASS I STATIONS

### Scope of Experimentation; Limitations and Restrictions

(b) Class I stations shall operate to conduct research and experimentation for the development of the television broadcast art in its technical phases but shall not operate for rendering regularly scheduled broadcast service to the public.

(c) Class I stations will not be required to adhere to the television transmission standards recognized by the Commission for Class II television stations.

(d) No Class I station shall operate when interference would be caused by such operation to the regularly scheduled broadcast service of a Class II station.

## CLASS II STATIONS

### Scope of Experimentation; Service Requirements

(e) Class II stations shall operate to render scheduled television broadcast service for public consumption, and in connection therewith may carry out experiments with respect to program technique,

determine power and antenna requirements for satisfactory broadcast service and perform all research and experimentation necessary for the advancement of television broadcasting as a service to the public.

(f) Class II stations shall operate in accordance with the television transmission standards (scanning, synchronization, etc.) which the Commission recognizes for this class of station. The Commission will recognize a modification in these standards upon a showing by the applicant proposing the changes that it will be in the public interest to require all Class II stations to adopt the proposed changes.

(g) Class II stations shall make all equipment changes necessary for rendering the external transmitter performance required by the Commission.

(h) Class II stations shall maintain a minimum scheduled program service of five hours per week throughout the license period. (The Commission may modify this minimum schedule in accordance with the showing on the merits in individual cases.)

(i) In case of failure of a Class II station to render its minimum of scheduled program service per week, the license therefor will not be renewed unless it be shown that the failure of program service was due to causes beyond the control of the licensee.

(j) Class II stations may broadcast sponsored programs, provided such sponsorship and the program facilities or funds contributed by sponsors are primarily used for experimental development of television program service. Solicitation, or the offering on the part of a licensee to anyone, of its licensed facilities for hire as a regular service to the public or as a service to sponsors on other than an experimental basis is prohibited.

### Frequency Assignment

(a) The following groups of channels are allocated for assignment to television broadcast stations licensed experimentally:

Group A		Group B	
Channel No.	Channel	Channel No.	Channel
1	44,000-50,000 kc	8	156,000-162,000
2	50,000-56,000	9	162,000-168,000
3	66,000-72,000	10	180,000-186,000
4	78,000-84,000	11	186,000-192,000
5	84,000-90,000	12	204,000-210,000
6	96,000-102,000	13	210,000-216,000
7	102,000-108,000	14	234,000-240,000
	Group C	15	240,000-246,000
	Any 6000 kc band	16	258,000-264,000
	above 300,000 kc	17	264,000-270,000
	excluding band	18	282,000-288,000
	400,000-401,000 kc.	19	288,000-294,000

(b) Each Class II television broadcast station will be assigned only one channel from Groups A or B. Class I television stations may be assigned one or more channels as the program of experimentation requires. Both aural and visual carriers with side bands for modulation are authorized but no emission shall result outside the authorized channel. The assignment of channels in Group A to Class II television broadcast stations does not preclude the use of these channels by Class I stations although the Class II television station has priority for the use of the channel for scheduled program service.

(c) Groups B and C may be assigned to television stations to serve auxiliary purposes such as television relay stations and developmental mobile service. However, no mobile or portable stations will be licensed for the purpose of transmitting television programs to the public directly.

(d) The assignment of frequency channels in group (a) for Class II television broadcast stations will be limited as follows: (This limitation upon the use of the channels for metropolitan districts having different populations can be departed from, providing the applicant shows that no other metropolitan district would be restricted to fewer channels than provided for by the table.)

Cities whose metropolitan districts exceed 1,000,000 population.....	3 channels
Cities whose metropolitan districts are not less than 500,000 population or more than 1,000,000 population .....	2 channels
Cities whose metropolitan districts are less than 500,000 population..	1 channel

(e) A license for only one Class II television station, on a channel in Group A, will be granted to a person to serve in whole or substantial part the same service area.

(f) No Class II television broadcast station will be assigned a channel in Group A for time sharing operation unless it is shown that the service proposed can not be rendered on a channel in Group B.

### Power

(a) The operating power of a Class I station shall not be in excess of that necessary to carry forward the program of research.

(b) The operating power of a Class II station shall not be in excess of that necessary to provide adequate service to the service area designated for the station.

A supplemental report shall be filed with and made a part of each appli-

cation for renewal of license and shall include statements of the following:

(a) *For Class I Television Broadcast Stations:*

1. Number of hours operated.
2. Comprehensive report of research and experimentation conducted.
3. Conclusions and program for further developments of the television broadcast service.
4. All developments and major changes in equipment.
5. Any other pertinent developments.

(b) *For Class II Television Broadcast Stations:*

1. Number of hours operated during which programs were transmitted classified as studio performances, special events (with appropriate description), films, etc.
2. Description of studio equipment used and any developments made during the license period.
3. Statement of the progress made in the advancement of television broadcasting as a service to the public.
4. Itemized financial statement showing cost of operation during the license period.
5. Field intensity measurements and visual and aural observations to determine the service area of the station (required for first report only and whenever changes are made which would tend to cause a change in the service area.)

### Facsimile Broadcast Stations

The term "facsimile broadcast station" means a station licensed to transmit images of still objects for record reception by the general public.

A license for a facsimile broadcast station will be issued only after a satisfactory showing has been made in regard to the following, among others:

1. That the applicant has a program of research and experimentation which indicates reasonable promise of substantial contribution to the development of the facsimile broadcast service.
2. That sufficient facsimile recorders will be distributed to accomplish the experimental program proposed.
3. That the program of research and

experimentation will be conducted by qualified engineers.

4. That the applicant is legally and financially qualified and possesses adequate technical facilities to carry forward the program.

5. That the public interest, convenience and/or necessity will be served through the operation of the proposed station.

### Conditions of Licensing

(a) A licensee of a facsimile broadcast station shall not make any charge, directly or indirectly, for the transmission of programs.

(b) No licensee of any other broadcast station or network shall make any additional charge, directly or indirectly, for the transmission of some phase of the programs by a facsimile broadcast station, nor shall commercial accounts be solicited by any licensee of a standard broadcast station or network, or others acting in their behalf, upon representation that images concerning that commercial program will be transmitted by a facsimile station.

### Frequencies Allotted

The following groups of frequencies are allocated for assignment to facsimile broadcast stations which will be licensed experimentally only:

<i>Group A</i>	<i>Group B</i>	<i>Group C</i>	<i>Group D</i>
25,025 kc	43,540 kc	116,110 kc	Any frequency above 300,000 kc excluding band 400,000 to 401,000 kc.
25,050	43,580	116,230	
25,075	43,620	116,350	
25,100	43,660	116,470	
25,125	43,700		
25,150	43,740		
25,175	43,780		
25,200	43,820		
25,225	43,860		
25,250	43,900		
	43,940		

Other broadcast or experimental frequencies may be assigned for the operation of facsimile broadcast stations on an experimental basis provided a sufficient need therefor is shown and no interference will be caused to established radio stations.

One frequency only will be assigned to a facsimile station from the Groups in subsection (a) of this rule. More than

one frequency may be assigned under provisions of subsection (b) of this rule if a need therefor is shown.

Each applicant shall specify the maximum modulating frequencies proposed to be employed.

The operating frequency of a facsimile broadcast station shall be maintained in accordance with the frequency tolerance given in Sec. 40.01, provided, however, where a lesser tolerance is necessary to prevent interference, the Commission will specify the tolerance.

### Power Limitations

The operating power of a facsimile broadcast station shall not be in excess of that necessary to carry forward the program of research, provided, however, not more than 1000 watts will be authorized on a frequency in Group A. The operating power may be maintained at the maximum rating or less, as the conditions of operation may require.

A facsimile broadcast station authorized to operate on frequencies regularly allocated to other stations or services shall be required to abide by all rules governing the stations regularly operating thereon, which are applicable to facsimile broadcast stations and are not in conflict with Sections 40.01 to 40.11 of the FCC Regulations.

### Power Limitations

The power output rating of a facsimile broadcast station shall not be in excess of that necessary to carry forward the program of research. The operating power may be maintained at the maximum rating or less, as the conditions of operation may require.

A supplemental report shall be filed with and made a part of each application for renewal of license and shall include statements of the following:

1. Number of hours operated for transmission of facsimile programs.
2. Comprehensive report of research and experimentation conducted.
3. Conclusions and program for further developments of the facsimile broadcast service.
4. All developments and major changes in equipment.
5. Any other pertinent developments.

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# FACSIMILE PROGRESS IN THE U.S. DURING 1939

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By

**W. G. H. FINCH**

*President, Finch Telecommunications, Inc.*

**T**HAT a picture is worth ten thousand words fits communication as it does other arts. The famous Chinese sage may not have thought of facsimile communication via electrical flutterings; nevertheless, centuries ago when he propounded that axiom he admirably stated the case for this precise means of modern communication.

## **Equipment**

Today's facsimile equipment, however, by virtue of automatic recording and synchronizing methods, may be considered as communications tools which may be applied to existing wire and radio circuits just as today's microphones, amplifiers and other related apparatus may be employed for transmission and reception of aural intelligence.

The latest possibilities of facsimile as a general communications medium extend to many services now employing telephony or telegraphy. As an adjunct to press services, it may be applied on existing telephone or radio channels to transmit news, proofs for correction, and other intelligence. In the allied field of advertising, methods now employed in exchanging proofs, layouts, and other illustrated copy between offices in different cities.

## **Future**

The potentialities of facsimile broadcasting as a future form of mass communications comparable in scope to that of aural broadcasting have been a subject of increasing interest to many in various fields. In the report of the National Resources Committee, published in July, 1937, facsimile broadcasting was

included with television as one of the major technical developments which hold great promise for public service, and therefore may be expected to influence the social and economic life of the nation.

Under the regulations established by the Commission to cover experimental facsimile broadcasting, each station was required to place test recorders in homes within its primary service area to aid in determining public reaction to the projected service. The regular assigned frequencies and broadcasting equipment of the stations were to be employed in early-morning transmissions from midnight to 6:00 a. m., when aural broadcasting facilities would ordinarily be idle. Time switches were to be installed in homes to effect control of receivers and recorders at pre-determined hours.

## **Progress**

Since the Fall of 1937, a total of 23 experimental facsimile broadcasting stations in various parts of the country have inaugurated daily transmissions of illustrated facsimile news bulletins and other copy to recorders in their primary service areas. In some cases, regular broadcasting channels are employed during early-morning schedules. In others, ultra-high-frequencies provide an experimental service during daylight or evening hours.

Now thousands of families are availing themselves of a regular facsimile newspaper consisting of daily news broadcasts sent out by the various facsimile broadcasters.

## Methods

Briefly, in non-technical language, facsimile in its electrical communications sense, involves the conversion of illustrations, or other copy such as printed matter, into an electrical signal which can be sent over telephone or radio communications circuits. At the receiver the signal is automatically converted back into its visible form, appearing as a recorded replica of the original copy. The received copy is permanent and, like a printed page, can be handled, observed or read whenever desired.

The more technical phases of facsimile transmission and reception are generally understood by radio and sound engineers. For those who want to know just how radio facsimile transmission is effected a brief description of the Finch Facsimile transmitter, now used by the majority of experimental facsimile broadcasters as licensees under the Finch patents, will probably clarify some points in question.

## Transmitter

The facsimile transmitter of the type to be employed by the pioneering stations in the forthcoming experimental service employs a scanning machine in which the copy to be sent over the air is inserted in what is termed the "copy head." This holds and advances the copy in front of a "scanning head," consisting of a small electric bulb, lens system and photocell. Light from the bulb is focused as a small spot on the surface of the paper carrying the copy, and the reflected light is picked up by the light-sensitive photocell. The scanning head is moved from side to side by an electric motor so that the spot of light traces a series of parallel paths across the copy, which is moved upwards through a distance equal to the diameter of the light spot at the end of each scanning stroke. In this manner, the entire surface of the paper is scanned, line by line, the black, half-tone and white areas reflecting to the photocell varying amounts of light ranging from minimum to maximum. These variations in reflected light effect a change in the amount of electric current flowing through the photocell, which in turn controls the loudness of a high-pitched whistle-like tone. The tone, called the "facsimile carrier" with its rising and falling aural characteristics, is then applied to ordinary broadcast amplifiers. These deliver it to the radio transmitter in the same manner in which aural

broadcast signals are handled. Any conventional broadcasting receiver tuned to the frequency of the transmitter will then pick up the signals. However, in order for the broadcasting listener to utilize these signals he must have a recording machine to convert them back into their visible equivalents on paper.

## Home Recorder

The Home Facsimile Recorder is used for this purpose. The recording machine in many ways is similar to the scanning instrument. What is termed a "receiving copy head," holds the dry electro-sensitive recording paper, which is fed as a continuous strip two columns wide from a roll carried in the lower part of the machine. A recording stylus is then moved by a small electric motor from side to side across the surface of the paper, forming marks on the paper corresponding in position and quality to the elements of the copy at the transmitter. When the incoming signal is loudest the line traced is darkest, when it is weakest no trace is formed. At the end of each of these recording strokes the paper is moved up by an amount equal to that of the width of each line element. By means of extremely short low-tone synchronizing control impulses sent out by the transmitter just before the start of each recording stroke and by the use of a small motor turning over at a predetermined speed the recording stylus always moves across the paper in step with the scanning head of the transmitter, recording copy in its proper position, regardless of the type of electrical power supply of the different states in which transmitter and receivers may be located. The recorded copy is built up line by line to appear as a duplicate of the original.

## Conclusion

The actual home recording machine is small enough to be housed as a complete unit in a cabinet approximately a foot square. It may be connected without auxiliary amplifying equipment to the output circuit of any broadcast receiver having a power rating of three watts or more. A switch in the loud speaker circuit is then employed to cut the speaker off during the recording of facsimile broadcasts. The broadcasting station from which facsimile signals are sent is tuned in with the receiver as if regular aural programs were to be received. The facsimile recorder is switched on and the volume control of the receiver is turned to the point where copy has the desired contrast. The actual recording operation is wholly automatic and requires no attention.

*News . . . . .*  
*recorded on the scene of action!*

**A M E R I C A N  
R A D I O  
N E W S R E E L**

An accredited news gathering organization presenting the *actual* personalities who make feature and page-one headlines along the news-fronts of the world, plus fast, on-the-spot coverage direct from the *actual* scenes of important news stories. *Three Releases Per Week.*

Available for National Sponsorship

**AMERICAN RADIO NEWSREEL, INC.**  
Room 907, Time and Life Bldg., New York, N. Y.



# **RADIO PRODUCTION**

***What's What and  
Who's Who  
Back Stage With  
Radio Production  
1939 - 1940***



***F.C.C. Regulations***

•

***Production***

•

***Programs***

•

***Nation Wide Talent***

•

***Transcriptions***

•

***Producers***

•

***Script Libraries***

•

***Promotion Digest***

•

***Agents***

•

***Music Publishers***



**GRIPPING ACTION** . . . "Secret Agent K-7" thrilled millions on an NBC nation-wide network for 4½ years. The gripping action of K-7's adventures on land and sea and in the air—based on his actual experience in intelligence work and the exploits of secret agents in many lands—has created a ready-made audience which eagerly awaits new K-7 adventures.

**TIMELY THRILLS** . . . As he tracks down spies and exposes plotters, K-7 relives the stories behind today's headlines. Here's a program packed with thrills as timely as the news of the hour!

**SUSTAINED INTEREST** . . . Each K-7 program is complete in itself . . . but one adventure leads to another, thus sustaining listener-interest and assuring an increasing audience as the series progresses.

**"SECRET AGENT  
K-7 RETURNS"**

**gives spot advertisers these  
audience-building features!**

This recorded program series is available for local, regional or national spot broadcasts. May be used on one or one hundred stations—once, two or three times weekly, as needed. 78 quarter-hour episodes—each a complete story.

K-7 is an outstanding program for product promotion directed to both youngsters and adults. And it offers almost unlimited opportunities for exploitation and merchandising.

*Expertly produced in association with*

**HEFFELFINGER RADIO FEATURES**

For presentation and merchandising guide, write:



**NBC Radio-Recording Division**

**NATIONAL BROADCASTING COMPANY**

*A Radio Corporation of America Service*

RCA Bldg., Radio City, New York • Merchandise Mart,  
Chicago • Sunset and Vine, Hollywood

640



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# BACKSTAGE

## Radio Production During 1939

By

**NORMAN S. WEISER**

*Associate Editor*

**RADIO DAILY**

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**G**RADUALLY climbing into the leading brackets in industry, radio, in 1939 surpassed all previous endeavors in so far as production was concerned, and according to all indications during the early part of the first quarter of the current new year, the climb will continue without interruption. Highlighting radio's greatest year was the mark set by MBS, CBS and NBC in gross cumulative billings, of \$84,000,000, an increase of \$13,000,000 over the previous year. NBC's Red and Blue networks surpassed their previous record by chalking up gross billings totaling more than \$45,000,000, thus becoming the leading single medium in the advertising field.

### Television

Television moved into the radio picture, and on April 30 began active operations. During the balance of the year, the new visual-audio art marked strides even larger than the steps taken by radio in its first 8 months of commercial life. At the turn of the decade, television was an established factor in the entertainment world, and gave every indication of continued health during the coming year. Another newcomer to the industry, from a production angle, was frequency-modulation. Although this new form of staticless broadcasting has been known for years, it was in 1939 that first transmissions took place, and opening 1940 was the word that development of frequency modulation had expanded to such a degree that receivers were to be marketed, and regular experimental transmissions were to be heard over more than 25 outlets.

### Programs

While program likes and dislikes were only slightly changed during 1939, one important development in the production of commercial shows was noted — the heavy influx of cash giveaways. Quiz programs also maintained their heavy listening audiences, with "Information Please" leading the list in popularity. From Hollywood came the fact that motion picture concerns were more or less revising their anti-radio policies, even to the extent of purchasing time for the promotion of pictures via radio. The Screen Actors' Guild chalked up another year of broadcasting, with Gulf paying \$400,000 to the fund for the privilege of

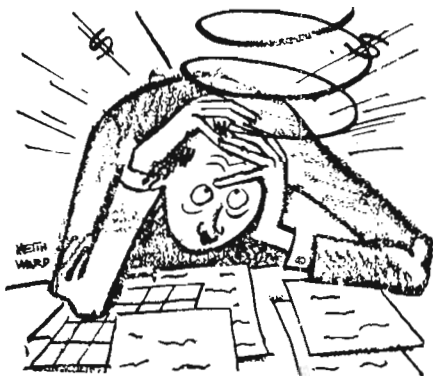
presenting name talent from the film capitol.

The European war created for radio another niche in the hall of fame. For it was through the unrelenting coverage of radio that the entire world was kept abreast of the happenings in trouble-torn Europe. The networks, operating under emergency measures, maintained a sane schedule of programs, and offered their listeners world-wide coverage, even broadcasting the epoch-making speech in which Chamberlain declared war. With transmission from Europe almost an hourly affair during the height of the activity, production in radio reached a new all-time high that undeniably made it "the greatest show on earth."

### Labor

Unionism reached a peak, with AFRA signing contracts with the networks, 57 agencies and seven producers, and also putting through contracts with local stations throughout the country. AFM negotiations were started for new contracts, and the broadcasters formed BMI to counteract Ascap, whose contract expires at the close of the current year.

While the radio industry has grown to maturity and has taken under its wing several subsidiaries, the eventual height to which it will climb is still in the offing. That there will be continued improvement throughout 1940, what with television readying its commercialism and network debut, frequency modulation champing at the bit to get started, and the networks already indicating still another year of record gross billings, is a certainty.



## WHY RADIO MEN MISS THE 5:15

Once upon a time a radio executive ate dinner at home. Years ago.

There are 300 reasons why a man we know never catches the 5:15. Account Executives do. Art Directors do. He doesn't.

These 300 reasons are the 300 program suggestions thrown at him during an average month. To give even fleeting thought to each, this man must develop cauliflower ears from listening—overwork his waste basket—or miss his train. He misses his train.

At Gellatly, Inc. we have established a policy that we hope will help him catch more trains—even if we may miss some business. But we believe it will help us make more friends.

We can discount the self-starting enthusiasm of suggesters of "terrific" shows. We know that sometimes today's thrill is tomorrow's headache.

We have set ourselves up as sparring partners for geniuses with ideas. When the genius packs an authentic punch we will bring his ideas around to you just as soon as we come out of the haze of our enthusiasm.

We may tell you about only one program idea a month but that one will be well worth listening to because we know radio's selling values from both sides of the mike—and are pretty good at recognizing a hit when we hear one.

The programs we will bring you will possess qualities you can definitely recommend to clients. They will have entertainment value. They will have selling value. They will build audiences or they are written to appeal to a ready-built audience of multiple millions familiar with the characters in the show. They will offer merchandising possibilities that ingenuity can go to town with.

In short, they will be good.

This pre-audition testing on *our* time will save *your* time—get you home more frequently for dinner—build up your contacts with your family—and perhaps make you look even more often than ever to "Gellatly for good shows."

## GELLATLY, INC.

9 ROCKEFELLER PLAZA, NEW YORK

WILLIAM B. GELLATLY, *President*

LOUIS J. F. MOORE, *Vice-President*

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# Federal Trade Commission Review Of Commercial Continuities

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**N**ATIONAL and regional networks and producers of electrical transcription recordings are regularly called upon to submit copies of their commercial radio broadcast continuities to the Federal Trade Commission which reviews them through its Radio and Periodical Division. The procedure in handling continuities is discussed in another article concerning the activities of the Commission appearing in the legal section of this volume.

In its examination of advertising, the Commission's only purpose is to prevent false and misleading representations. It does not undertake to dictate what an advertiser shall say, but rather indicates what untruths or half truths he may not continue to say under the law. Jurisdiction is limited to cases which have a public interest as distinguished from a mere private controversy, and which involve practices deemed to be unfair methods of competition or unfair or deceptive acts or practices in interstate commerce.

It is not the policy of the Commission to indicate its opinion, or give legal advice upon any assumed or given state of facts, but its findings, after full investigation and hearings, are expressed only in the manner provided by the statutes which it administers, and in the manner provided by its rules of practice and procedure adopted pursuant thereto.

The Commission receives many requests from radio stations, advertisers and advertising agencies for advice and information concerning certain advertisers and their products. The Commission cannot give the information requested in many cases, either because the matter may be under investigation or the Commission is not fully advised of all the facts and cannot render opinions therein; and, in any case, it is not the Commission's policy to pass on the merits of products advertised and it would be obviously impracticable for it to give counsel concerning unpublished or prospective advertising.

Twenty-five years of experience in the many thousands of advertisements in the entire field of trade, has enabled

the Commission and its staff to standardize, for their own guidance, some types of advertising commonly observed.

## Types of Advertising Reviewed

Claims based upon false statements or misleading exaggerations.

Claims ambiguous in wording which may mislead.

Claims indirectly misrepresenting a product through distortion of detail.

Claims of an illogical nature and contrary to common sense.

Claims holding out the prospect of excessive profits or earnings.

Misleading price claims.

Contests of a dubious nature, and omission or concealment of any essential factor of a contest.

Lotteries and contests depending upon chance and lottery in their development.

Representing that various articles are given "free," i.e., creating a false impression that something additional is being given without charge, when in fact its cost is fully covered in the price of the main article advertised.

Statements tending to disparage competitors.

Pseudo-scientific claims which are untrue and assertions that distort the true meaning or application of statements made by accredited professional and scientific authorities; false advertisement of food, drugs, devices or cosmetics where the use of the same may be injurious to health because of results from such use under the conditions prescribed in the advertisement, or from customary and usual use; also where the false adver-



*You are cordially invited to write, wire or phone*  
**KASPER-GORDON, Incorporated**  
**140 BOYLSTON STREET, BOSTON**  
*For suggestions and prices on your next transcrip-  
tion job — whether it be for ½ hour — ¼ hour —  
5-minute — 1-minute — 100-word — or 30-word  
spots. Also — “live” productions — syndicated  
tested transcriptions—air-checks—sound-on-film  
— original theme songs. Now serving some of the  
finest agencies, advertisers and stations in the world.  
— No account or job too large or too small. — Our  
studios are organ-equipped — lines to all Boston  
stations. An experienced personnel is ready to serve  
you. — Affiliates in principal cities - - -*

tising is with **intent** to defraud or mislead. Closely related to this group are direct and inferential claims of remedy, relief, or cure when such claims are false. Testimonials are considered as a direct representation by the advertiser as to the truth of the contents thereof.

### Commercial Announcement Requirements

Only the commercial portions of programs or continuities are required by the Federal Trade Commission for its review of advertising by radio broadcast.

The term "commercial" includes all announcements, statements or assertions tending to or intended to create a demand for or to induce the purchase of any article of commerce, whether such commercial script opens, is interspersed with, or concludes a program.

Those portions of a program are deemed non-commercial and copies are not required, which are of a purely entertaining, informative, civic or political, educational or religious nature. Examples of non-commercial script are music, addresses, lectures, political speeches, sermons, discussions of current events, etc.

The criterion of a commercial station is whether its broadcasting is paid for by some sponsor, either as a sales lead or otherwise. Those stations which do not charge for their broadcasting services, and do not advertise their owners' commodities for sale, have been listed as non-commercial and excused from reporting.

Copies of spot announcements by or for local merchants are desired, as these often refer to articles of commerce moved interstate; and, in any event, every radio broadcast or transmission of intelligence may be an interstate matter.

Whenever the commercial announcements appended to or given in connection with a transcription program (electrical or otherwise) are read or delivered by an announcer in a local station, copies of such announcements are to be reported.

Chain programs transmitted over networks are reported directly to the Commission by the network headquarters, and need not be reported by the individual stations, except in cases of originating key stations, supplying commercial programs for cooperative networks, which may not have established headquarters.

Where commercial broadcasts are given extemporaneously, it is desired that type-written reports be submitted of any portions construable as promotional sales

effort, or likely to induce the purchase of commodities.

The Commission requests that an English translation be submitted for commercial continuities which were broadcast in any foreign language.

Only one copy of a commercial announcement need be reported where the identical announcement has been broadcast several times during the 15-day specified broadcast period covered by the request.

However, when continuity returns are submitted in response to subsequent requests of the Commission, additional copy should be included, even though some broadcasts may be identical to those rendered in response to a prior request.

Obviously, new Commission actions, orders and stipulations involving parties named as respondents in previous cases would require specimens of current broadcasts in order to check for compliance.

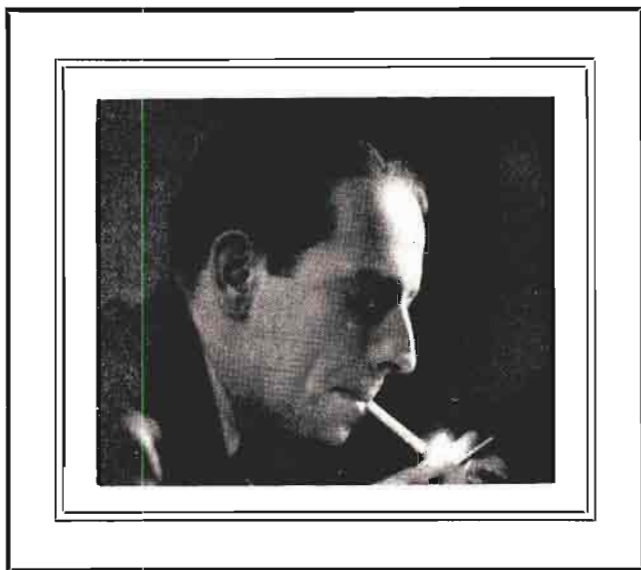
No standard form of report is needed. The carbon copies submitted by the stations serve the purpose.

It is essential, and the Commission specifically requests, that the call letters of the station and also the date of broadcast be printed, stamped or written upon each sheet of continuity submitted.

The name and address of the advertiser should also be indicated where it does not clearly appear.

### Recent Amendments

New duties and responsibilities, as well as added powers, were conferred upon the Federal Trade Commission by the Wheeler-Lea amendment of March 21, 1938, amending the Federal Trade Commission Act. Certain additional sections were added to the earlier Act, specifically applying to food, drugs, devices and cosmetics. These sections specifically make it unlawful for anyone to disseminate or cause to be disseminated, any false advertisement by the United States mails, or in commerce by any means for the purpose of inducing, or which is likely to induce, directly or indirectly, the purchase of such commodities. Such sections also make it unlawful to disseminate any false advertisement by any means for the purpose of inducing, or which is likely to induce, directly or indirectly, the purchase in commerce of food, drugs, devices or cosmetics.



# GENE STAFFORD

*Radio Writer*



MANAGEMENT -- BEN TAFT  
HARRY NORWOOD AGENCY, INC.  
43 ROCKEFELLER PLAZA • Circle 5-8242-3

# Program Producers

## **Aerogram Corporation**

1611 Cosmo St., Hollywood, Cal. Phone, Hillside 7211. General Manager, G. Curtis Bird. REGIONAL REPRESENTATIVES: Charles J. Basch, Jr., 171 Madison Ave., New York, N. Y. Phone, MURray Hill 4-4717. Jones & Hawley, 228 N. LaSalle St., Chicago, Ill. Phone, State 5096. F. R. Jones, Scott Kingwill, Jones & Hawley, Bulkley Building, Cleveland, Ohio. Phone, Prospect 2922. Alonzo Hawley. SERVICES OFFERED: Transcribed programs built on order, transcribed syndicated programs, program merchandising, production, scripts, air checks, studio rental, all types of lateral recording.

## **Air Features, Inc.**

247 Park Ave., New York. Phone, Wickersham 2-0077.

## **Albany School of Cooking**

13 Fern Ave., Albany, N. Y. Phone, 2-7291. Director, Jennie N. Parkinson. STUDIO: 16 Albany-Schenectady Road, Albany, N. Y. SERVICES OFFERED: Production of cooking school of the air.

## **Alton Alexander**

1270 Sixth Ave., New York, N. Y. Phone, Columbus 5-1621. SERVICES OFFERED: Production, scripts, direction of both live talent and transcribed programs.

## **Arthur Ashley**

457 West 47th St., New York, N. Y. Phone, Columbus 5-1348. Owner, Arthur Ashley; Office Manager, Louise Sesti; In Charge of Italian Programs, Gino Falconi; In Charge of Polish Program, Erna Granicka. SERVICES OFFERED: Foreign language program production; scripts and continuity, recording, talent, merchandising.

## **Associated Music Publishers, Inc.**

25 West 45th St., New York, N. Y. Phone, Bryant 9-0847. President, M. E. Tompkins. SERVICES OFFERED: Transcriptions, library, production, scripts, recording facilities, both vertical and lateral.

## **Authors & Artists, Inc.**

30 Rockefeller Plaza, New York, N. Y. Phone, Columbus 5-1811-2-3. President, Norman H. White, Jr.; Vice-President, Gerald Dickler; Secretary, Robert J. Prescott; Treasurer, S. Kirby Ayers. SERVICES OFFERED: Program ideas and production, scripts.

## **Ayers-Prescott, Inc.**

30 Rockefeller Plaza, New York, N. Y. Phone, Columbus 5-1811. President, Robert J. Prescott; Program and Production Director, S. Kirby Ayers. SERVICES OFFERED: Program production, talent.

## **Joseph M. Barnett**

666 West End Ave., New York, N. Y. Phone, Schuyler 4-8200. SERVICES OFFERED: Scripts, production, talent.

## **Basch Radio Productions**

171 Madison Ave., New York, N. Y. Phone, MURray Hill 4-4717, 4-4632. Owners, Charles J. Basch, Jr., and Frankie Basch. SERVICES OFFERED: Complete program building service; ideas, scripts, talent and production; custom and syndicated recordings; Eastern Representative for Aerogram Corp.

## **Beck Recording Studio**

1208 Second Ave., South, Minneapolis, Minn. Phone, Atlantic 8901. Managing Director, Joseph H. Beck. SERVICES OFFERED: Producers of electrical recordings and transcriptions for radio broadcast and sound-slide films; radio program building; scripts, talent; production; audition service; off-the-air recordings.

## **Walter Biddick Co.**

Chamber of Commerce Bldg., Los Angeles, Cal. Phone, Richmond 6184. Manager, M. Thompson. BRANCH OFFICES: Exchange Bldg., Seattle, Wash. Phone, Main 6440. Russ Bldg., San Francisco, Cal. Phone, Sutter 5415. SERVICES OFFERED: Transcriptions, production, scripts.

# ROY WILSON

WILSON, POWELL and HAYWARD, Inc.

JAS. V. PEPPE, Gen. Mgr.

444 Madison Avenue

New York City

ARTISTS' REPRESENTATIVES—RADIO PRODUCERS

PRODUCTIONS FOR RADIO

**HENRY SOUVAINÉ INC.**

30 ROCKEFELLER PLAZA

Circle 7-5666

NEW YORK CITY



**Joseph Bloom**

19 West 44th St., New York, N. Y. Phone, VANDerbilt 6-3816. President, Joseph Bloom. SERVICES OFFERED: Program production.

**Broadcasters Mutual Transcription Service, Inc.**

818 South Kingshighway Blvd., St. Louis, Mo. Phone, Franklin 2060. President, J. Frank Eschen; Vice-President, James M. Althouse; Secretary, E. H. Harmon; Treasurer, Charles E. Harrison. REPRESENTATIVES: Walter Biddick Co., 568 Chamber of Commerce Bldg., Los Angeles, Calif.; Charles Michelson, 545 Fifth Ave., New York, N. Y.; Radioaids, Inc., 1041 North Las Palmas, Hollywood, Calif.; Organizacao "Mercurio" Caixa Postal 3133, Rio de Janeiro, Brazil; Broadcasting Programme Service, 12 Rue Able-Ferry, Paris, France. SERVICES OFFERED: Transcribed productions and scripts, talent, and program service.

**Broadcast Productions**

25 East Jackson Blvd., Chicago, Ill. Phone, Wabash 0711. Director, John Stamford. SERVICES OFFERED: All types of programs produced. Electrical transcriptions and recordings.

**Kenneth Burton**

117 West 12th St., New York, N. Y. Phone, GRamercy 7-5384. SERVICES OFFERED: Program production and direction.

**The Bruce Chapman Co.**

145 West 41st St., New York, N. Y. Phone, WISconsin 7-2179. President, Bruce Chapman. SERVICES OFFERED: Production, scripts.

**Ted Collins Corporation**

1819 Broadway, New York, N. Y. Phone, Circle 7-0094. President, Program Director and Producer, J. M. Collins; Director of Public Relations, William P. Maloney; Production, Sylvan Taplinger; Musical Director, Jack Miller; Choral Director, Ted Stracter; Writers, Don Sharpe and Jane Tompkins; Talent, Sam Schiff; Musical Arranger, Tony Gale. SERVICES OFFERED: Program building and producing.

**Commercial Broadcasting Service, Ltd.**

Hermant Bldg., Toronto, Ont., Canada. Phone, Elgin 3345. President, E. A. Byworth; Vice-President, J. C. Tobin; Secretary-Treasurer, A. G. Irwin; Program Department, E. E. Goodman; Script Department, Don Insley. SERVICES OFFERED: Live talent production, syndicate transcriptions, custom recordings, time placements: Type of transcription manufactured: lateral cut on acetate for play-back, custom.

**Paul Cruger**

588 Carlton Way, Hollywood, Calif. Phone, Hollywood 9352. SERVICES OFFERED: Complete servicing for commercial radio broadcasting; specialist in trade programs; productions, scripts; creation of live and recorded shows.

**Cosmopolitan Broadcasting Co.**

7100 Broadway, Cleveland, Ohio. Phone, Diamond 3010, 0808. James J. Rattay, Paul Faut. SERVICES OFFERED: Foreign language programs.

**Czech Broadcasting Service**

333 N. Michigan Ave., Chicago, Ill. Phone, State 9344. President and Managing Director, Adele J. Fiala. SERVICES OFFERED: Preparation and production of foreign language (Czech and Slovak) programs.

**Davis & Schwegler**

1009 West 7th St., Los Angeles, Calif. Phone, Trinity 2006. BRANCH OFFICE: New Washington Hotel, Seattle, Wash. Executive in Charge, Nina Andrews. SERVICES OFFERED: Music publishers and recorders of tax free tunes and a tax free library; recording of phonograph records (10 inch and 12 inch) and pressings.

**Dominion Broadcasting Co.**

4 Albert St., Toronto, Ont., Canada. Phone, Adelaide 3383. General Manager, Hal B. Williams; Transcription Division Manager, Don H. Copeland. Production Manager, Stan Francis; Script Department, Dean Hughes. SERVICES OFFERED: Scripts, live talent productions, transcriptions and recordings, air checks.

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radio production

## WOLF ASSOCIATES, INC.

in all its phases

WE POINT WITH PRIDE TO TWO OUTSTANDING DAYTIME DRAMATIC SUCCESSES

### THE O'NEILLS

Fifth year for Ivory Soap  
Through Compton Advertising . .  
NBC Red—12:15 P.M. and  
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### HILLTOP HOUSE

Third year for Palmolive  
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CBS—10:30 A.M., E.S.T.  
MONDAY THRU FRIDAY

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RADIO CITY, N. Y.

Columbus 5-1621

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# “MOVIE NIGHT ON THE AIR”



“DRUMS ALONG THE MOHAWK” • “SWANEE RIVER”

“THE BLUE BIRD” • “LITTLE OLD NEW YORK”



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DARRYL F. ZANUCK, KATE SMITH,  
TED COLLINS, SHIRLEY TEMPLE,  
SCREEN ACTORS' GUILD, “GOOD NEWS OF 1940”

*Bill Bacher*

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• • •     **PROGRAM PRODUCERS**     • • •

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**Isabel Draesemer Radio Productions**

706 South Detroit St., Los Angeles, Calif. Phone, Walnut 4528. Writer-Producer, Marie Isabel Draesemer. SERVICES OFFERED: Personalized building of shows for sponsors or advertising agencies, talent, coaching of talent, preparation of auditions, continuity conferences.

**Harry S. Dube**

1270 Sixth Ave., New York, N. Y. Phone, Columbus 5-7035. Manager, J. Knight. SERVICES OFFERED: Scripts, production, talent.

**Earnshaw Radio Productions**

443 Western Pacific Bldg., Los Angeles, Calif. President, Harry A. Earnshaw; Secretary-Treasurer, H. L. Earnshaw; Vice-President and Sales Manager, Fenton W. Earnshaw. BRANCH OFFICES: 545 Fifth Ave., New York, N. Y. Phone, MURray Hill 2-3376. Manager, Charles Michelson. SERVICES OFFERED: Custom-built transcribed or live shows, transcribed and live features for local, regional and national release.

**W. M. Ellsworth**

75 East Wacker Drive, Chicago, Ill. Phone, Central 0942. President, W. M. Ellsworth. SERVICES OFFERED: Custom transcriptions, radio programs, script shows, talent.

**Fanchon & Marco**

30 Rockefeller Plaza, New York, N. Y. Phone, Circle 7-5630. Radio Director, Samuel Shayon; Publicity, Dorothy Haas. SERVICES OFFERED: Production, talent.

**Fields Brothers Radio Corporation**

Equitable Bldg., Hollywood, Calif. Phone, Hollywood 7305. President, Leo Fields; Executive Vice-President, Harry David Fields; Secretary, E. B. Hazelton. SERVICES OFFERED: Producers of custom-built radio shows, live and transcribed.

**Irving Fogel & Associates**

1041 N. Las Palmas, Hollywood, Calif. Phone, Hollywood 5107. Irving Fogel, Howard Esary. REPRESENTATIVES: Francis J. Sullivan, 69 Yonge St., Teron-

to, Ont., Canada. Phone, Elgin 4086; R. C. Miller, U. S. Recording Co., 712 11th St., N.W., Washington, D. C. Phone, District 1640. M. M. Pitcher, 127 Seventh Ave., E. Calgary, Alberta, Canada; Herbert Rosen, 12, Rue Abel Ferry, Paris, France. SERVICES OFFERED: Production of live and transcribed radio presentations, foreign syndication of radio scripts and transcribed radio programs.

**Paul M. Frailey Productions**

Fidelity-Philadelphia Bldg., Broad and Sansom Sts., Philadelphia, Pa. Phone, Pennypacker 8450-1. Owner, Paul M. Frailey; Sales Manager, Jason Johnson; Script Department, Robert Enders; Research, Edwin Stanley; Office Manager, Marie Louise Sanderson. SERVICES OFFERED: Live talent shows, electrical transcriptions, talking slide films, sound motion pictures.

**Gellatly, Inc.**

9 Rockefeller Plaza, New York, N. Y. Phone, Circle 7-6120-1. President, William B. Gellatly; Vice-President, L. J. F. Moore; Secretary-Treasurer, E. M. Gellatly; Manager of Foreign Department, Jack Arthur. SERVICES OFFERED: Selling and promotion of selected live and transcribed programs.

**General Broadcasting System**

500 Buhl Bldg., Detroit, Mich. Phone, Cherry 0400. President, Donald C. Jones; Sales Manager, Raymond C. Leonard; Program Director, J. L. Brownell. BRANCH OFFICE: 1227 Prospect Ave., Cleveland, Ohio. Phone, Prospect 7716. SERVICES OFFERED: Custom-built transcriptions, production, script, recording, talent.

**Ghostwriters Bureau**

17 East 49th St., New York, N. Y. Phone, Wickersham 2-8996. Director, Fred E. Baer. SERVICES OFFERED: Writing of speeches, trade journal and general magazine articles, pamphlets and all forms of commercial literature.

**Arthur M. Godfrey Productions**

808 Earle Bldg., Washington, D. C. Phone, Metropolitan 3200. Owner, Arthur M. Godfrey; Secretary, M. Richardson. SERVICES OFFERED: Production of (personal) program.

**Harry S. Goodman  
Radio Productions**

19 East 53rd St., New York, N. Y.  
Phone, WI. 2-3338. SERVICES OFFERED: Program production for live talent and transcribed shows.

**Max Graf Productions**

221 Chronicle Bldg., San Francisco, Calif. Phone, Garfield 9155. General Manager, Max Graf. REPRESENTATIVES: Press-Radio Features, Inc., 360 N. Michigan Ave., Chicago. Phone, Randolph 9333. Paul Weichelt. SERVICES OFFERED: Special transcriptions syndicated features.

**Grombach Productions, Inc.**

113 West 57th Street, New York, N. Y. Phone, Circle 6-6540. President, Jean V. Grombach; Senior Director in Charge of Production, Chester H. Miller; Treasurer-Assistant Director (drama), Margaret Kearney; Assistant Director (music), Joseph Corhan. REPRESENTATIVES: 8 Newberry St., Boston, Mass. Manager, James Murley. 6200 Franklin St., Los Angeles, Calif. Manager, Galen

Bogue. 50 New Bond St., London, England. Manager, Leslie Kettles. Rue de Lorette, Paris, France. Manager, Andre Oulmann. SERVICES OFFERED: Unit productions (package shows), program creation, production, scripts, casting directing, live talent or transcribed programs, television production.

**Jean V. Grombach, Inc.**

113 West 57th St., New York, N. Y. Phone, Circle 6-6540. President, Jean V. Grombach; Treasurer, Margaret Kearney; Chief Recording Engineer, Hazard E. Reeves; Music Rights, Joseph Corhan. REPRESENTATIVES: 8 Newberry St., Boston, Mass. Manager, James Murley, 6200 Franklin Ave., Los Angeles, Cal. Manager, Galen Bogue. 50 New Bond St., London, England, Manager, Leslie Kettles. Rue de Lorette, Paris, France. Manager, Andre Oulmann. SERVICES OFFERED: Production, recording, manufacture and distribution of electrical transcriptions, high-fidelity wax recordings for rebroadcast purposes, spot announcements.

**A. ("DINNY")  
DINSDALE**

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RADIO DIRECTOR

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ROGER WHITE PRODUCTIONS, INC.

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*M. C.—Writer:*

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KNOW MUSIC (CBS)

**Ubaldo Guidi's Italian Radio Programs**

139 Richmond St., Boston, Mass. Phone, Capitol 4035. Owner, Ubaldo Guidi. SERVICES OFFERED: Production, spot announcements.

**Sam Hammer Radio Productions**

2 West 45th St., New York, N. Y. Phone, MUrray Hill 2-0174. President, Sam Hammer; Vice-President in Charge of Production, Floyd Buckley; Vice-President in Charge of Script Department, Augustus Barrat; Women's Program Director, Eve VeVerka; Secretary and Recording Manager, Jose Yovin; Treasurer, C. F. Conly. SERVICE OFFERED: Program Production.

**Hansen Associates**

420 Lexington Ave., New York, N. Y. Phone, LExington 2-5457. General Manager, Robert R. Hansen. SERVICES OFFERED: Transcribed features, radio and television scripts, production.

**Harvey & Howe, Inc.**

919 North Michigan Ave., Chicago, Ill. Phone, Delaware 1155. President, W. S. Harvey, Jr.; Vice-President, Eleanor Howe. BRANCH OFFICES: 122 East 42nd St., New York, N. Y. Phone, LExington 2-6910; 610 Union Bldg., Cleveland. Phone, Main 0728. Manager, William E. Coates. SERVICES OFFERED: Planning and writing of women's programs, radio cooking schools, talent, transcriptions.

**Sam Hayes**

NBC Radio City, Hollywood, Calif. Phone, Hollywood 6161. SERVICES OFFERED: Production of radio commentator programs, scripts.

**Heffelfinger Radio Productions**

522 Fifth Ave., New York, N. Y. Phone, VAnDerbilt 6-2450. Manager, Radio Division, C. H. Pearson. BRANCH OFFICE: 924 Second Ave., S., Minneapolis, Minn. Phone, Bridgeport 4730. SERVICES OFFERED: Production of live and transcribed programs.

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Custom-built, or from library shows built on the basis of 20 years' advertising and 15 years' radio experience to do a specific merchandising job.

Spots costing the national sponsor as little as \$100 per episode have been broadcast on 160 stations in which dealers invested up to \$1,000 in time. The same shows have run up to 5 years for

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package programs  
writers and  
directors.  
talent.



*sales representative*

**gellatly, inc.**

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new york, n. y.  
cir 7-6120

**George Heid Productions**

1005 Century Bldg., Pittsburgh, Pa. Phone, GRant 3696. Owner-General Manager, George Heid. SERVICES OFFERED: Program production, continuity, recording, transcriptions.

**Hispano Broadcasting Co.**

105 E. First St., Los Angeles, Calif. Phone, MICHigan 4433. Manager, Tony Sein. SERVICES OFFERED: Spanish programs, live and transcribed.

**Intercontinental Audio-Video Corp.**

9 Rockefeller Plaza, New York, N. Y. Phone, CIRCLE 7-4560. President, Mark H. Hawley; Secretary-Treasurer, Winton L. Miller, Jr. SERVICES OFFERED: Electrical transcriptions of programs and spot announcements, auditions, program production.

**International Commercial Broadcasting Co.**

3212 West Roosevelt Road, Chicago, Ill. Phone, Van Buren 6680. Manager, Max

Sosowitz. SERVICES OFFERED: Production of Jewish-language broadcasts.

**International Radio Productions**

20 East 57th St., New York, N. Y. Phone, PLaza 8-2600. General Manager, Loren L. Watson; Production Manager, Ed Harvey. SERVICES OFFERED: Program production.

**Italradio, Inc.**

193 Hanover St., Boston, Mass. Phone, Capitol 3406-3407. President-Treasurer, Silene M. Irving; Secretary, Rinaldo Fiata. SERVICES OFFERED: Creation, direction and production of Italian and English programs.

**Jacky & Thorndyke**

520 North Michigan Ave., Chicago, Ill. Phone, Delaware 3262. Partners, Fred Jacky and George Thorndyke. SERVICES OFFERED: Program planning, continuity, scripts and production.

Air Features  
INCORPORATED



247 PARK AVENUE  
NEW YORK, N. Y.

NOW AVAILABLE ON  
TRANSCRIPTIONS

**MAY ROBSON**

The grand lady of the movies  
in her greatest dramatic role . . .

**"LADY OF MILLIONS"**

105 Fifteen Minute Episodes

Written by Hector Chevigny, author  
of "Lost Empire". Musical score under  
direction of Salvatore Santaella.

COMPLETELY MERCHANDISED

Newspaper ads, Publicity articles,  
Counter Displays, Window Streamers.

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Write or Wire

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Producers of transcribed programs for local  
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## PROGRAM PRODUCERS

### **Archie Josephson Enterprises, inc.**

6313 Blyn Mavr Drive, Hollywood, Calif. Phone, Gladstone 6802. President-General Manager, Archie Josephson. SERVICES OFFERED: Transcribed programs.

### **Judea Broadcasting Studio** (Esseff Universal Studios—Universal Radio & Stage Guild)

17 Devon St., Roxbury, Mass. Phone, Garrison 8768. Production Manager, Samuel Fisher; Executive Secretary and Assistant Program Director, Doris Cibley; Musical Director, Harry Goodman; Assistant Production Managers, Charles Sobelman, Jack Stein; Recording Manager, Milton Yarkus. SERVICES OFFERED: Productions of foreign language programs, recordings.

### **Kasper-Gordon Studios, Inc.**

140 Boylstor. St., Boston, Mass. Phone, Devonshire 7357. President and Production Manager, Edwin H. Kasper;

Treasurer and Director of Commercial Dept., Aaron S. Bloom; Scripts, Robert R. Giffen, Albert P. Burke; Production, Robert R. Giffen, Robert W. Graham; Recording Manager, E. N. Buzzell. SERVICES OFFERED: Custom-built transcriptions, syndicated transcriptions, studio recordings, air-checks, program production and talent.

### **Jesse L. Kaufman, Inc.**

22 West 48th St., New York, N. Y. Phone, PENNSYLVANIA 6-2409. President, Jesse L. Kaufman; Musical Director, William F. Wirges. SERVICES OFFERED: Program production.

### **King-Trendle Broadcasting Corp.**

1700 Stroh Bldg., Detroit, Mich. Phone, Cherry 8321. President, George W. Trendle; General Manager-Treasurer, H. Allen Campbell; Commercial Manager, Harry Sutton, Jr.; Advertising, Sales & Promotion Manager, Charles C. Hicks; Traffic Manager, James G. Riddell. SERVICES OFFERED: Program production.

## HANSEN ASSOCIATES

RADIO  
and  
TELEVISION



PROGRAM IDEAS  
and  
PRODUCTION

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Live and Transcribed Programs  
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NEW YORK CITY

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**Landau Broadcasting Service**

270 Broadway, New York, N. Y. Phone, REctor 2-5341. Program Director, Herman Younglieb. SERVICES OFFERED: Original foreign-language programs and production, talent.

**Langlois & Wentworth, Inc.**

420 Madison Ave., New York, N. Y. Phone, ELdorado 5-1620. President, C. O. Langlois; Secretary-Treasurer, R. C. Wentworth; Talent, W. O'Keefe. SERVICES OFFERED: Specialized service for advertisers and advertising agencies of commercial radio programs, both live and recorded, dramatic and musical. Facilities for writing, casting and production.

**Lang-Worth Feature Programs, Inc.**

420 Madison Ave., New York, N. Y. Phone, ELdorado 5-1620. President, R. C. Wentworth; Secretary-Treasurer, C. O. Langlois; Talent, W. O'Keefe; Continuity Chief, Neal Hopkins. SERVICES OFFERED: Syndicated transcribed programs for regional and local advertisers. Producers of Lang-Worth Planned Program Service, a library of tax-free music in transcription form.

**Leading Attractions, Inc.**

515 Madison Ave., New York, N. Y. Phone, PLaza 3-8093. Director and Production, Aaron B. Steiner. SERVICES OFFERED: Production of live talent and transcribed programs.

**Lippe & Lazarus Productions**

429 North Orange Drive, Hollywood, Calif. Phone, Walnut 2445. General Manager, M. M. Lippe. SERVICES OFFERED: Transcriptions, custom-built programs, scripts, talent.

**Phillips H. Lord, Inc.**

501 Madison Ave., New York, N. Y. Phone, Wickersham 2-2211. President, Phillips H. Lord. SERVICES OFFERED: Production of live talent programs.

**Estelle Lutz Artists Bureau**

(Successor to Armand-L'Estelle)

410 South Michigan Ave., Chicago, Ill. Phone, Harrison 6061. Owner-Manager, Estelle A. Lutz. SERVICES OFFERED: Scripts, live talent, musical and dramatic productions.

**C. P. MacGregor**

729 So. Western Ave., Hollywood, Calif. Phone, Fitzroy 4191. President, C. P. MacGregor. SERVICES OFFERED: Musical and dramatic library, transcriptions, recordings, studio rental.

**Harry Martin Enterprises**

306 N. Michigan Ave., Chicago, Ill. Phone, Randolph 3842. President, Harry Martin. SERVICES OFFERED: Program production, scripts, transcriptions, syndicated programs, "program suggestor" service.

**R. U. McIntosh and Associates, Inc.**

10558 Camarillo St., N. Hollywood, Calif. Phone, SUNset 2-9275. President, R. U. McIntosh; Vice-President, Agnetta Peterson; Secretary-Treasurer, M. M. McIntosh. SERVICES OFFERED: Transcriptions, production of programs and recordings.

**Alexander McQueen**

185 East Chestnut St., Chicago, Ill. Phone, SUperior 9139. SERVICES OFFERED: Program productions, scripts, research, spot announcements, transcriptions.

**Mertens & Price, Inc.**

3923 W. Sixth St., Los Angeles, Calif. Phone, Drexel 1118. General Manager, George Logan Price. SERVICES OFFERED: Transcribed programs, custom-built transcribed or live shows, script service, talent service, merchandising and copy service.

**Metropolitan Broadcasting Service Limited**

Hermant Bldg., Toronto, Ont., Canada. Phone, Adelaide 0181. President, Ken Soble; General Manager, J. M. Sasley; Sales Manager, Paul Morris; Program Director, "Doc" Lindsey. SERVICES OFFERED: Program production, talent.

**Charles Michelson**

67 West 44th St., New York, N. Y. Phone, Murray Hill 2-3376. President, Charles Michelson. Representative for: Speedy-Q Sound Effect Records, Earnshaw Radio Productions, Porto-Playback Co. and Walter Biddick Co. SERVICES OFFERED: Transcribed program representative, sound effect record library, portable transcription playback machines.



**Mid-West Transcriptions, Inc.**

4835 Minnetonka Blvd., St. Louis Park, Minn. Phone, Walnut 9131. President, H. D. Field; Manager-Recording Engineer, K. L. Seuker. SERVICES OFFERED: Custom-built programs, complete transcription service, programs, scripts, talent, production.

**George Miller Productions, Inc.**

Mart Bldg., St. Louis, Mo. (also P. O. Box 1424, Detroit, Mich.). President, George Miller. SERVICES OFFERED: Production of programs, live and transcribed.

**Moonbeams Broadcasts, Inc.**

1440 Broadway, New York, N. Y. Phone, Longacre 5-8005. President, George Shackley; Secretary-General Manager, Lillian Stewart; Publicity Director, Gilbert Braun. SERVICES OFFERED: Musical and script programs; transcriptions, talent.

**Raymond R. Morgan Co.**

6362 Hollywood Blvd., Hollywood, Cal. Phone, Hempstead 4194. President, Raymond R. Morgan; Manager, R. E. Messer. SERVICES OFFERED: Production, transcriptions.

**Lilian Okun, Inc.**

15 Central Park, West, New York, N. Y. Phone, Columbus 5-0060. President, Lilian Okun. REPRESENTATIVE: Galletly, Inc., 9 Rockefeller Plaza, New York, N. Y. Phone, Circle 7-6120. SERVICES OFFERED: Program production, live and transcribed, talent, publicity, scripts.

**Pacific Productions, Inc.**

8780 Sunset Blvd., Hollywood, Calif. Phone, Crestview 50280. President, Frank W. Purkett. SERVICES OFFERED: Production.

**Pan American Broadcasting Co.**

330 Madison Ave., New York, N. Y. Phone, Murray Hill 2-0811. Manager, A. Alexander. REPRESENTATIVES: F. R. Jones, 228 N. La Salle St., Chicago, Ill.; Alonzo Hawley, 1635 East 25th St., Cleveland, Ohio. SERVICES OFFERED: Transcriptions, program production, script service, talent bookings.

**Donna Parker Productions**

540 N. Michigan Ave., Chicago, Ill. Phone, Delaware 2277. SERVICES OFFERED: Productions, talent.

**Harold E. (Hal) Pearce**

White Henry Stuart Bldg., Seattle, Wash. Phone, Main 6626. Manager, Hal E. Pearce. SERVICES OFFERED: Transcription company representatives, air-check, scripts.

**Peck Radio Production**

3275 Wilshire Blvd., Los Angeles, Calif. Phone, Fi. 8131. President, William M. Peck; Secretary, Thorbe Deakers; Program Director, Clinton Jones. SERVICES OFFERED: Production.

**Peterson Radio Production Co.**

1457 Broadway, New York, N. Y. Phone, Wisconsin 7-0069. President, Donald Peterson; Production and Public Relations, Gilbert Braun; Script Manager, Ruth Travers. SERVICES OFFERED: Program planning, writing, producing and transcribing. Publicity, special sound effects.

**Playcrafters**

207 East Ave., Bridgeton, N. J. Director, Jack B. Plumley; Assistant Director, Forrest Hoyt. SERVICES OFFERED: Scripts for advertising agencies and transcription companies, continuity, announcements.

**Premier Radio Enterprises Inc.**

530 Mart Bldg., St. Louis, Mo. Phone, Garfield 3395. President, H. S. Somson; Vice-President, Wilson Dalzell; Secretary, Jerome M. Yawitz. SERVICES OFFERED: Producing and recording of custom-built transcriptions, phonograph records, national and regional broadcasts, wax and film recording, sales presentations.

**Press Radio Bureau, Inc.**

551 Fifth Ave., New York, N. Y. Phone, Murray Hill 2-5670. President, James W. Barrett. SERVICES OFFERED: News digests, special reports, news features and recordings.

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• • • **PROGRAM PRODUCERS** • • •

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**Press Radio Features, Inc.**

360 N. Michigan Ave., Chicago, Ill. Phone, Randolph 9333. President, F. W. Hemingway; Secretary, Paul C. Weichelt. **SERVICES OFFERED:** Transcriptions, distributors of transcribed programs.

**Radioart Guild of America**

122 South Benton Way, Los Angeles, Calif. Phone, FEderal 2236. Manager, Ruth Clark. **SERVICES OFFERED:** Program production.

**Radio Attractions, Inc.**

1270 Sixth Ave., New York, N. Y. Phone, CIrcle 7-4483. President, Herbert R. Ebenstein; Manager, Howard Carnow. **SERVICES OFFERED:** Feature transcribed programs.

**Radio Centre Limited**

100 Adelaide St., West, Toronto, Ont., Canada. Phone, Waverly 2036 and 2846. General Manager, D. Spencer Grow; Vice President, Stewart L. Grow; Production Manager, Douglas Marshall; Transcription Supervisor, David Fenn. **BRANCH OFFICE:** 127 Seventh Ave., East, Calgary, Alberta, Canada. Morgan H. Pitcher, Western Manager. **SERVICES OFFERED:** Custom - built transcriptions, syndicated transcriptions, studio recordings, air checks, production, talent.

**Radio Events, Inc.**

535 Fifth Ave., New York, N. Y. Phone, MUrray Hill 6-3487. President, Joseph M. Koehler. **SERVICES OFFERED:** Production, scripts, casting.

**Radio House, Inc.**

56 West 45th St., New York, N. Y. Phone, VAnderbilt 6-3808. Chairman of Board of Directors-Vice-President in Charge of Production, Martha Jayne Rountree; President-Treasurer, William Exton, Jr.; Musical Director, Byron Dalrymple; Assistant Musical Director, John Philip Sousa, 3rd; Script Department, Davis & Douglas, John McKay, John Philip Sousa, 3rd, Martha Jayne Rountree; Program Directors, Dinny Dinsdale, Martha Jayne Rountree, John McKay. **SERVICES OFFERED:** Building and production of live talent and transcribed programs, casting, scripts, direction, commercial spots.

**Radio Producers of Hollywood**

930 N. Western Ave., Hollywood, Calif. Phone, Hollywood 6288. **OWNER:** Lou R. Winston. **SERVICES OFFERED:** Transcribed feature programs.

**Music Corporation of America**

745 Fifth Ave., New York, N. Y. Phone, Wickersham 2-8900. Executive Vice-President, William R. Goodheart; Vice-President, David A. Werblin; Vice-President, Charles Miller; Vice-President, W. H. Stein; Vice-President-Radio Director, Harold Hackett. **BRANCH OFFICES:** 430 N. Michigan Ave., Chicago, Ill. Phone, Delaware 1100. Manager, Maurice Lipsey; MCA Square, Beverly Hills, Calif. Phone, Bradshaw 23211. President J. C. Stein, Manager, Taft Schreiber, In Charge of Radio, Walter Johnson; 111 Sutter St., San Francisco, Calif. Phone, Exbrook 8922. Manager, Lyle Thayer; Union Commerce Bldg., Cleveland, Ohio. Phone, Cherry 6010. Manager, DeArv G. Barton; 520 Michigan Bldg., Detroit, Mich. Phone, Cadillac 4312. Manager, Merle Jacobs; Tower Petroleum Bldg., Dallas, Texas. Phone, 2-1448. Manager, Norman Steppe; 520 Rhodes Haverly Bldg., Atlanta, Ga. Phone, Main 4770. Manager, George Walker; 16 Old Bond St., London, England. Phone, Regent 6506. Manager, Herman Stein. **SERVICES OFFERED:** Production, talent.

**Robert S. Nash Co.**

5437 Lisette Ave., St. Louis, Mo. Phone, Flanders 4758. President, Robert S. Nash. **SERVICES OFFERED:** Transcriptions, scripts, talent, production, recordings, air checks, sound effects records.

**National Radio Advertising Agency**

Hollywood Center Bldg., Hollywood, Calif. Phone, HEmpstead 1551. President, D. D. Crawford; Vice-President, J. D. Crawford. **SERVICES OFFERED:** Producers and distributors of transcribed programs.

**NBC Radio-Recording Division**

Radio City, New York, N. Y. Phone, Circle 7-8300. Manager, C. L'oyd Egner;

• • • **PROGRAM PRODUCERS** • • •

Assistant Manager, Frank E. Chizzini; Production Manager, Reginald Thomas. BRANCH OFFICES: Merchandise Mart, Chicago, Ill. Phone, Superior 8300. Manager, Maurice Wetzel; Sunset and Vine St., Hollywood, Calif. Phone, Hollywood 6161. Manager, Robert F. Schuetz. SERVICES OFFERED: NBC Thesaurus Program Library, custom-built programs, simultaneous recordings of network and studio programs, recording service for advertisers and agencies, syndicated recorded programs, reference or audition recordings, RCA-NBC Orthacoustic transcriptions.

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**Radio Programme Producers**

1440 St. Catherine St., West, Montreal, Que., Canada. Phone, Marquette 1184. Director of English Programs, Ivan F. Tyler; Director of French Programs, Paul L'Anglais; Musical Director, Edouard Beique; Special Field Producer, Gilbert Wall; Assistant Producers, Francoise Loranger and Katherine Cross. SERVICES OFFERED: Production, scripts, talent.

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**Radio-Rundfunk Corporation**

207-11 East 84th St., New York, N. Y. Phone, Rhinelander 4-9609. President, Herbert F. Oettgen; Treasurer and Secretary, Wm. C. Foerster. SERVICES OFFERED: Foreign language radio production, outdoor transcriptions.

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**Radioscript Productions Co.**

1775 Broadway, New York, N. Y. Phone, Circle 7-2849. President, Maury Ascher; Manager, Stanley M. Ascher. SERVICES OFFERED: Production.

•  
**Radio Transcription Co. of America, Ltd.**

Hollywood Blvd. at Cosmo St., Hollywood, Calif. Phone, Hollywood 3545. President and General Manager, Andrew J. Schrade; Station Relations Manager, Clyde L. Wood. SERVICES OFFERED: "Readibuilt" and custom-built transcribed programs produced and distributed.

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**Mark Richelson**

11 West 42nd St., New York, N. Y. Phone, Pennsylvania 6-7838. SERVICES OFFERED: Production of syndicated news scripts, radio relations counsel.

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**Rocke Productions, Inc.**

1270 Sixth Ave., New York, N. Y. Phone, Circle 7-7630. President, Ben Rocke; Production Manager, Charles A. Schenk; Sales Manager, Norman S. Livingston; Secretary, Rachel Palis. SERVICES OFFERED: Syndicated programs, production of live talent programs, talent.

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**Norman Ross**

605 North Michigan Avenue, Chicago, Ill. Phone, Superior 2168. SERVICES OFFERED: Scripts, casting, production.

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**R-W Productions, Inc.**

RKO Bldg., Rockefeller Plaza, New York, N. Y. Phone, Circle 7-4943. President, Roger White; Director, Ted Cott; Casting Director, Kermit K. Schafer; Secretary, Marilyn Brandt. SERVICES OFFERED: Producing, writing, directing and publicizing radio productions.

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**Selviar Broadcasting System, Inc.**

75 East Wacker Drive, Chicago, Ill. Phone, Randolph 8877. President, Arthur A. Kohn; Secretary-Treasurer, Irving Rocklin; Production Manager, Edna Glover Handleman. SERVICES OFFERED: Creating and producing of transcriptions and special program features.

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**Service Programs, Inc.**

535 Fifth Ave., New York, N. Y. Phone, Murray Hill 6-3489. President, Gladys Miller. BRANCH OFFICE: 601 N. Rossmore, Hollywood, Calif. Phone, Hollywood 1691. Manager, Marque Richard. SERVICES OFFERED: Scripts, promotion, programming, production, merchandising.

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**Stephen Slesinger, Inc.**

250 Park Ave., New York, N. Y. Phone, Eldorado 5-2544. President, Stephen Slesinger. SERVICE OFFERED: Exclusive radio representatives for NEA comics and news features.

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**Edward Sloman Productions**

8782 Sunset Blvd., Hollywood, Calif. Phone, Crestview 1-2242. President, Edward Sloman; Vice-President-General Manager, Sam Martin Kerner; Writer.

## PROGRAM PRODUCERS

Maurice Zimm; Musical Director, Paul Sawtell; Secretary, Vicki Matisse. REPRESENTATIVE: Radio Attractions, Inc., 1270 Sixth Ave., New York, N. Y. Phone, Circle 7-4483. President, Herbert R. Ebenstein. SERVICES OFFERED: Program producers, transcription producers.

### **Southern Radio Features**

1009 Mercantile Bldg., Dallas, Texas. General Manager, A. M. Cohen. SERVICES OFFERED: Production of radio cooking schools.

### **Henry Souvaine, Inc.**

30 Rockefeller Plaza, New York, N. Y. Circle 7-5666. SERVICES OFFERED: Production of live talent and transcribed programs for national or regional networks, talent.

### **Standard Radio**

6404 Hollywood Blvd., Hollywood, Cal. Phone, Hollywood 0188. President, Gerald King; Production Manager, Don Allen. BRANCH OFFICES: 360 No. Michigan Ave., Chicago, Ill. Phone, State 3153. Manager, M. M. Blink; Alex Sherwood; 30 Rockefeller Plaza, New York, N. Y. Phone, Columbus 5-1811. Manager, Robert McCullough; P. O. Box 933, Dallas, Texas. Manager, Herbert Denny; White-Henry-Stuart Bldg., Seattle, Wash. Manager, Hal Pearce. SERVICES OFFERED: Library, sound effects library, transcriptions.

### **Douglas F. Storer, Radio**

1270 Sixth Ave., New York, N. Y. Phone, Circle 7-1150. President, Douglas Storer. SERVICES OFFERED: Personal representation and program counsel.

### **Ernest Cutting's Talent Development Center**

538 Fifth Ave., New York, N. Y. Phone, Vanderbilt 6-5995. Owner, Ernest Cutting. SERVICES OFFERED: Studio recordings, transcriptions, production, casting, direction, live talent or transcribed programs, talent.

### **TransAir, Inc.**

105 West Adams St., Chicago, Ill. Phone, Central 0320. President, William

F. Arnold. SERVICES OFFERED: Electrically transcribed programs.

### **Transamerican Broadcasting & Television Corp.**

One East 54th St., New York, N. Y. Phone, PLaza 5-9800. President, John L. Clark; Executive Vice-President, E. J. Rosenberg. BRANCH OFFICES: 230 No. Michigan Ave., Chicago, Ill. Phone, State 0366; Hollywood, Calif. SERVICES OFFERED: Live and transcribed programs.

### **Transcribed Radio Shows, Inc.**

2 West 47th St., New York, N. Y. Phone, LONGacre 5-3440. President, M. E. Moore. SERVICES OFFERED: Custom-built and syndicated transcribed programs and spot announcements.

### **Twentieth Century International Radio Newsreel**

1000 Cahuenga Blvd., Hollywood, Calif. Phone, Hillside 1161. President, Victor E. Dalton. BRANCH OFFICE: National Press Bldg., Washington, D. C. SERVICES OFFERED: Portable-equipment programs, on-the-spot transcriptions, program production.

### **Twentieth Century Radio Productions**

1611 Cosmos St., Hollywood, Cal. Phone, Granite 9021. General Manager, Archie Josephson. SERVICES OFFERED: Transcriptions.

### **United Broadcasting Co.**

201 North Wells St., Chicago, Ill. Phone, Andover 1685. Director, William L. Klein; Commercial Manager, Egmont Sonderling. SERVICES OFFERED: Transcriptions, program production, talent.

### **Thomas J. Valentino**

729 7th Ave., New York, N. Y. Phone, Bryant 9-5543. Production Manager, Thomas J. Valentino; Treasurer, Wm. Rubenstein; Secretary, N. Cevedo.

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• • • **PROGRAM PRODUCERS** • • •

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SERVICES OFFERED: Custom jobs, library, recording, sound effects library.

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**Viking Radio Corp.**

805 Investment Bldg., Washington, D. C. President, Allan Wilson; Vice-President, Verd E. Wilson; Secretary, W. H. Mondell. SERVICES OFFERED: Program production, scripts.

•

**J. Franklyn Viola & Co.**

152 West 42nd Street, New York, N. Y. Phone, CHickering 4-3254. Manager J. Franklyn Viola. SERVICES OFFERED: Scripts, production, specializing in foreign-language programs.

•

**Wells Feature Syndicate**

1651 Cosmo St., Hollywood, Calif. Phone, GLadstone 9110. Manager, Allan W. Wells. BRANCH OFFICE: Balderas 32, Mexico City, Mexico. SERVICES OFFERED: Scripts, production.

•

**L. A. Weinrott & Associates**

75 East Wacker Drive, Chicago, Ill. Phone, State 4207. Executives, L. A. Weinrott, William J. Kass, Jr., Arthur G. Gladd, James Pease. SERVICES OFFERED: Scripts and production.

•

**Carl Wester & Company**

360 N. Michigan Ave., Chicago, Ill. Phone, Randolph 6922. President, Carl Wester; Production Manager, Howard Keagan; Writer, Irna Phillips. SERVICES OFFERED: Program production, scripts.

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**Wiederhold Recording Studios**

526 S. Fourth St., 505 Abe C. Levi Bldg., Louisville, Ky. Phone, Jackson 1757. Owner-Manager, George Wiederhold. SERVICES OFFERED: Production of live talent programs, recordings, air checks, instantaneous recordings, talent.

**Wolf Associates, Inc.**

1270 Sixth Ave., New York, N. Y. Phone, COLUMBUS 5-1621. General Manager, Ed Wolf; Production Manager, Jack Rubin; Sales Manager, William Koblenzer; Casting Director, Herbert Wolf; Directors: Carlo de Angelo, Basil Loughrane. BRANCH OFFICE: 6912 Hollywood Blvd., Hollywood, Calif. Phone, Gladstone 6676. SERVICES OFFERED: Production, talent.

•

**World Broadcasting System, Inc.**

711 Fifth Ave., New York, N. Y. Phone, WICKERSHAM 2-2100. President, P. L. Deutsch; Vice-President and General Manager, A. J. Kendrick; Vice-President in Charge of Sales, Norton Cotterill; Secretary-Manager of Program Production, Charles Gaines; Station Relations Manager, A. E. Sambrook; Sales Promotion and Advertising Manager, M. A. Hollinshead; Chief Engineer, Charles Lauda, Jr. BRANCH OFFICES: 301 East Erie St., Chicago, Ill. Phone, Superior 9114. Resident Manager, Read Wight; 1000 No. Seward St., Hollywood, Calif. Phone, Hollywood 6321. West Coast Manager, Pat Campbell; 1050 Howard St., San Francisco, Cal. Phone, Douglas 3310. Manager, C. C. Langevin; Wardman Park Hotel, Washington, D. C. Phone, Columbia 2000. Resident Manager, Harold A. Lafount. SERVICES OFFERED: Custom-built recordings, processing, pressings, production, scripts, talent, transcription program service library, nation-wide transcription network.

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**Bernard Zisser, Inc.**

40 East 49th St., New York, N. Y. Phone, Eldorado 5-4227. President, Bernard Zisser. SERVICES OFFERED: Production of live talent and transcribed shows, scripts, talent, syndicated programs.

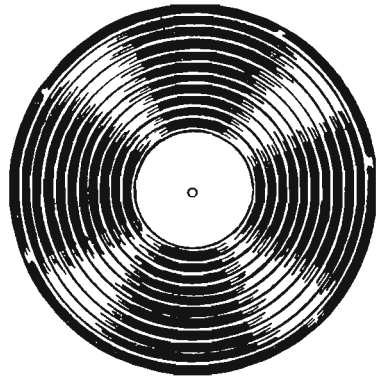
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**Frederic W. Ziv, Inc.**

2436 Reading Road, Cincinnati, Ohio. Phone, Universitl 6124. President, Frederic W. Ziv; Vice-President, William Ziv; Vice-President-Radio Director, John L. Sinn; Secretary, M. R. Ziv. SERVICES OFFERED: Live talent and transcribed programs.

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# TRANSCRIPTION COMPANIES

## **A. A. Recording Studios**

3543 Broadway, New York, N. Y. Phone, EDgecombe 4-700. SERVICES OFFERED: Recordings, transcriptions, studio or location air checks, audition records, television recordings (audio).

## **Acoustic Equipment Company**

323 Walton Building, Atlanta, Ga. Phone, WALnut 6714. Owner and Manager, P. C. Bangs. SERVICES OFFERED: Recording of transcriptions of all types from studio, station or network; off-the-air recordings for checking programs; audition recordings; sound engineering and public address equipment.

## **ADL Recording Studios**

4334 N. Kenmore Avenue, Chicago, Ill. Phone, WELington 3267. Executive-in-Charge, J. A. Callner. SERVICES OFFERED: Transcriptions (acetate and master); off-the-air recordings; spot announcements; audition recordings.

## **Advertisers Recording Service, Inc.**

113 West 57th Street, New York, N. Y. Phone, CIrcle 6-0141. President, James A. Miller; Secretary-Treasurer, George R. Smith; Ass't Secretary-Treasurer, E. B. McCutcheon; Commercial Manager, D. L. Provost. SERVICES OFFERED: Instantaneous direct cut acetate recordings and wax recordings.

## **Aerogram Corporation**

1611 Cosmo St., Hollywood, Calif. Phone, Hillside 7211. General Manager, G. Curtis Bird. REGIONAL REPRESENTATIVES: Charles J. Basch, Jr., 171 Madison Ave., New York, N. Y. Phone, MURray Hill 4-4717; Jones & Hawley, 228 N. La Salle St., Chicago, Ill. Phone, State 5096. F. R. Jones, Scott Kingwill; Jones & Hawley, Bulkeley Bldg., Cleveland, Ohio. Phone, Prospect 2922. Alonzo Hawley. SERVICES OFFERED: Transcribed programs built on order, transcribed syndicated programs, program merchandising, production, scripts, air checks, studio rental, all types of lateral recording.

## **Aircraft Recording Studios**

642 Smithfield St., Pittsburgh, Pa. Phone, Grant 3468. President and Man-

ager, E. C. Williams; Secretary-Treasurer, H. M. Williams. SERVICES OFFERED: Recording service.

## **Alton Alexander**

1270 Sixth Ave., New York, N. Y. Phone, COLumbus 5-1621. SERVICES OFFERED: Production, scripts, direction of both live talent and transcribed programs.

## **American Foundation For the Blind, Inc.**

15 West 16th St., New York, N. Y. Phone, CHelsea 3-2821. Chief Engineer, J. O. Kleber. SERVICES OFFERED: Recording of long-playing phonograph records of books and plays.

## **Armo Sound Recording Service**

4244 Hartford St., St. Louis, Mo. Phone, Grand 1466. Partners, Robert G. Kennedy and William F. Hadd. SERVICES OFFERED: High fidelity recording for all purposes; transcriptions for broadcasting.

## **All-Canada Radio Facilities Limited**

305 Victory Bldg., Toronto, Ont., Canada. Phone, Elgin 2464. TRANSCRIPTION PERSONNEL: R. E. McGuire, F. W. Cannon. SERVICES OFFERED: Transcriptions.

## **Associated Music Publishers, Inc.**

25 West 45th St., New York, N. Y. Phone, BRyant 9-0847. President, M. E. Tompkins. SERVICES OFFERED: Transcriptions, library, production, recording facilities, both vertical and lateral, scripts.

## **Associated Transcriptions of Hollywood**

5636 Melrose Ave., Hollywood, Cal. Phone, Hillside 4229. Executive Manager Thorus E. LaCroix. SERVICES OFFERED: Electrical Transcriptions, off-the-air recordings, phonograph recordings, custom-built transcriptions, production, scripts.

• • • **TRANSCRIPTION COMPANIES** • • •

**Audio-Scriptions, Inc.**

1619 Broadway, New York, N. Y. Phone, Circle 7-7690. Manager, Ezekiel Rabinowitz. **SERVICES OFFERED:** Recordings and electrical transcriptions at the studio and on-the-spot; "Clipping Bureau of the Air" (100,000 items available on 12 in. aluminum records).

**Beck Recording Studio**

1208 Second Ave., South, Minneapolis, Minn. Phone, Atlantic 8901. Managing Director, Joseph H. Beck. **SERVICES OFFERED:** Producers of electrical recordings and transcriptions for radio broadcast and sound-slide films; radio program building; scripts; talent; production; audition service; off-the-air recordings.

**Broadcast Producers of New York, Inc.**

501 Madison Ave., New York, N. Y. Phone, Eldorado 5-9300. General Manager, George W. Dan Jonas. **SERVICES OFFERED:** Dramatized 1-2-3 and 5-minute spot announcements, audition, off-the-air, custom and live show recording for spot advertisers, foreign language spots, domestic and foreign, exclusive rehearsal recordings and transcriptions on WOV;

rehearsal and broadcast recordings on WABC.

**Brown's Studio of Recording**

440 N. 60th St., Philadelphia, Pa. Phone, SHERwood 2655. Studio Address: 711 N. 43rd St., Philadelphia, Pa. Phone, BAring 1731. Owner and Operator, Sevilla Lowe Browne. **SERVICES OFFERED:** Recordings and transcriptions.

**Champion Recording Corporation**

1600 Broadway, New York, N. Y. Phone, COLUMbus 5-4445. President-Secretary, Joy J. Pierri; Vice-President, Joseph Victoria. **SERVICES OFFERED:** Electrical transcriptions, off-the-air recordings, studio recording.

**Chicago Recording Studios**

64 E. Jackson Blvd., Chicago, Ill. Phone, WEBster 7288. **SERVICES OFFERED:** Recording, transcriptions, production.

**Carle Christtensen Recording Studios**

306 S. Wabash Ave., Chicago, Ill. Phone, HArrison 5669. Manager, Carle

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## TRANSCRIPTION COMPANIES

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### **Cinema Recording Studio**

1735½ North Vine St., Hollywood, Calif. Phone, GLadstone 0159. Owner, Robert Dick. **SERVICES OFFERED:** Air checks, studio recordings.

### **C. K. Recorders**

3814 S. E. 26th Ave., Portland, Ore. Phone, East 4858. President and General Manager, P. O. Clark; Vice-President and Treasurer, N. K. Clark; Secretary, G. A. Kennedy; Engineer, J. E. Maley. **BRANCH OFFICE:** Studio Bldg., Portland, Ore. Phone, Beacon 2688. **SERVICES OFFERED:** Transcriptions, spot announcements, advertising specialties, musical programs, composition work.

### **Columbia Recording Corporation**

(A Subsidiary of the Columbia Broadcasting System)

1473 Barnum Ave., Bridgeport, Conn. Bridgeport 6-0181. President, Edward

Wallerstein; Manager Transcription Division, William Schudt. **BRANCH OFFICES:** 799 Seventh Ave., New York, N. Y. Phone, CIrcle 5-7301; 6624 Romaine St., Hollywood, Cal. Granite 4134. **SERVICES OFFERED:** Manufacture and distribution of Columbia, Brunswick and Vocalion records.

### **Commercial Broadcasting Service, Ltd.**

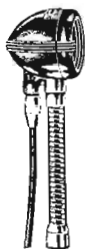
Herman Bldg., Toronto, Ont., Canada. Phone, Elgin 3345. President, E. A. Byworth; Vice-President, J. C. Tobin; Secretary-Treasurer, A. G. Irwin; Program Department, E. E. Goodman; Script Department, Don Insley. **SERVICES OFFERED:** Live talent production, syndicate transcriptions, custom recordings, time placements; Type of transcription manufactured; Lateral cut on acetate for play-back, custom.

### **Commercial Recording Studios, Inc.**

56 West 45th St., New York, N. Y. Phone, VAnDerbilt 6-3808. President, Florence M. Law, Jr.; Vice-President, Martha Jayne Rountree; Secretary-Treasurer, Florence M. Law, Sr. **SERVICES OFFERED:** Complete recording

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**The Compo Company  
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131 18th Ave., Lachine, Montreal, Canada. Phone, Dexter 0905. President, H. S. Berliner; Secretary-Treasurer and Manager, E. M. Kirke Boyd. **SERVICES OFFERED:** Custom-built acetate recordings processed and pressed.

●

**Cornish Recording Studio**

(Cornish School Radio Department)  
710 East Roy St., Seattle, Wash. Phone, Capitol 1400. Director, Donald MacLean. **SERVICES OFFERED:** Wax and acetate recordings and transcriptions, off-the-line and off-the-air transcriptions.

●

**Decca Records, Inc.**

50 West 57th St., New York, N. Y. Phone, Columbus 5-5662. President, Jack Kapp; Vice-President and General Manager, E. F. Stevens, Jr.; Manager Transcription Division, C. D. MacKinnon. **BRANCH OFFICES:** Boston, Detroit, Kansas City, Philadelphia, Chicago, St. Louis, Cincinnati, Cleveland, St. Paul, Houston, Atlanta, Memphis, New Orleans, Dallas, New York, Pittsburgh, Washington, Los Angeles, San Francisco and Seattle. **SERVICE OFFERED:** Custom-built electrical transcription records.

●

**Dominion Broadcasting Co.**

4 Albert St., Toronto, Ont., Canada. Phone, Adelaide 3383. General Manager, Hal B. Williams; Transcription Division Manager, Don H. Copeland; Production Manager, Stan Francis; Script Department, Dean Hughes. **SERVICES OFFERED:** Scripts, live talent productions, transcriptions and recordings, air checks.

●

**Eccles Disc Recordings**

6233 Hollywood Blvd., Hollywood, Calif. Phone, Hillside 5257. Owner, Conroy, Douglass and Parlee. Manager, C. R. Alford. **SERVICES OFFERED:** Transcriptions, air check recordings.

●

**Electrosound Products, Inc.**

228 South Wabash Ave., Chicago, Ill. Phone, Harrison 1368. President, V. G. Geisel. **SERVICES OFFERED:** Sound engineering, recording, recording equipment sales company.

●

**Electro-Vox Recording  
Studios**

5546 Melrose Ave., Hollywood, Cal. Owner and Manager, Bert B. Gottschalk.

**SERVICES OFFERED:** "Air-Chek" service; recordings, electrical transcriptions, recording equipment.

●

**Empire Broadcasting  
Corporation**

480 Lexington Ave., New York, N. Y. Phone, PLaza 8-3360. President-Treasurer, Gerald A. Kelleher; Vice-President-General Manager, Eugene L. Bresson; Secretary, J. Howard Capron. **SERVICES OFFERED:** Syndicated transcribed programs, custom-built transcriptions, production, scripts, talent and complete recording facilities.

●

**Federal Transcribed  
Programs, Inc.**

101 Park Ave., New York, N. Y. Phone, Caledonia 5-7530. **SERVICES OFFERED:** Transcription service to order, off-the-air recordings, off-the-line recordings, audition recordings, transcribed programs.

●

**Fidelity Recordings**

725 Boylston St., Boston, Mass. Phone, Kenmore 8824. Partners, Keith C. Brown and Charles Pearson. **SERVICES OFFERED:** Studio recordings, off-the-line and off-the-air transcriptions.

●

**Frankay Recording Studios**

156 West 44th St., New York, N. Y. Phone, LOnacre 5-0242. **SERVICES OFFERED:** Transcription, off-the-air recordings.

●

**General Broadcasting System**

500 Buhl Bldg., Detroit, Mich. Phone, Cherry 0400. President, Donald C. Jones; Sales Manager, Raymond C. Leonard; Program Director, J. L. Brownell. **BRANCH OFFICE:** 1227 Prospect Ave., Cleveland, Ohio. Phone, Prospect 7716. **SERVICES OFFERED:** Custom-built transcriptions, production, script, recording, talent

●

**Hollywood Recording Co.**

Cinema Bldg., 1731 North Highland Ave., Hollywood, Calif. Phone, Hillside 3097, GLadstone 2191. President, John Hirsch. **SERVICES OFFERED:** Line check and off-the-air recordings, transcriptions, production.

●

**Illinois Educational Sound  
Service**

(Norman-Willets Sound Productions)  
20 North Wacker Drive, Chicago, Ill. Phone, Randolph 8305. Manager, W. R. Damron. **SERVICES OFFERED:** Recordings.

**Kasper-Gordon Studios, Inc.**

140 Boylston St., Boston, Mass. Phone, Devonshire 7357. President-Production Manager, Edwin H. Kasper; Treasurer-Director of Commercial Department, Aaron S. Bloom; Scripts: Robert R. Giffen, Albert P. Burke; Production: Robert R. Giffen, Robert W. Graham.

**James B. Keyser Co., Inc.**

137 Motor Ave., Salt Lake City, Utah. Phone, Wasatch 2552. President, J. B. Keyser. SERVICES OFFERED: Transcription recordings, processing and pressing.

**Lewis Recording Studios, Inc.**

1040 Geary St., San Francisco, Calif. Phone, ORdway 3671. President, Samuel Lewis; Executive Vice-President, Ralph Castle. SERVICES OFFERED: Electrical transcriptions, personal recordings, syndicated programs.

**Estelle Lutz Artists Bureau**

(Successor to Armand-L'Estelle)

410 South Michigan Ave., Chicago, Ill. Phone, Harrison 6061. Owner-Manager, Estelle A. Lutz. SERVICES OFFERED: Scripts, live talent, musical and dramatic productions.

**C. P. MacGregor**

729 S. Western Ave., Hollywood, Calif. Phone, Fitzroy 4191. President, C. P. MacGregor. SERVICES OFFERED: Musical and dramatic library, transcriptions, recordings, studio rental.

**Mak-A-Record Transcription Co.**

640 Riverside Drive, New York, N. Y. Phone, EDgecombe 4-7267. President-General Manager, Owen Seelig; Secretary, Dorothy Cimarosa; Treasurer, Alfred E. Seelig. SERVICES OFFERED: Air checks, personal recordings, transcribed programs, scripts, audition records, sound measurements, television film.

**R. U. McIntosh & Associates, Inc.**

10558 Camarillo St., N. Hollywood, Calif. Phone, SUNset 2-9275. President, R. U. McIntosh; Vice-President, Agnetta Peterson; Secretary-Treasurer, M. M. McIntosh. SERVICES OFFERED: Transcriptions, production of programs, recordings.

**Mertens & Price, Inc.**

3923 West Sixth St., Los Angeles, Calif. Phone, Drexel 1118. General Man-

ager, George Logan Price. SERVICES OFFERED: Transcribed programs, custom-built transcribed or live shows, script service, talent service, merchandising and copy service.

**Meyers Recording Service**

1414 McKean St., Philadelphia, Pa. Phone, DEWey 3435. Owner, Frederick A. Meyers. SERVICES OFFERED: Recordings.

**Mid-West Transcriptions, Inc.**

4835 Minnetonka Blvd., St. Louis Park, Minn. Phone, Walnut 9131. President, H. D. Field; Manager-Recording Engineer, K. L. Seuker. SERVICES OFFERED: Custom-built programs, complete transcription service, programs, scripts, talent, production.

**Miller Broadcasting System, Inc.**

113 West 57th St., New York, N. Y. Phone, CIRCLE 6-0141. President, James A. Miller; Secretary-Assistant Treasurer, E. B. McCutcheon; Commercial Manager, David D. Chrisman. SERVICES OFFERED: Recordings on tape.

**Miller Bros.**

445 S. La Cienga Blvd., Los Angeles, Calif. Phone, Bradshaw 2-1233. Partners, Ross Miller and W. H. Miller. SERVICES OFFERED: Transcriptions, recordings, sound engineering.

**Musicraft Records, Inc.**

10 West 47th St., New York, N. Y. Phone, BRyant 9-6564-5. President, Milton L. Rein; Treasurer, Henry Cohen; Secretary, Samuel P. Puner. SERVICES OFFERED: Off-the-air transcriptions.

**Robert S. Nash Co.**

5437 Lisette Ave., St. Louis, Mo. Phone, FLanders 4758. President, Robert S. Nash. SERVICES OFFERED: Transcriptions, scripts, talent, production, recordings, air checks, sound effects records.

**NBC Radio-Recording Division**

Radio City, New York, N. Y. Phone, CIRCLE 7-8300. Manager, C. Lloyd Egner; Assistant Manager, Frank E. Chizzini; Production Manager, Reginald Thomas. BRANCH OFFICES: Merchandise Mart, Chicago, Ill. Phone, Superior 8300. Manager, Maurice Wetzel, Sunset and Vine Sts., Hollywood, Calif. Phone, Hollywood 6161. Manager, Robert F. Schuetz. SER-

VICES OFFERED: NBC Thesaurus Program Library, custom-built programs, simultaneous recordings of network and studio programs, recording service for advertisers and agencies, syndicated recording programs, reference or audition recordings, RCA-NBC Orthacoustic Transcriptions.

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**Premier Radio Enterprises, Inc.**

530 Mart Bldg., St. Louis, Mo. Phone, Garfield 3395. President, H. S. Somson; Vice-President, Wilson Dalzell; Secretary, Jerome M. Yawitz. SERVICES OFFERED: Producing and recording of custom-built transcriptions, phonograph records, national and regional broadcasts, wax and film recordings, sales presentation.

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**Radioaids, Inc.**

1041 N. Las Palmas Ave., Hollywood, Calif. Phone, Hollywood 5107. Manager, E. D. Bedell. SERVICES OFFERED: Electrical transcriptions.

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**Radio Center, Limited**

100 Adelaide St., West, Toronto, Ont., Canada, Phone, Waverly 2036 and 2846. General Manager, D. Spencer Grow; Vice-President, Stewart L. Grow; Production Manager, Douglas Marshall; Transcription Supervisor, David Fenn. BRANCH OFFICE: 127 Seventh Ave., East, Calgary, Alberta, Canada. Morgan H. Pitcher, Western Manager. SERVICES OFFERED: Custom-built transcriptions, syndicated transcriptions, studio recordings, air checks, production, talent.

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**Radio Receiving Record Co.**

304 Smith St., Providence, R. I. Phone, Dexter 4081. Manager, Lewis A. McGowan, Jr. BRANCH OFFICE: 2172 Front St., San Diego, Calif. Phone, Main 7552. Manager, Eleanor Osborne. SERVICES OFFERED: Educational recording service.

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**Radio Recorders, Inc.**

932 North Western Ave., Hollywood, Cal. Phone, Hollywood 3917. President, F. H. Winter; Vice-President, J. C. Brundage; Secretary, L. D. Minkler; Treasurer, Ernest Dummel; Sales and Production Manager, J. J. Sameth. SERVICES OFFERED: Transcriptions, recording service.

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**Radio Recording Studios**

4701 N. Winchester Ave., Chicago, Ill. Phone, Edgewater 6461. Owner-Mana-

ger, Myron Bachman. SERVICES OFFERED: Off-the-air recordings, instantaneous recordings.

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**Radio Recording Studios**

1619 Broadway, New York, N. Y. Phone, Columbus 5-9037. Manager, A. Moran. SERVICES OFFERED: Off-the-air recordings, recordings at the studio, electrical transcriptions.

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**Radioscriptions, Inc.**

726 11th St., N.W., Washington, D. C. Phone, REpublic 0861. President, E. G. Sharpless; Treasurer, B. P. Sharpless; General Manager: Marshall L. Faber. SERVICES OFFERED: Phonograph recordings, custom transcription, studio construction, manufacturers' representatives.

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**Radio Transcription Co. of America, Ltd.**

Hollywood Blvd. at Cosmo St., Hollywood, Calif. Phone, Hollywood 3545. President and General Manager, Andrew J. Schrade; Station Relations Manager, Clyde L. Wood. SERVICES OFFERED: "Readibuilt" and custom-built transcribed programs produced and distributed.

•

**RCA Manufacturing Co.**

155 East 24th St., New York, N. Y. Phone, Bogardus 4-6200. BRANCH OFFICES: 445 Lake Shore Drive, Chicago, Ill. Phone, Delaware 4774; 1016 North Sycamore Ave., Hollywood, Calif.; Front and Cooper Sts., Camden, N. J.

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**Rec-Art Studios**

1120 S. Main St., Los Angeles, Calif. Phone, PROspect 9232. General and Recording Manager, Al Nazareth; Musical Director, A. Norman; Production Manager, Helen Thayer. SERVICES OFFERED: Recordings, transcriptions, production, building of live and transcribed programs.

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**Reeves Sound Studios, Inc.**

1600 Broadway, New York, N. Y. Phone, Circle 6-6686. President, Hazard E. Reeves. SERVICES OFFERED: Recording, transcription, phonographs and phonograph records.

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**Robinson Recording Laboratories**

35 S. Ninth St., Philadelphia, Pa. Phone, Walnut 6800. Director, W. P. Robinson. SERVICES OFFERED: Electrical transcriptions, standard phonograph records, dramatized spot announcements, casting and direction.

## TRANSCRIPTION COMPANIES

### **Roth & Berdun Recording Studios**

4464 Cass Ave., Detroit, Mich. Phone, Temple 12552. Charles Roth; Cecil Berdun; George O. Allen. SERVICES OFFERED: Transcriptions, off-the-air and studio recordings.

### **Joseph C. Schramm Studios**

4000 Canal St., New Orleans, La. Phone, Galvez 914. Owner, Joseph C. Schramm. SERVICES OFFERED: Program production, recordings.

### **Shryock Radio Co.**

Penn A. C. Bldg., Philadelphia, Pa. Phone, 4404-5 and 3300. Proprietor, J. Richard Shryock; Manager, Nace Hopple. SERVICES OFFERED: Recordings.

### **Harry Smith Recordings**

2 West 46th St., New York, N. Y. Phone, MEdallion 3-2996. Owner-Recording Engineer, Harry Smith; General Manager, W. Earl Richard. SERVICES OFFERED: Transcription, air checks, personal recordings.

### **Speak-O-Phone Recording & Equipment Co.**

23 West 60th St., New York, N. Y. Phone, Columbus 5-1350. Secretary-Treasurer, R. L. Lee; General Sales Manager, C. A. Austin. REPRESENTATIVES: John O. Olsen, 5314 Beelermont Place, Pittsburgh, Pa.; Murphy & Cota, 291 Peachtree St., Atlanta, Ga.; Byron L. Moore, 191 Starin Ave., Buffalo, N. Y.; Henry P. Segel, 235 Pine St., Gardner, Mass.; Royal Smith, 912 Commerce St., Dallas, Texas; Royal A. Stemm, 21 E. Van Buren St., Chicago, Ill.; Don Wallace, 4214 Country Club Drive, Long Beach, Calif.; M. E. Foster, 601 Cedar Lake Road, Minneapolis, Minn.; Paul M. Cornell, 3292 Cedarbrook Rd., Cleveland Heights, Ohio. SERVICES OFFERED: Custom recordings, radio checks, transcriptions, recording equipment.

### **Speedy-Q Sound Effects**

1344 S. Flower St., Los Angeles, Calif. Phone, Prospect 2035. Department Manager, Harry Gennett, Jr. REPRESENTATIVE: Charles Michelson. SERVICES OFFERED: Recorded sound effects.

### **Star Record Co.**

17 West 60th St., New York, N. Y. Phone, Circle 6-2799. President-Engineer, J. L. Victoria; Assistant Engineer, William Gardner; Sales Manager, Dorothy Vanston; Secretary, Judith Frost. SER-

VICES OFFERED: Off-the-air, studio and portable recording service.

### **Edwin Strong, Inc.**

71 W. 45th St., New York, N. Y. Phone, BRyant 9-5758. President Edwin Strong; General Manager, Gordon Butler; Chief Engineer, C. D. Sherer. SERVICES OFFERED: Custom recordings and electrical transcriptions, complete studio facilities.

### **Technisouic Recording Laboratories**

818 South Kingshighway Blvd., St. Louis, Mo. Phone, Franklin 2060. President-General Manager, James M. Alt-house; Secretary-Treasurer, Charles E. Harrison. SERVICES OFFERED: Transcriptions, recording service, air checks, transcribed productions, talent.

### **Time Abroad, Inc.**

29 West 57th St., New York, N. Y. Phone, PLaza 3-3015. President, E. P. Kampf; Manager, E. V. F. Brinckerhoff; Secretary, V. Meeker. SERVICES OFFERED: Complete facilities for all types of studio and line recordings.

### **Transray Recording & Production Co.**

10-18 McCaul St., Toronto, Ont., Canada. Phone, Adelaide 2772. General Manager, John H. Part. SERVICES OFFERED: Transcriptions, phonograph records, scripts, production.

### **Transtudio Recording Corp.**

473 Virginia St., Buffalo, N. Y. Phone, Cleveland 1160. Vice-President-Treasurer, James W. Gillis, Jr.; Secretary-Director of Sales, H. D. Bogardus. SERVICES OFFERED: Transcribed radio programs, script programs, production, studio recordings, educational recordings, remote recording facilities.

### **Tullen Sound Recording Studios**

40 Euclid St., West, Hartford, Conn. Phone, Hartford 6-7481. Manager, David B. Tullen. SERVICES OFFERED: Commercial and private disc recordings, air checks.

### **United Artists Bureau, Inc.**

905 Walnut St., Des Moines, Iowa. Phone, 4-5553. General Manager, R. B. Eaton. SERVICES OFFERED: Transcription recording studios.

## TRANSCRIPTION COMPANIES

### **United Recording Co.**

Suite 10-142, Merchandise Mart, Chicago, Ill. Phone, Delaware 6364. President, Lee Stremblau; Production and Sales, Sam T. Pierce. SERVICES OFFERED: Electrical transcriptions, production, talent.

### **United Sound Systems**

5840 Second Blvd., Detroit, Mich. Phone, Trinity 2-9384. President, James V. Syracuse. SERVICES OFFERED: Instantaneous recordings, program transcriptions.

### **United States Record Corp.**

1780 Broadway, New York, N. Y. Phone, Circle 5-7190. General Manager-Executive Vice-President, Eli E. Oberstein. SERVICES OFFERED: Phonograph records, transcriptions.

### **United States Recording Co.**

Rialto Theater Building, Washington, D. C. Phone, District 1640. President, R. C. Miller; Commercial Manager, Joseph Tait; Chief Engineer, Earl A. Merryman. SERVICES OFFERED: Custom transcriptions, scripts, talent.

### **Universal Radio Productions**

360 No. Michigan Ave., Chicago, Ill. Phone, State 3153. Manager, L. M. Rush. SERVICES OFFERED: Transcriptions, program counsel, off-the-air recordings.

### **Universal Recording Co., Inc.**

1270 Sixth Ave., New York, N. Y. Phone, Circle 5-4895. General Manager, Allen Best. SERVICES OFFERED: Transcriptions; off-the-air; off-the-line and studio recordings.

### **Voice Recordings**

221 Chronicle Bldg., San Francisco, Calif. Phone, Garfield 9155. Manager, Robert Caraway. SERVICES OFFERED: Recordings.

### **Gleen Wallichs Recording Studios**

5205 Hollywood Blvd., Hollywood, Calif. Phone, Gladstone 2940-8633. Manager, Gleen Wallichs; Technician, Carl Auer. BRANCH OFFICES: 1637 N. Ivar Ave., Hollywood, Calif. Phone, Hillside 9615. Manager, Oscar Wallichs; 730 West Seventh St., Los Angeles, Calif. Phone Vandike 1241. Manager, John D. Jennings. SERVICES OFFERED: Electrical transcriptions, studio recordings,

direct-line recordings, off-the-air recordings, portable recording service.

### **WHN Transcription Service**

1540 Broadway, New York, N. Y. Phone, BRYant 9-7800. Manager, Robert G. Patt. SERVICES OFFERED: Electrical transcription, production, instantaneous off-the-line and off-the-air transcriptions, master recordings, pressings, air checking, talent.

### **Woods Recording Studios**

54 West Randolph St., Chicago, Ill. Phone, DEArborn 3646. President, Henry Kaufman; General Manager, Frank Bard; Sales Manager, Dr. E. K. Osmun. SERVICES OFFERED: Custom transcriptions.

### **Wor Electrical Transcription and Recording Service**

1440 Broadway, New York, N. Y. Phone, Pennsylvania 6-8383. Manager of Transcription Division, Ray S. Lyon. SERVICES OFFERED: Electrical transcription producing, talent, production, off-the-line transcription, air-check, recordings, off-the-air recording, pressings, portable recording.

### **World Broadcasting System, Inc.**

711 Fifth Ave., New York, N. Y. Phone, WICKersham 2-2100. President, P. L. Deutsch; Vice-President and General Manager, A. J. Kendrick; Vice-President in Charge of Sales, Norton Cotterill; Secretary-Manager of Program Production, Charles Gaines; Station Relations Manager, A. B. Sambrook; Sales Promotion and Advertising Manager, M. A. Hollinshead; Chief Engineer, Charles Lauda, Jr. BRANCH OFFICES 301 East Erie St., Chicago, Ill. Phone, Superior 9114, Resident Manager, Read Wight; 1000 No. Seward St., Hollywood, Cal. Phone, Hollywood 6321. West Coast Manager, Pat Campbell; 1050 Howard St., San Francisco, Cal. Phone, Douglass 3310. Manager, C. C. Langevin; Wardman Park Hotel, Washington, D. C. Phone, Columbus 2000. Resident Manager, Harold A. Lafount. SERVICES OFFERED: Custom-built recordings, processing, pressing, production, scripts, talent, transcription program service library, nation-wide transcription network.

### **Zabelle, Inc.**

1918 S. E. Ladd Ave., Portland, Ore. Phone, East 9809. Manager-Owner, R. T. Zabelle. SERVICES OFFERED: Transcriptions, studio rental, film recordings.

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# VALUE OF THE LITTLE THEATER TO LOCAL BROADCASTERS

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By

**JOSEPH M. KOEHLER**

*President, Radio Events, Inc.*

**T**HE LITTLE THEATER GROUP in your town represents a ready-made audience for your station. That perhaps is the baldest way of looking at the little theater and its relationship to broadcasting. It's one, moreover that cannot be discounted. If there isn't a little theater in your town, there is an Epworth League, the dramatic section of the Y.M.C.A. or a college dramatic organization like the Mask and Wig, The Blackfriars or The 47 Workshop, all ready to cooperate with you in the broadcasting of live drama, all ready to deliver a listening audience. There is no more earnest group of boosters in the world than the men and women of your town interested in a little theater. The property man may be the town banker, the scene painter, the druggist and the promoter may be the Mayor. The writer knows of at least twelve little theaters that shape up approximately this way, with the balance of the staff and cast representing a cross section of the town's "Who's Who" from both sides of the track.

## Publicity

Radio, for the little theater, represents its most efficient publicity medium and hundreds of groups pay for their own scripts and even rehearse their weekly plays in their own theaters or studios, thus making practically no call upon the station's staff or studios except for "dress" and broadcast. They demand little in the way of credit, beyond the announcement that "The Civic Theater presents your favorite drama with your favorite cast including . . ."

There is no doubt also that present day groups such as the Mason City Little Theater, the Town Theater of Charlotte, N. C., The Baker Theater of Portland, Oregon, The Kanawha Players of Charleston, West Virginia, The Pasadena Playhouse of Pasadena, California, are just part of the thousands of little theaters that are building stars. They are often broadcasting performances that sometime top the very fine work that is being done by NBC's "Guild" and CBS's Workshop because they are not restricted on rehearsals. To them a rehearsal is a labor of love that goes on—on as long as it is necessary.

## Experimental

Aside from the fact that they deliver an audience, there is a broader reason

for presenting your Little Theater on the air. This is found in the fact that there must be a real experimental side to radio drama, there must be a broadcast place for drama that may be terrible or inspired. The differential between these two is far less than many of you, who are undramatic minded, realize.

There are playwrights working in the radio medium, that are writing material that is being turned down daily by agencies and networks as "not being radio." Even the men and women who turn down the material will tell you that they'd like to "take a chance" with it but don't dare gamble with the sponsors' money or affiliated stations' time. Yet the very essence of the future of radio depends upon these experimental broadcasts reaching the air. Men like John Fleming, whose "Aussa, the Arab" finally broke onto NBC coast to coast with sensational midnight results in five weeks are writing material that will create a new formula for broadcast drama. Were it not for the hundreds of little theaters that are already on the air, they would find no place to work out or develop technique. That "two character dramas" and a "new story telling method" are evolving on these hundreds of stations is ample proof of the virility of the Little Theater on the air, as an experimental medium.

612

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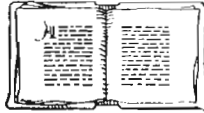
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## **Radio Events, Inc.**

535 Fifth Avenue, New York, N. Y.  
Phone, MUrray Hill 6-3487. President,  
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## **Radio Writers Laboratory**

Conestoga Bank Bldg., Lancaster, Pa.  
Phone, 2-1387. Manager, M. S. Miller;  
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## **The Script Library**

535 Fifth Ave., New York, N. Y.  
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tact, Martin Lawrence; General Manager,  
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## **Star Radio Programs, Inc.**

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grams, Gay Lee. REPRESENTATIVES:  
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Calgary and Vancouver.

•

## **World Broadcasting System, Inc.**

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drick, Norton Cotterill; Treasurer, W. R.  
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# A · S · C · A · P

By **JOHN G. PAINE**

*General Manager*

**T**HE American Society of Composers, Authors and Publishers is a voluntary, non-profit association of men and women who write music, together with their publishers. It was organized in 1914 by the late Victor Herbert and a few of his contemporaries. The purpose of the organization is twofold: first, to provide a simple mechanism whereby persons desiring to use music in quantity in the conduct of their business can readily obtain a license to do so, and secondly, to assist the members of the association in adequately protecting their property from unauthorized use.

To effectuate these purposes, ASCAP grants licenses to commercial users and collects the license fees for such use. The revenue collected by ASCAP, after operating expenses have been deducted, is entirely divided every three months among the members of the Society and of the foreign performing right societies with which the American Society is affiliated.

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# S · E · S · A · C

By **PAUL HEINECKE**

*President*

One of the most important organizations in the music industry, SESAC has the exclusive and complete control of the performing rights, as well as the mechanical and synchronization rights of some 130 music catalogs, the majority of which are American publishers. The SESAC standard radio broadcasting performance agreement licenses the use of over 35,000 copyrighted musical compositions.

SESAC licenses are now carried by practically all of the commercial broadcasting stations in the United States and program listings reflect an ever increasing use of SESAC music. During the latter part of 1939 SESAC renewed its five year contracts with Columbia Broadcasting System, the National Broadcasting Company, the Yankee and Don Lee networks and the McClatchy Group. Individual radio station licenses expiring in 1939 were also renewed for an additional five year period in every instance.

Known in the radio industry as the "Friendly Society," SESAC has acquired this enviable sobriquet by real cooperation with broadcasters through its New York office and its full-time field representatives. Through regular visits of these representatives to all radio stations during the past ten years, SESAC has kept in close touch with the broadcasting industry. These representatives are instructed to study the problems and requirements of station owners and program directors, and this information has been of material assistance to SESAC in formulating its policies and in maintaining its excellent relationships with broadcasters.

## Publisher Affiliates

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| Cross & Winge, Inc.                                              | Coanacher, B.                                                                                               |
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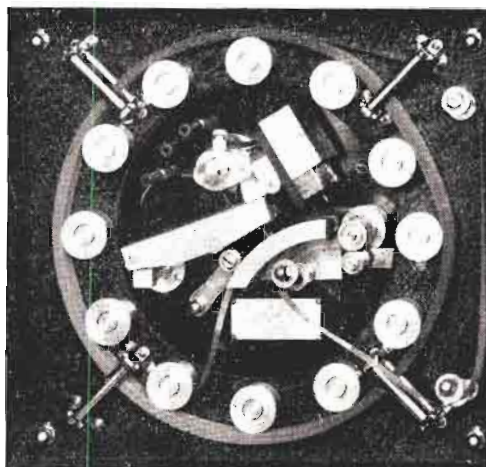
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## Large Disk

With the advent of the talking pictures, necessity again becoming the mother of invention, a 16-inch disc rotating at  $33\frac{1}{3}$  revolutions per minute, having a playing time of 15 minutes capable of synchronization with 1,000 feet of film was developed. Simultaneously with the development of the synchronized 16-inch disc came the photographic method of reproducing sound on film and the 16-inch disc was then relegated to the field of radio electrical transcriptions.

With the years there has been a tremendous demand for many applications for a longer recording time—this field of research has been sadly neglected.

## Tape

It can be readily understood that to accomplish longer playing time a material such as film or tape had to be used. To date we have film or other like material which we shall designate as tape. It may be advisable at this time to mention that with the use of tape to give continuous uninterrupted recording the following advantages are essential; namely, permanency, intelligibility of sound, instantaneous playback and minimum cost of operation.

Since the invention of motion picture film and the phonograph many have experimented to record and reproduce sounds on film or tape by the means of

a stylus. The experiments conducted have never been wholly satisfactory. In 1930, I discovered a method whereby with the use of the "yieldable bed" I found it possible to accomplish the important requirements for sound recording on tape; indefinite life, minimum surface noise, permanency and intelligibility of sound.

## Research

In the course of this film research a magazine containing an endless loop was developed for uninterrupted recording for any period of time desired. Recently by tests and research it was found that with the use of a new material in this continuous loop greater periods of continuous recording could be accomplished giving a greater reduction in cost per hour for permanent recording.

Briefly, the Fonda Continuous Recorder is an apparatus approximately 13x13x8 inches in size, weighing approximately 25 pounds, that will continuously and uninterruptedly record and reproduce from a microphone, a radio or any other means desired. To sum up the foregoing, the advantages we have accomplished are these: shavings and needle changing are eliminated, oil, dirt and scratches will not affect the sound groove and the tape used is a safety material. This material prepared in an endless loop is furnished on a magazine to facilitate the ease of loading and comes in any recording time required.

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654 Madison Ave. . . . . Regent 4-6250
- Hayward, Leland, Inc.**  
654 Madison Ave. . . . . Regent 4-7000
- Hesse & McCaffrey**  
501 Madison Ave. . . . . Eldorado 5-1076
- Irwin, Lou, Inc.**  
30 Rockefeller Plaza . . . . . Circle 6-1234
- Kaufman, Jesse L., Inc.**  
22 W. 48th St. . . . . Pennsylvania 6-2409
- Lavin, Jack**  
Park Central Hotel . . . . . Circle 7-8000
- Leading Attractions, Inc.**  
515 Madison Ave. . . . . Plaza 3-8093
- Lenef, William C. Literary Associates**  
654 Madison Ave. . . . . Regent 4-0770
- Lipset, Ben B., Inc.**  
1350 Broadway . . . . . Lackawanna 4-9275  
Chickering 4-2466
- Lyons, A. & S., Inc.**  
515 Madison Ave. . . . . Plaza 3-5181
- Metro Artist Bureau**  
1650 Broadway . . . . . Circle 7-2829

**Mills Artists, Inc.**  
1619 Broadway .....Circle 6-1566

**Morris, William, Agency**  
1270 Sixth Ave.....Circle 7-2160

**Morrison, Leo, Inc.**  
1776 Broadway.....Circle 7-6413

**Moses, John, Inc.**  
730 Fifth Ave.....Circle 6-2677

**Music Corporation of America**  
745 Fifth Ave.....Wickersham 2-8900

**National Radio Artists**  
1650 Broadway .....Circle 7-3071

**NBC Artists Service**  
30 Rockefeller Plaza.....Circle 7-8300

**North, Meyer B.**  
1564 Broadway .....BRyant 9-8667

**Okun, Lillian, Inc.**  
15 Central Park West.....Columbus 5-0060

**Radio Orchestra Corp.**  
1619 Broadway.....Columbus 5-5952

**Roth Agency, The**  
1619 Broadway .....Circle 7-8220

**Rubinoff Orchestras**  
1501 Broadway .....LAckawanna 4-7147

**Samuels, David S.**  
1600 Broadway .....Circle 6-6446

**Selznick, Myron, Ltd. of N. Y.**  
630 Fifth Ave.....Circle 7-6201

**Shank, Mary L. & Tuvim, Abraham**  
RKO Bldg. ....Columbus 5-1332

**Shurr, Louis**  
1501 Broadway .....CHickering 4-8240

**Simon Agency, Inc.**  
1270 Sixth Ave.....Columbus 5-7772

**Souvaine, Henry, Inc.**  
1270 Sixth Ave.....Circle 7-5696

**Spector, Martin**  
551 Fifth Ave.....MUrray Hill 2-4111

**Storer, Douglas F.**  
1270 Sixth Ave.....Circle 7-1150

**Tyro Productions**  
1697 Broadway .....Columbus 5-3737

**Vallee, Rudy, Orchestra Units Corp.**  
9 Rockefeller Plaza.....Circle 7-2620

**White, Roger**  
1270 6th Ave.....Circle 7-4943

**Wilson, Roy (Wilson, Powell & Hayward)**  
444 Madison Ave.....PLaza 5-5480

**Wolf Associates, Inc.**  
1270 Sixth Ave.....Columbus 5-1621

**WHN Artist Bureau**  
1510 Broadway .....BRyant 9-7800

**WMCA Artist Bureau**  
1657 Broadway .....Circle 6-2209

**WNEW Artist Bureau**  
501 Madison Ave.....PLaza 3-3300

**WOR Artists' Bureau**  
1440 Broadway .....PENnsylvania 6-8383

**Worthington, Dorothy**  
17 East 55th St.....Wickersham 2-2759



**Artists & Authors, Inc.**  
8555 Sunset Boulevard.....OXford 2371

**Artists' Managers Guild**  
9441 Wilshire Blvd. (Beverly Hills)  
OXford 4585

**Associated Artists, Ltd.**  
8627 Sunset Blvd.....OXford 6286

**Batchelor, Walter**  
8782 Sunset Blvd.....CRestview 1-8181

**Berg-Allenberg**  
9484 Wilshire Blvd. (Beverly Hills)  
OXford 3131

**Beyer-MacArthur & Co.**  
1680 N. Vine St.....Hillside 2125

**British American Film Agency**  
9010 Sunset Blvd.....CRestview 1-5285

**Charney, William**  
9615 Brighton Way (Beverly Hills)  
CRestview 1-9111

**Collier-Weber & Todd**  
8584 Sunset Blvd.....OXford 3101

**Columbia Management of Calif.**  
6111 Sunset Blvd.....HOLlywood 6365

**Conlon-Armstrong**  
8734 Sunset Blvd. ....CRestview 1-5181

**Consolidated Radio Artists, Inc.**  
9134 Sunset Boulevard.....OXford 1005

**Crosby, Everett, N., Ltd.**  
9028 Sunset Blvd.....CRestview 11171

**Curtis, Jack**  
6030 Wilshire Boulevard.....WEBster 7181

**Davis, Don**  
9123 Sunset Boulevard.....CRestview 5-7444

**Dolan & Doane**  
8905 Sunset Blvd. ....CRestview 1-9185

**Epstein, David**  
6777 Hollywood Blvd.....GRanite 2159

**Famous Artists, Inc.**  
9441 Wilshire Blvd.....CRestview 1-5222

**Fanchon & Marco**  
5600 Sunset Blvd.....HOLlywood 5341

**General Amusement Corp.**  
9028 Sunset Boulevard.....CRestview 1-8101

**Gertz, Mitchell**  
8506 Sunset Blvd.....OXford 7018

**Goldstone, Nat C.**  
8782 Sunset Blvd.....OXford 1131

**Hawks-Volek**  
9441 Wilshire Blvd. (Beverly Hills)  
OXford 3121

**Hayward, Leland Co., Inc.**  
9200 Wilshire Blvd.....CRestview 15151

**Irwin, Lou**  
9134 Sunset Boulevard.....OXford 1005

**Jaffe, Sam**  
8555 Sunset Blvd.....OXford 6121

**Kingston, Al**  
 9441 Wilshire Blvd., Beverly Hills  
 CRestview 1-5222  
**Kane, Walter**  
 8584 Sunset Blvd., OXFord 2396  
**Lee, Thomas S., Artists' Bureau**  
 1076 West 70th Street, VAudike 7111  
**Lehr, Abraham, Inc.**  
 8923 Sunset Boulevard, OXFord 4153  
**Levey, M. C.**  
 1300 N. Crescent Heights Blvd., GLadstone 3145  
**Liebtig & Englander**  
 8776 Sunset Boulevard, CRestview 1-2141  
**A. & S. Lyons, Inc.**  
 9441 Wilshire Blvd., Bev. Hills, OXFord 1116  
**MacQuarrie Agency**  
 8913 Sunset Blvd., OXFord 7162  
**Marx, Zeppo**  
 8732 Sunset Blvd., OXFord 4161  
**McCarthy, Charlie, Inc.**  
 6305 Yucca, Hillside 6125  
**Morris, William, Agency**  
 202 N. Canyon Drive, CRestview 1-6161  
**Morrison, Leo**  
 204 S. Beverly Drive, CRestview 1-9191  
**Music Corporation of America**  
 MCA Square, Beverly Hills, BRadshaw 2-3211  
**Mutual Broadcasting System**  
 1076 W. Seventh Street, VAudye 7111  
**NBC Artists' Bureau**  
 1500 N. Vine Street, HOLlywood 6161  
**Orsatti & Co.**  
 9130 Sunset Blvd., OXFord 6241  
**Pantages, Rodney**  
 6233 Hollywood Blvd., HOLlywood 2211  
**Radio Central Casting Bureau**  
 1151 S. Broadway, PROspect 2626  
**Schall-Martyn Agency**  
 8949 Sunset Blvd., OXFord 1101  
**Schulberg, Ad-Jaffe, Sam, Inc.**  
 8555 Sunset Blvd., OXFord 6121  
**Selznick, Myron & Co., Inc.**  
 9700 Wilshire Blvd. (Beverly Hills)  
 CRestview 1-9171  
**Selwyn, Arch**  
 8782 Sunset Blvd., CRestview 1-8181  
**Shagrin, Max**  
 6253 Hollywood Blvd., GRanite 5171  
**Shurr, Louis Inc.**  
 9165 Sunset Blvd., CRestview 11116  
**The Small Co.**  
 8272 Sunset Blvd., HOLlywood 2722  
**Swanson, H. N., Inc.**  
 8523 Sunset Blvd., CRestview 1-5115  
**Weed, Richard M., Agency**  
 8584 Sunset Boulevard, OXFord 6834  
**Winship, William C.**  
 8500 Sunset Blvd., CRestview 1-9989  
**Wolfe Associates, Inc.**  
 6912 Hollywood Boulevard, GLadstone 0676  
**Wurtzel, Harry**  
 8981 Sunset Blvd., CRestview 5-6175



**Benn Theatrical Agency**  
 64 West Randolph Street, DEArborn 2810  
**Bezak Associated Booking Office**  
 54 W. Randolph St., DEArborn 2202  
**Chicago Artists Bureau**  
 190 N. State Street, CENTral 1627  
**Columbia Concerts Corp.**  
 410 N. Michigan Avenue, WHitehall 6000  
**Conklin, Neil**  
 75 E. Wacker Drive, DEArborn 1714  
**Consolidated Radio Artists, Inc.**  
 32 W. Randolph St., FRAnklin 8300  
**Edwards, Gus**  
 410 N. Michigan Avenue, DELaware 5526  
**Ellsworth, W. M.**  
 75 East Wacker Drive, CENTral 0942  
**General Amusement Corp.**  
 32 West Randolph Street, STATE 6288  
**Glaser, Marcus**  
 263 N. Wabash Avenue, DEArborn 8223  
**Gordoni, Lillian**  
 1258 S. Michigan Avenue, CALumet 6979  
**Gumbiner Theatrical Enterprises**  
 310 S. Michigan Avenue, WEBster 4543  
**Herman, Sam**  
 54 W. Randolph St., STATE 2147  
**Jacky & Thorndycke**  
 520 N. Michigan Blvd., DELaware 3262  
**Levin, W. Biggie**  
 612 N. Michigan Ave., SUPerior 0506  
**Linton, Ray**  
 360 North Michigan Avenue, STATE 6662  
**Lutz, Estelle, Artists Bureau**  
 410 South Michigan Avenue, HARRison 6061  
**Morris, William, Agency**  
 203 N. Wabash Ave., STATE 3632  
**Morse, Edward M.**  
 190 N. State Street, STATE 7419  
**Morse, Sidney P.**  
 162 North State Street, STATE 1728  
**Music Corporation of America**  
 430 N. Michigan Avenue, DELaware 1100  
**NBC Artists Service**  
 Merchandise Mart, SUPerior 8300  
**North, Stanley**  
 310 S. Michigan Avenue, WABash 5595  
**Parker, Donna**  
 540 N. Michigan Avenue, DEArborn 1714  
**Pearlman, Bernard**  
 75 E. Wacker Drive, FRAnklin 1144  
**Schuster, Milton**  
 36 W. Randolph St., DEArborn 3633  
**WLS Artists Bureau**  
 1230 W. Washington Blvd., HAYmarket 7500  
**Vellman, Duke, Agency, Inc.**  
 162 North State Street, STATE 1728

# **F. C. C. Regulations Regarding Announcement of Call Letters of Broadcast Stations**

*As of January 1st, 1940*

"Each licensee of a broadcast station shall announce the call letters and allocation as frequently as practicable during the hours of operation, and in any event before or after each program being broadcast. In no event shall more than 30 minutes elapse between such announcements, and in so far as practicable these announcements shall be made on the hour and half hour. These requirements are waived when such announcements would interrupt a single consecutive speech, play, symphony concert or operatic production of longer duration than 30 minutes; and in such cases the announcement of the call letters and location shall be made as soon as possible."

The Commission announces the following interpretation of the second sentence which reads: "In no event shall more than 30 minutes elapse be-

tween such announcements, and in so far as practicable these announcements shall be made on the hour and half hour."

Call Letters of stations need not be announced within *exactly* 30 minutes or less of the previous announcement but shall be made as near thereto as practicable. During variety-show programs, baseball game broadcasts, etc., of an hour or more in duration, the call letter announcements shall be made on the hour and half hour within a 5-minute period thereof. That is, the half hour announcement shall be made between 25 and 35 minutes after the hour, and likewise the hour announcement shall be within 5 minutes of the hour.

The interpretation given above in no way affects the waiver clause given in the last sentence of this rule.

## **FCC Rules and Regulations Regarding Political Broadcasting**

*As of July 1st, 1939*

"Rule 36a 1. No station licensee is required to permit the use of its facilities by any legally qualified candidate for public office, but if any licensee shall permit any such candidate to use its facilities, it shall afford equal opportunities to all other such candidates for that office to use such facilities, provided that such licensee shall have no power of censorship over the material broadcast by any such candidate.

"Rule 36a 2. The following definitions shall apply for the purposes of Rule 36a 1:

(a) 'A legally qualified candidate' means any person who has met all the requirements prescribed by local, state or federal authority, as a candidate for the office which he seeks, whether it be municipal, county, state, or national, to be determined according to the applicable local laws.

(b) 'Other candidates for that office' means all other legally qualified candidates for the same public office.

"Rule 36a 3. The rates, if any,

charged all such candidates for the same office, shall be uniform and shall not be rebated by any means, directly or indirectly; no licensee shall make any discrimination in charges, practices, regulations, facilities or services for or in connection with service rendered pursuant to these rules, or make or give any preference to any candidate for public office or subject any such candidate to any prejudice or disadvantage; nor shall any licensee make any contract or other agreement which shall have the effect of permitting any legally qualified candidate for any public office to broadcast to the **exclusion of other legally qualified candidates** for the same public office.

"Rule 36a 4. Every licensee shall keep and permit public inspection of a complete record of all requests for broadcast time made by or on behalf of candidates for public office, together with an appropriate notation showing the disposition made by the licensee of such requests, and the charges made, if any, if request is granted."

# AFRA CODE OF FAIR PRACTICE

*"AFRA Code of Fair Practice for Commercial Broadcasting Minimum Terms and Conditions for Radio Artists" and the "qualifications," were signed February 2, 1939 by AFRA, CBS and NBC. It is binding upon advertising agencies and their clients. Resolutions Passed during 1939 are also included.*

## CODE OF FAIR PRACTICE FOR COMMERCIAL BROADCASTING MINIMUM TERMS AND CONDITIONS FOR RADIO ARTISTS

We, the undersigned, on this.....day of.....1939, agree with the American Federation of Radio Artists that we will accept and conform to the Code of Fair Practice and the minimum terms and conditions promulgated by them for the engagement of radio artists on commercial broadcast programs produced under our auspices on the network systems and their several stations. We hereby accept notice of the minimum terms and conditions as specified in the schedules annexed to this Code, which schedules are included herein and are hereby made a part of this Code.

The American Federation of Radio Artists (herein called AFRA) agrees and represents that it is and will continue to be an open union. AFRA agrees that it will keep its membership rolls open and will admit to membership all eligible radio artists whom we engage to appear on such commercial broadcasts. We agree that on all present and future commercial broadcasts produced by us, or under our auspices, we will use the services only of performers, including actors, singers and announcers, who are members in good standing of AFRA or become such members prior to their appearance on such broadcasts. AFRA agrees not to impose unreasonable entrance fees or dues upon its members.

It is mutually agreed that it is a part of this Code of Fair Practice that the engagement of radio performers for all such present and future commercial broadcasts can be made only under the minimum terms and conditions provided herein or better.

We agree that we will not, for the purpose of evading performance under this Code, sublet or transfer responsibility for commercial network programs produced by us to any third person, and that we will not transfer our operations to any other points of origination for the purpose of defeating or evading this Code.

This agreement is in effect beginning with February 10, 1939, until and including February 10, 1941.

We agree with the American Federation of Radio Artists for this period to submit to arbitration all questions relating to wages and working conditions affecting live commercial broadcasts not covered by this agreement and Code, as well as any controversy or dispute between AFRA and ourselves arising with respect to this Code or the interpretation or breach thereof.

Such arbitration shall be conducted under the rules then obtaining, of the American Arbitration Association, with the following specific provisions:

Either party may demand such arbitration in writing, which demand shall include the name of the arbitrator appointed by it. Within three days after such demand, the other party shall name its arbitrator, or in default of such appointment, such arbitrator shall be named forthwith by the Arbitration Committee of the American Arbitration Association. The two arbitrators so appointed shall select a third within a period of five days, from a panel submitted to them by the Arbitration Committee of the American Arbitration Association, and in lieu of their agreement upon such third arbitrator, he shall be appointed by the Arbitration Committee of the American Arbitration Association. The hearing shall be held on two days' notice and shall be concluded within fourteen days unless otherwise ordered by the arbitrators. The award of the arbitrators shall be made within seven days after the close of the submission of evidence. An award agreed to by a majority of the arbitrators so appointed shall be binding upon both parties, during the period of this agreement, and judgment upon such award may be entered by either party in the Highest Court of the Forum, State or Federal, having jurisdiction.

This agreement and Code of Fair Practice shall be construed by the laws of the State of New York.

IN WITNESS WHEREOF, we have signed this agreement and Code of Fair Practice on the day and year above stated.

By .....

Producer

By .....  
American Federation of Radio Artists

**SCHEDULE OF MINIMUM FEES AND CONDITIONS FOR RADIO ARTISTS APPEARING ON COMMERCIAL PROGRAMS USING THE FACILITIES OF THE NATIONAL BROADCASTING COMPANY, THE COLUMBIA AND MUTUAL BROADCASTING SYSTEMS AND THEIR SEVERAL STATIONS**



## ACTORS

Length of program	Fee	Re-broad- cast fee
15 minutes or less	\$15.00	\$10.00
16 to 30 minutes	25.00	12.50
31 to 60 minutes	35.00	17.50

**Rehearsal:** \$6.00 per hour, first hour required; after first hour, rehearsal may be computed and paid in half-hour periods at the rate of \$3.00 per half-hour or part thereof. Rehearsal for programs in excess of 15 minutes, may be held in two sessions, each session to be computed and paid for as a separate unit and no such session shall be computed as less than one hour. Individual compensation shall be on the basis of time contracted for, but additional rehearsal time may be requested and if agreed to, paid for.

In the event that an actor is engaged and paid for five 15-minute programs per week, then and only in that event the rehearsal time shall be computed at \$5.00 per hour, the first hour being required, and thereafter rehearsals may be computed and paid in half-hour periods at the rate of \$2.50 per half-hour or part thereof.

### Thirteen Weeks' Continuous Guarantee:

(a) Where a producer on a fifteen-minute dramatic strip show by written contract with the actor guarantees a thirteen weeks' continuous non-cancellable engagement on such show, the producer may discount the actor's scales to the extent shown in the following schedule if the producer guarantees the actor the minimum amounts shown in the schedule, no matter whether he plays or rehearses or not. Base rate on rehearsals where such discount is effective is six dollars per hour. The schedule follows:

#### Single Broadcast Per Day

Number of Appearances per Week	Discount Per Cent	Guaranteed Minimum
5	15	\$105.00
4	10	100.00
3	5	80.00

#### Broadcast and Repeat

Number of Appearances per Week	Discount Per Cent	Guaranteed Minimum
5	15	\$140.00
4	10	125.00
3	5	100.00

#### Advance Recording Plus Live Network Broadcast

(Each appearance means one for recording and one for live)

Number of Appearances per Week	Discount Per Cent	Guaranteed Minimum
5	15	\$160.00
4	10	145.00
3	5	115.00

The compensation which shall be paid to the performer under a thirteen weeks' continuous guarantee contract as above specified, shall be the applicable fees plus rehearsal pay, less the discount above set forth, or the guaranteed minimum, whichever is higher.

(b) On written guaranteed continuous thirteen weeks' non-cancellable engagement of actors for half-hour and hour shows, a discount from scale of ten per cent of the basic scale is allowed.

(c) On half-hour shows after four hours rehearsal per appearance, rehearsal rate drops to three dollars an hour beginning with the fifth hour of rehearsal, and on hour shows, the same is true after six hours, beginning with the seventh hour of rehearsal.

**Program Auditions:** Shall be paid for at one-half the broadcast fee. Rehearsal time for auditions at the same rate as specified for regular broadcasts. This compensation is for program auditions; voice tests may be made without compensation but the producer shall not use this privilege unreasonably.

**Recordings:** Off-the-line recordings may be made and used only by the original sponsor or his affiliated companies. They must be used without extra fees to the performer under the following conditions:

(a) Providing that such recordings are not broadcast on any major station in the city of origination; or broadcast to a net-

work from the city of origination; or broadcast to any network providing national facilities; and providing further that such recordings are used once only for the original sponsor and are not broadcast on any major station affiliated with the National Broadcasting Company, Inc., the Columbia Broadcasting System, Inc., or the Mutual Broadcasting System, Inc., in New York, Chicago, San Francisco, Hollywood or Los Angeles. Further providing, however, that this latter restriction shall not apply if recordings are made by network stations for later broadcasts only on that station because of unavailability of facilities at time of live broadcast, and such operations are billed to the sponsor as a network operation without recording charges:

If off-the-line recordings are made and broadcast, except under the provisions outlined above, the performer shall be paid not less than the rebroadcast fee for such recording broadcast, unless he has already been paid a fee for a live re-broadcast.

(b) Providing that such recordings are not broadcast later than two months after the discontinuance of the program on a live basis:

(c) Where a record is made either prior to or subsequent to a live broadcast or re-broadcast, and an extra performance is thereby required, the actor should be paid under the advance recording date and rehearsal time as specified heretofore in this scale.

**Dramatized Commercials:** Where the actor is engaged for a dramatized commercial, the following minimum scale shall apply:

Length of program	Fee	Re-broad- cast fee
15 minutes or less	\$15.00	\$7.50
16 to 30 minutes	20.00	10.00
31 to 60 minutes	25.00	12.50

A fifteen-minute rehearsal period prior to the dress rehearsal may be included in the foregoing scale.

## SINGERS

### Class 1—Groups of 9 or More Voices:

Length of program	Fee	Re-broad- cast fee
15 minutes or less	\$14.00	\$7.00
16 to 30 minutes	16.00	8.00
31 to 45 minutes	18.00	9.00
46 to 60 minutes	20.00	10.00

**Rehearsal:** Orchestra and all coaching rehearsals \$4.00 per hour, first hour required; after first hour, rehearsal may be computed and paid for in quarter-hour periods at the rate of \$1.00 per quarter-hour or part thereof.

### Class 2—Groups of 5 to 8 Voices Inclusive:

Length of program	Fee	Re-broad- cast fee
15 minutes or less	\$24.00	\$8.00
16 to 30 minutes	28.00	10.00
31 to 45 minutes	32.00	12.00
46 to 60 minutes	36.00	14.00

**Rehearsal:** Orchestra rehearsal \$6.00 per hour, first hour required; after first hour, rehearsal may be computed and paid for at the rate of \$1.50 per quarter-hour or part thereof.

**Program Auditions:** Shall be paid for at one-half the broadcast fee and one-half the broadcast rehearsal fee for all time required. Individual voice tests may be had without compensation.

**Special Minimum Working Conditions for Singers:** Any performance must begin within twenty-four hours of the original to be considered a re-broadcast, otherwise, first performance fee prevails.

No rehearsal shall be considered as less than one hour in duration except such rehearsal, as is called immediately before or after performance. However, a singer may be required to stand by fifteen (15) minutes before a performance without payment of rehearsal fee.

Orchestra rehearsal may not be divided into more than two sections.

There must be a rest period of five minutes each hour in rehearsals of more than one hour in duration.

Any member who auditions for a program, as a member of a group, shall, in the event that said group is accepted for the program, be considered to be a member of said group and may not be discharged without AFRA's consent as long as group remains on said program or for a period of thirteen (13) weeks, whichever is less.

Coching rehearsal is the designation applied to any rehearsal session other than rehearsal with orchestra or other acts in which material is prepared for a specific broadcast or audition.

On written guaranteed continuous thirteen weeks' non-cancellable engagements of singers for 15-minute, half-hour and hour shows, a discount from scale of ten per cent of the basic scale is allowed.

Signature numbers shall be at the rate of \$15.00 for the broadcast and \$7.50 for the re-broadcast, with dress rehearsal included. Exceptional situations such as traveling on the road will be met by waivers under paragraph "8" of the Rules.

#### ANNOUNCERS

Length of program	Fee	Re-broad- cast fee
15 minutes or less	\$15.00	\$10.00
16 to 30 minutes	25.00	12.50
31 to 60 minutes	35.00	17.50

**Rehearsal:** \$6.00 per hour, first hour required; after first hour, rehearsal may be computed and paid in half-hour periods at the rate of \$3.00 per half-hour or part thereof. Rehearsals for programs in excess of 15 minutes, may be held in two sessions, each session to be computed and paid for as a separate unit and no such session shall be computed as less than one hour. Individual compensation shall be based on the time contracted for, but additional rehearsal time may be requested and if agreed to, paid for.

Where announcer is engaged for a commercial program for guaranteed terms of not less than thirteen (13) weeks, on 15-minute programs broadcast five (5) times or more a week, the following minimum weekly compensation may be provided:

Times a week	Weekly Minimum Compensation	Weekly fee for re-broadcast
5	\$75.00	\$37.50
6	85.00	42.50

In such cases of guaranteed term engagements at the weekly rate, 45-minute rehearsal time per day is included.

**Network Commercial Cut-In Announcements:** Shall be paid at the rate of \$10.00 for each such announcement.

**Program Auditions:** Shall be paid for at one-half the broadcast fee. Rehearsal time for auditions at the same rate as specified for regular broadcasts. Voice tests may be had without compensation.

#### Special Provisions Regarding Announcers:

(a) Where a prior record is made in connection with a five-time-a-week live broadcast, the fee for five such recordings shall be \$50.00.

(b) The 45 minute rehearsal allowed for each of five broadcasts may be computed at 2.25 minutes to be used by producer as desired within five days. If producer desires, he may use such rehearsal time for prior recordings and announcer agrees to allow 15-minute rehearsal for each live broadcast. These conditions apply only in connection with 13-week uncancelable contracts.

(c) On five-minute local news broadcasts with not less than two per day, the fee for the news reporter shall be \$5.00 for each such broadcast. In such cases where a supporting announcer is used, the fee for such supporting announcer shall be \$4.00 for each such broadcast.

**Rehearsal:** Orchestra rehearsal \$4.00 per hour, first hour required; after first hour, rehearsal may be computed and paid for in quarter-hour periods at the rate of \$1.00 per quarter-hour or part thereof.

#### Class 3—Groups of 2 to 4 Voices Inclusive:

Length of program	Fee	Re-broad- cast fee
15 minutes or less	\$30.00	\$10.00
16 to 30 minutes	35.00	12.00
31 to 45 minutes	40.00	14.00
46 to 60 minutes	45.00	16.00

**Rehearsal:** Orchestra rehearsal \$5.00 per hour, first hour required; after first hour, rehearsal may be computed and paid for in quarter-hour periods at the rate of \$1.25 per quarter hour or part thereof.

#### Class 4—Soloists:

Length of program	Fee	Re-broad- cast fee
15 minutes or less	\$40.00	\$15.00
16 to 30 minutes	50.00	17.50
31 to 45 minutes	60.00	20.00
46 to 60 minutes	70.00	22.50

#### GENERAL SCHEDULE OF RULES

1. **Engagements:** Performer shall have specific notice of the part to be played, date, time and place of broadcast, time of re-broadcast, if any, place of rehearsal and rehearsal time contracted for. An actor or soloist is permitted to double one part per performance without additional compensation. In variety shows, or where the program consists of a series of short different episodes, such as, but not being limited to, dramatized news broadcasts or historical sequences, such program shall be considered an exception. Participation in crowd noises shall not be considered a double.

2. **Compensation:** Performer shall be paid not less than the minimum fee applicable in legal tender and not later than seven (7) calendar days after time specified for broadcast. The minimum fees shall be net to the performer and no deduction whatever may be made therefrom (except for such taxes and withholdings as are required by law). No term or provision of this Code may be waived by any performer without the prior written consent of AFRA, but nothing in this Code shall prevent any performer from agreeing to any terms and/or conditions more favorable to such performer than those specified herein.

3. **AFRA Rules:** Producer agrees that he has notice that the performer is a member of AFRA and must obey its rule. Producer admits specifically, notice of the rule which requires the AFRA member to render services only upon a program where all the Actors, Singers and Announcers are members in good standing of the American Federation of Radio Artists.

4. **Cancelled Program:** Where the entire program is cancelled, the performer shall, nevertheless, be paid in full for all contracted time as specified in this agreement, unless she shall have been notified in writing of the cancellation at least 24 hours in advance of the first scheduled call for rehearsal.

5. **Cancelled Individual Engagements:** In the event the performer's engagement for the program is cancelled, Producer agrees, nevertheless, to pay the performer in full for all contracted time, as herein specified, except where cancellation is for gross insubordination or misconduct and AFRA consents to such dismissal without payment. Producer agrees that after the engagement is a made, the risk of performer's incompetence is assumed by him.

6. **Arbitration:** Any controversy or claim between any Producer and any member of AFRA arising out of, or relating to, this Code or any contracts or engagements governed by this Code, or the breach thereof, shall (with the consent of AFRA) be settled by arbitration, in accordance with the rules then obtaining of the American Arbitration Association, and judgment upon the award rendered may be entered in the Highest Court of the Forum, State or Federal, having jurisdiction. The procedure for such arbitration shall be the same as that specified on page "11" of this Code.

7. **Additional Services:** No service of the performer is contracted for except as specified herein.

8. **Waivers:** AFRA will give waivers in proper cases upon application by the Producer to meet any program requirements with respect to working conditions. Minimum fees are not working conditions.

9. **Production Presented:** In the event that the program for which the performer is engaged

is complained of and any prosecution, civil or criminal, private or governmental, shall follow. Producer agrees at his expense, to defend the performer and to pay all charges and judgments so incurred.

10. **Alterations:** Producer agrees that he will make no contract with any performer at terms less favorable to such Performer than those contained in this Code and make no changes or alterations of these provisions without the written consent of AFRA, nor, without such consent, shall any performer be deemed engaged upon terms which would commit such performer to do any acts after this Code expires, which would violate any rule of AFRA.

11. **Bond in Certain Cases:** AFRA reserves the right, in the event it determines that a particular Producer is not reliable or financially responsible, to require the posting in advance, of an adequate bond, cash or other security.

12. **Unfair Producers:** Producer agrees that he has notice that the AFRA Code of Fair Practice represents the minimum terms and working conditions of performers in Network commercial broadcasting. Anyone engaging performers in this field who breaches or violates conditions of the Code may be regarded as unfair and performers may be instructed not to work for anyone who is unfair.

13. Notice of this Code will be given to AFRA members, and they will contract subject thereto, and as to such producers who either sign this Code or signify their intention to abide thereby, the member will sign any contracts subject to the fulfillment of all obligations of such producer hereunder.

14. Any representative of AFRA shall be admitted to the premises of the producer or where the rehearsal or broadcast takes place, at any reasonable time, to check the performance by the producer of this Code; but such checking shall be done so as not to interfere with the conduct of the producer's business.

15. The producer agrees, for the benefit of AFRA and all performers employed by the producer, that existing contracts with all performers are hereby modified in accordance herewith, but no terms, wages or hours now had by any such performers which are more favorable to such performers than the terms, wages or hours herein specified, shall be deemed so modified. If there are any other contracts between or among signatories to this Code or those who signify their intention of abiding thereby, which require performers to work under terms, wages or conditions less favorable to such performers than this Code, then, notwithstanding such contracts, it is agreed that this Code shall, nevertheless, apply for the benefit of all such performers and of AFRA.

16. The terms and conditions covered by this agreement are for the engagement of radio artists on commercial "network" broadcast programs produced under the auspices of the producer, on the "network" facilities of the National Broadcasting Company, Inc., the Columbia Broadcasting System, Inc., and the Mutual Broadcasting System, Inc., originating in New York, Chicago, Hollywood, Los Angeles or San Francisco. "Network" means two or more stations joined by wire for simultaneous broadcasting. On major stations in New York and Chicago, the network rate shall apply to a broadcast from one such station.

17. Nothing in this Code shall be construed as preventing the producer from buying package shows from fair independent contractors; provided that the producer must, in its agreement with the independent contractor, include a provision requiring such contractor to sign, adopt and conform to AFRA's Code of Fair Practice, and further provided that such independent contractor becomes a signatory to such Code.

18. Signature voices on dramatic shows shall be paid a minimum of \$50 for five programs a week and \$12.50 for the re-broadcasts; \$10 for single broadcast and \$2.50 for re-broadcast; and 15-minute rehearsal; dress rehearsal included.

19. The fee for a record made prior to the live broadcast on a 15-minute program shall be \$10 and \$6 per hour for first hour of rehearsal, \$3 per half-hour or part thereof for additional rehearsal.

20. Audience participation is excepted.

21. Extras and supernumeraries who do not speak individual lines shall be paid not less than \$7.50 for the program and \$5 for re-broadcast, including 4 hours of rehearsal time in two sessions.

22. The re-broadcast fee on 15-minute shows includes a 15-minute dress rehearsal immediately preceding re-broadcast. This applies both to actors and announcers. In cases of lateness for rehearsal or other breach by any member of AFRA, AFRA will invoke its disciplinary power under its Constitution. In the event of a collection of any fine due to such disciplinary action, AFRA may reimburse the producer who has suffered loss due to lateness or other breach.

23. Children on adult programs shall receive the minimum applicable fee for adults. Special children's programs where more than 75 per cent of the cast are children come within the provisions of the waiver clause and shall be so treated.

#### RESOLUTIONS PASSED IN 1939

Rule 5(a). "AFRA" or "Union" Shop Defined. AFRA members shall under services (1) only where all the actors, singers and announcers on the program or in the performance are members in good standing and AFRA and work under AFRA conditions and regulations, and (2) only for employers who enforce AFRA shop and who have agreed to and abide by AFRA terms and conditions.

Rule 5(b). "AFRA" Shop applies to recorded programs as well as "live" broadcasts. Where a record or electrical transcription is broadcast, all actors, singers and announcers who took part in the record or transcription, as well as all actors, singers and announcers on such part of the program as may be "live," must be members of AFRA in good standing and work under AFRA conditions and regulations.

Rule 6(a). The National Board may, from time to time, place on the unfair list any employer or other person who refuses to abide by union conditions established by AFRA, or is otherwise unfair to organized labor.

Rule 6(b). No member of AFRA may work for any employer or other person who is on the unfair list, nor may any member of AFRA accept an engagement to work on a "live" or recorded broadcast originating at any radio station that is unfair.

Rule 6(c). The term "employer" or "person," as used herein, includes any sponsor, advertising agency, radio station, network, individual contractor, producer and any other person, firm or corporation which is unfair.

Rule 6(d). The unfair list shall be binding upon all locals of AFRA. When any Local Board proposes to place employers or other persons on the unfair list, such proposal must be submitted to the National Board for approval, together with a statement of the reasons therefor.

Rule 7(a). The Code of Fair Practice for Commercial Broadcasting Minimum Terms and Conditions for Radio Artists shall be applicable to all network broadcasting and to all commercial programs broadcast on any network system or its stations. Explicitly, the Code applies not only to programs broadcast over the facilities of the National Broadcasting Company, Inc., the Columbia Broadcasting System, Inc., and the Mutual Broadcasting System, but in addition applies to any new network or stations from which commercial programs shall originate, and which shall, in the opinion of the National Board, be classified as coming within the terms of the Code.

7(b). No member of AFRA may accept an engagement or make a contract requiring the performance of services on any network system until such system has been classified by the National Board or permission to accept such engagement and make such contract has been granted by the National Board.

# WORLD-TELEGRAM ANNUAL RADIO EDITORS' POLL

RELEASED JAN., 1940

## Program Favorites

	<i>Points</i>
Jack Benny	85
Information Please	63
Charlie McCarthy	55
Fred Allen	36
Bing Crosby Hour	34
Kay Kyser's Kollege	29
Bob Hope	28
WABC Monday Radio Theater	25
Orson Welles	19
Toscanini Concerts	16
America's Town Meeting	15
One Man's Family	13

## Leading Comedians

	<i>Points</i>
Jack Benny	143
Fred Allen	85
Charlie McCarthy	80
Bob Hope	76
Fibber McGee and Molly	25
George Burns and Gracie Allen	20
Fannie Brice	11
Tom Howard and George Shelton	9
Abbott and Costello	8
Milton Berle	7

## Quiz and Contest Programs

	<i>Points</i>
Information Please	183
Kay Kyser's Kollege	55
Professor Quiz	51
Doctor I. Q.	46
What's My Name	25
So You Think You Know Music	19
Milton Berle's Gag Busters	17
Ask-It Basket	16
Pot O' Gold	15
Vox Pop	13

## Dramatic Shows

	<i>Points</i>
Lux Radio Theater	139
Orson Welles	85
One Man's Family	45
Star Theater	24
NBC Great Plays Series	21
Aldrich Family	19
Columbia Workshop	18
Ellery Queen Dramas	17
First Nighter	16
Tie Between Silver Theater and Hollywood Playhouse, both	13

## Quarter Hour Shows

	<i>Points</i>
Fred Waring's Orchestra	88
Walter Winchell	43
Amos 'n' Andy	40
Easy Aces	38
Lum 'n' Abner	26
I Love a Mystery	18
Lowell Thomas	17

## Children's Programs

	<i>Points</i>
Nila Mack's Let's Pretend	72
Lone Ranger	42
Little Orphan Annie	30
American School of the Air	24
March of Games	19
Irene Wicker's Singing Lady	17
Jack Armstrong	15

## Sports Announcers

	<i>Points</i>
Bill Stern	158
Ted Husing	153
Red Barber	35
Clem McCarthy	24
Sam Taub	11

## Radio Commentators

	<i>Points</i>
Lowell Thomas	51
H. V. Kaltenborn	50
Raymond Gram Swing	36
Walter Winchell	33
Paul Sullivan	18
Elmer Davis	17
Fulton Lewis	12

## Studio Announcers

	<i>Points</i>
Don Wilson	48
Harry Von Zell	47
Milton Cross	33
Ken Carpenter	29
David Ross	14
Ben Grauer	12
Paul Douglas	9

## Popular Orchestras

	<i>Points</i>
Guy Lombardo	79
Kay Kyser	52
Andre Kostelanetz	37

Wayne King	30
Glenn Miller	26
Horace Heidt	25
Benny Goodman	24
Eddie Duchin	16
Fred Waring	15
Orrin Tucker	13
Phil Spitalny	12
Paul Whiteman	11

### Popular Girl Singers

	Points
Frances Langford	89
Kate Smith	86
Connie Boswell	77
Virginia Simms	29
Mildred Bailey	24
Bea Wain	22
Judy Garland	20
Nan Wynn	17
Bonnie Baker	15
Dorothy Lamour	13

### Male Popular Singers

	Points
Bing Crosby	171
Kenny Baker	89
Tony Martin and Lanny Ross, tie	24
Dennis Day	18
Barry Wood	17
Frank Munn	16
Frank Parker	15
Buddy Clark	13

### Symphonic Conductors

	Points
Arturo Toscanini	174
John Barbirolli	94
Alfred Wallenstein	28
Frank Black	26
Eugene Ormandy	24
Andre Kostelanetz	20
Erno Rapee	19
Howard Barlowe	17
Leopold Stokowski	12
Fritz Reiner	9

### Classical and Operatic Singers

	Points
Nelson Eddy	86
Lawrence Tibbett	63
Richard Crooks	53
Lily Pons	36
Margaret Speaks	33
Gladys Swarthout	26
John Charles Thomas	25
Marian Anderson	23
Donald Dickson	21
Kirsten Flagstad	20
Lucille Manners	18
Jan Peerce	10

### New Stars

1. Alec Templeton
2. Ezra Stone
3. Glenn Miller

# MOTION PICTURE DAILY RADIO POLL

Released December 28, 1939

#### OPEN CHAMPIONS

Edgar Bergen (Charlie  
McCarthy)  
Jack Benny  
Bing Crosby  
Alec Templeton }  
Kay Kyser } tie  
Orson Welles }  
Bob Hope

#### FILM PLAYERS ON AIR

Don Ameche  
Edward G. Robinson  
Bing Crosby  
Walter Huston  
Bob Hope

#### FILM PROGRAMS

Lux Radio Theatre  
Screen Guild Theatre  
Good News of 1940  
Gateway to Hollywood  
Silver Theatre

#### DRAMATIC SERIES

One Man's Family  
Lux Radio Theatre  
Campbell Playhouse  
Big Town  
First Nighter }  
Arch Oboler's Plays } tie

#### COMEDIANS

Jack Benny  
Bob Hope  
Fred Allen  
Edgar Bergen (McCarthy)  
Robert Benchley

#### COMEDIENNES

Fannie Brice  
Gracie Allen  
Mary Livingstone  
Barbara Jo Allen  
(Vera Vague)  
Marian Jordan  
(Molly McGee)

#### COMEDY TEAMS

Fibber McGee & Molly  
Burns & Allen  
Benny & Livingstone  
Bergen & "McCarthy"  
Howard & Shelton

#### VOCALISTS: MALE (Popular)

Bing Crosby  
Kenny Baker  
Lanny Ross  
Buddy Clark  
Frank Parker

#### VOCALISTS: MALE (Classical)

Nelson Eddy  
Lawrence Tibbett  
Richard Crooks  
John Charles Thomas  
Donald Dickson

**VOCALISTS: FEMALE****(Popular)**

Kate Smith  
 Connie Boswell  
 Frances Langford  
 Virginia Simms  
 Bea Wain

**VOCALISTS: FEMALE****(Classical)**

Margaret Speaks  
 Lucille Manners  
 Lily Pons  
 Jessica Dragonette  
 Gladys Swarthout

**DANCE ORCHESTRAS****(Popular)**

Guy Lombardo  
 Kay Kyser  
 Wayne King } tie  
 Glenn Miller }  
 Andre Kostelanetz  
 Horace Heidt

**DANCE ORCHESTRAS****(Swing)**

Benny Goodman  
 Glenn Miller  
 Artie Shaw  
 Tommy Dorsey  
 Bob Crosby  
 Larry Clinton } tie  
 Kay Kyser }

**ORCHESTRAS****(Classical)**

NBC Symphony  
 New York Philharmonic  
 Ford Symphony } tie  
 Andre Kostelanetz }  
 Philadelphia Symphony  
 Frank Black's NBC

**MUSICAL PROGRAMS****(Popular)**

Kay Kyser's Kollege of  
 Musical Knowledge  
 Your Hit Parade  
 Paul Whiteman  
 Tune Up Time  
 Fred Waring

**MUSICAL PROGRAMS****(Classical)**

Ford Sunday Evening Hr.  
 NBC Symphony  
 New York Philharmonic  
 Firestone  
 Cities Service

**COMEDY SERIES**

Jack Benny Show  
 Aldrich Family  
 Bob Hope Show  
 Fibber McGee and Molly  
 Amos 'n' Andy } tie  
 Easy Aces }

**CHILDREN'S SERIES**

Let's Pretend (Nila Mack)  
 Lone Ranger

Coast to Coast on a Bus

**(Milt Cross)**

Irene Wicker  
 Malcolm Claire } tie  
 Jack Armstrong }

**ANNOUNCERS**

Don Wilson  
 Milton Cross  
 Ken Carpenter  
 Harry Von Zell  
 Bob Trout  
 Ben Grauer } tie  
 Andre Baruch }

**COMMENTATORS**

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

**SPECIAL EVENTS**

CBS—War News  
 NBC—War News  
 Mutual—War News  
 CBC—Visit of Royalty  
 CBS—News Roundup

**COMMERCIAL TALKS**

Jello Program (Benny)  
 Ford Sunday Evening Hr.  
 Johnson's Wax  
 (Fibber McGee)  
 Kraft Music Hall (Crosby)  
 Canada Dry  
 Information, Please

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W O R K O F

***ARTISTS***

***WRITERS***

***MUSICIANS***

***ANNOUNCERS***

***VOCAL ARTISTS***

***NOVELTY TALENT***

***ORCHESTRA LEADERS***

***NEWS COMMENTATORS***

***SPORTS COMMENTATORS***

***BACK STAGE PERSONNEL***

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(I GUESS I'M IN A RUT)



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# Radio Artists

AND THEIR WORK  
DURING 1939



## — A —

**AAROA, ALDEN**  
WCHV, Charlottesville, Va.  
WCHV Players.

**ABBEY, JOAN**  
WCKY, Cincinnati, Ohio. Jean  
Abbey Woman's Home Com-  
panion.

**ABBOTT, BUD**  
CBS, Kate Smith Hour.

**ACE, GOODMAN**  
NBC, Easy Aces.

**ACE, JANE**  
NBC, Easy Aces.

**ACREE, CHARLES**  
WLS, Chicago, Ill. Some-  
thing To Talk About.

**ACREE, CHUCK**  
NBC, We, the Wives.

**ADAMS, BILL**  
CBS, Your Family and  
Mine.

**ADAMS, FRANKLIN P.**  
NBC, Information Please.

**ADAMS, HELEN**  
KWK, St. Louis, Mo. It's  
Fun To Keep House.

**ADAMS, ROBERT K.**  
CBS, Dr. Susan, Hilltop  
House.

**ADAMSON, HANS CHRISTIAN**  
CBS, Men Behind the Stars.

**ADLER, DON**  
KFAR, Fairbanks, Alaska.

**AGUGLIA, MIMI**  
WOV, New York, N. Y.

**ALBRIGHT, EDDIE**  
CBS.

**ALDERMAN, VIRGINIA  
ALLEN**  
WDAE, Tampa, Fla. Bridge  
Forum.

**ALEXANDER, AL**  
WHN, New York, N. Y.  
Board of Arbitration.

**ALEXANDER, BEN**  
NBC, Hawthorne House, Sig-  
nal Carnival, Hall of Fun,  
Brenthouse, Little Ol' Holly-  
wood, This Moving World.

**ALLEN, BARBARA JO**  
NBC, One Man's Family,  
The Signal Carnival.

**ALLEN, CHARME**  
David Harum, Life Can Be  
Beautiful NBC, Pretty Kitty  
Kelly CBS.

**ALLEN, FRED**  
NBC, The New Fred Allen  
Show.

**ALLEN, GRACIE**  
Chesterfield Program, Hinds  
Program CBS, Burns and  
Allen NBC.

**ALLEN, IDA BAILEY**  
NBC.

**ALLEN, MEL**  
CBS, Saturday Night Swing  
Club.

**ALLENBY, PEGGY**  
Life Can Be Beautiful CBS,  
David Harum NBC.

**ALLMAN, ELVIA**  
Bob Hope Show NBC, Chase  
& Sanborn Hour NBC, Kraft  
Music Hall NBC, Texaco Star  
Theatre CBS, Lifebuoy Pro-  
gram CBS, Those We Love  
NBC, Al Pearce and His Gang  
NBC.

**AMECHE, DON**  
NBC, The Chase and San-  
born Program.

**AMOS 'N' ANDY**  
NBC, Amos Freeman F. Gos-  
den, Andy Charles J. Correll.

**AMSDELL, WILLIAM**  
NBC, Kitty Keene.

**ANDERSON, EDDIE**  
NBC, Jello Program.

**ANDERSON, MARJORIE**  
MBS, The Shadow.

**ANDORN, SIDNEY**  
WGAR, Cleveland, Ohio.  
Cleveland Scene.

**ANDREE, EDITH**  
CBS, Society Girl.

**ANGELL, HERB**  
KQV, Pittsburgh, Pa. Movie  
Gossip.

**ANNEN, GERTRUDE**  
NBC, Young Widder Brown.

**ANTHONY, ALLAN C.**  
KWK, St. Louis, Mo. Song  
Fest.

**ANTHONY, JOHN J.**  
MBS, Good Will Hour.

**ANTHONY, NORMAN**  
NBC, Doctor F. Q.

**APLON, BORIS**  
NBC, Kitty Keene.

**ARCHER, GRAHAM**  
NBC, Brent House.

**ARKELL, ROD**  
WSUN, St. Petersburg, Fla.  
Florida Speaks.

**ARLITT, CORINNE**  
KMAC, San Antonio, Texas,  
Juvenile Stars.

**ARNALL, CURTIS**  
NBC, Pepper Young's Family.

**ARNOLD, EDWARD**  
NBC, Good News of 1940.

**ARQUETTE, CLIFF**  
NBC, Brent House, The Gil-  
more Circus.

**ARTHUR, JACK**  
NBC, Grand Central Station,  
Death Valley Days.

**ARTHUR, RENE**  
CKCV, Quebec, Que. Professor  
Toe.

**ASCOT, RITA**  
NBC, Oxydol's Own Ma Per-  
kins.

**ATWELL, ROY**  
CBS, Joe Penner Program.

**AUBREY, WILL**  
KGO, San Francisco, Calif.  
Musical Clock, Bard of By-  
ways, In the Good Old Days  
NBC, Music Clock NBC.

**AUERBACH, ARTIE**  
CBS, Jack Haley's Wonder  
Show.

**AUSTEN, CHARLES**  
CBS, The Zanny Family.

## — B —

**BABCOCK, BETTY**  
WJBC, Bloomington, Ill. Mu-  
sical Footnotes.

**BACKUS, JIM**  
CBS, Society Girl.

**BACON, MILTON**  
WCKY, Cincinnati, Ohio.  
Homemakers, Cities Worth-  
while, Apples and Salt.

**BADOLATI, MARIO**  
WOV, New York, N. Y.

**BAILEY, RUTH**  
NBC, Guiding Light, The  
Right to Happiness, The  
Woman in White, Kitty  
Keene, Inc.

**BAIRD, JANET**  
NBC, Through a Woman's  
Eyes.

**BAKER, FLORENCE**  
NBC, Brent House.

**BAKER, MILDRED**  
CBS, By Kathleen Norris.

**BAKER, PHIL**  
CBS, Honolulu Bound.

**BAKER, RUSS**  
WOW, Omaha, Nebr. WOW  
Players.

**BALDREDGE, FANNY MAY**  
NBC, The Man I Married.

**BALL, JARRY**  
WISN, Milwaukee, Wis.

**BALL, LUCILLE**  
CBS, The Wonder Show.

**BANDS, JOHN**  
This Day Is Ours CBS, John's  
Other Wife NBC, One of the  
Finest NBC.

**BARNEY, MARION**  
The Chase Twins, NBC, Pepp-  
er Young's Family, NBC,  
When A Girl Marries CBS,  
Gang Busters CBS.

**BARNHART, CHARLEY**  
KXOK, St. Louis, Mo. One  
Man's Diary.

**BARRETT, PAT**  
NBC, The National Barn  
Dance, Sunday Afternoon In  
Rosedale, Uncle Ezra's Radio  
Station EZRA.

**BARRETT, RUTH**  
WFIL, Philadelphia, Pa. Wom-  
an of the Hour.

**BARRIE, ELAINE**  
CBS, Society Girl.

**BARRON, FRED**  
CBS, Dr. Susan.

**BARRON, PATRICIA**  
WHN, There's a Law Against  
It.

**BARROWS, RICHARD**  
CBS, Second Husband.

**BARRYMORE, JOHN**  
CBS, Texaco Star Theatre.

**BARTON, BARBARA**  
NBC, Lorenzo Jones.

# JERRY COLONNA



*"Greetings Gates"*

PEPSODENT SHOW

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NBC

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*"Booktalk, Backtalk  
and Smalltalk"*

W  
O  
R



*"Things That  
Interest Me"*

# RADIO ARTISTS

**BARTON, WILLIAM H.**  
CBS, Men Behind the Stars.

**BASCH, FRANKIE**  
WMCA, New York, N. Y.  
Success Stories, Pet Previews,  
Broadway Meets Park Avenue,  
Roving Reporter, Make Up  
Your Mind, Ganzpflank  
Interviews.

**BAUER, CHARITA**  
NBC, Young Widder Brown,  
Billy and Betty.

**BAUM, VICKI**  
MBS, Author, Author.

**BAXTER, DALE**  
NBC, It's Up to You.

**BEASLEY, IRENE**  
CBS, Irene Beasley's R.F.D.,  
No. 1.

**BEAUVAIS, PETER**  
CBS, Society Girl.

**BECKER, BOB**  
NBC, Bob Becker's Chats  
About Dogs.

**BECKER, BOB**  
WFIL, Philadelphia, Pa. The  
Timekeeper.

MBS, Mystery History.

**BEIBE, LUCIUS**  
MBS, Play Reviews.

**BEIGHLEY, GERTRUDE**  
WBVK, Clarkesburg, W. Va.  
Poetic Gems.

**BEHMILLER, HELEN**  
NBC, Midstream, Story of  
Mary Marlin, Waterloo Junction,  
Girl Alone.

**BEHRENS, FRANK**  
NBC, Guiding Light, Arnold  
Grimm's Daughter, Jack Armstrong.

**BELANGER, M. A.**  
CBR, Rimouski, Que. L'Heure  
des Petits.

**BELL, JOSEPH**  
NBC, Uncle Jim's Question  
Box.

**BELL, ORTH**  
CBS, Uncle Jonathan.

**BEMIS, BETTY LOU**  
KLZ, Denver Colo. The Feminine  
Angle.

**BENCHLEY, ROBERT**  
CBS & NBC, Melody and  
Madness.

**BENELL, JULIE**  
NBC, Stella Dallas.

**BENNETT, H. N.**  
WBLK, Clarksburg, W. Va.  
Our Navy.

**BENNETT, JACK**  
KPO, San Francisco, Calif.  
Musical Clock.

**BENNETT, RHONA**  
WFIL, Philadelphia, Pa.

**BENNY, JACK**  
NBC, The Jello Program.

**BENTLEY, ROBERT**  
WCPO, Cincinnati, Ohio.

**BERG, GERTRUDE**  
CBS & NBC, The Goldbergs.

**BERGEN, EDGAR**  
NBC, The Chase and Sanborn  
Program.

**BERGEN, MRS. FRANK**  
KTAR, Phoenix, Ariz. Sylen  
of Inele, Safety Club.

**BERGER, HAL**  
KHJ, Los Angeles, Calif.  
Adventures of General Shafter  
Parker.

**BERLE, MILTON**  
NBC, Stop Me If You've  
Heard This One.

**BERNARD, AL**  
CBS, Al Bernard's Merry  
Minstrels.

**BERNER, SARA**  
NBC, Joe Penner Program.  
Bob Benchley Program, Ed-  
die Cantor Program.

**BERWICK, VIOLA**  
CBS, Scattergood Baimes.

**BERWIN, BERNICE**  
NBC, One Man's Family.

**BINGHAM, LESLIE**  
CBS, This Day Is Ours.

**BINGLE, CHARLES**  
NBC, The Man I Married.

**BISSON, F. C.**  
WLS, Chicago, Ill. Gram  
Market Reporter.

**BLACKBURN, ARLENE**  
The O'Neills NBC, By Kath-  
leen Norris CBS, Pretty Kitty  
Kelly CBS.

**BLAINE, JOAN**  
NBC, The Valiant Lady.

**BLAIR, JULES**  
WSPD, Toledo, Ohio, Kiddies'  
Karnival.

**BLAND, AL**  
WCKY, Cincinnati, Ohio.  
Meet the People, Morn Pa-  
trol.

**BLOCK, MARTIN**  
WNEW, New York, N. Y.  
Make Believe Ballroom.

**BLUME, ETHEL**  
NBC, Easy Aces, Father and  
Son.

**BOOTHE, SHIRLEY**  
MBS, Guess Where.

**BORRELLI, RALPH**  
WPEN, Philadelphia, Pa. Sun  
Giorgio Varieties.

**BOSWELL, LAURA**  
WHMA, Anniston, Ala. News  
For the Home.

**BOUCHEV, BILL**  
NBC, Guiding Light, Mid-  
stream, The Woman in White,  
Backstage Wife, Kitty Keene.

**BOUNDS, VIRGINIA**  
KRBC, Abilene, Texas. Betty  
and Jenny.

**BOWES, MAJOR EDWARD**  
CBS, Major Bowes' Amateur  
Hour, Major Bowes' Capital  
Family.

**BOYER, CHARLES**  
NBC, Hollywood Playhouse.

**BRACKEN, EDDIE**  
NBC, The Aldrich Family.

**BRADLEY, JOE**  
NBC, The Adventures of  
Tom Mix.

**BRAMM, HORACE**  
CBS, Society Girl, Woman  
of Courage.

**BRAMLEY, RAY**  
NBC, David Harum.

**BRANAS, MARY**  
WALR, Zanesville, Ohio.  
Mother Hubbard's Cupboard.

**BRANT, ROY**  
WFBM, Indianapolis, Ind.

**BRAXTON, MARGARET**  
Brent House NBC, Joe Penner  
Program CBS.

**BRECKNER, GARY C.**  
Boulevard Interviewer KNX,  
PDQ Quiz Court, Catalina  
Fun Quiz CBS, Headin' For  
Catalina CBS.

**BRESEE, SIDNEY**  
NBC, Road of Life.

**BRENEMAN, TOM**  
KNV, Los Angeles, Calif.  
Spelling Bee/liner.

**BRICE, FANNY**  
NBC, Good News of 1940.

**BRICKERT, CARLTON**  
NBC, The Story of Mary  
Marlin, Girl Alone, A Tale  
of Today.

**BRINKER, KAVE**  
MBS, True To Life.

**BRITT, ELTON**  
WNEW, New York, N. Y.  
Bound-T Ranch.

**BRODIE, DON**  
NBC, The Grouch Club.

**BROOKS, MARTHA**  
WGY, Schenectady, N. Y.  
Market Basket.

**BROWN, ARCH**  
WBRB, Red Bank, N. J. Home  
Philosopher.

**BROWN, E. N.**  
WDAF, Kansas City, Mo. With  
the Poets.

**BROWN, ESTHER SIMON**  
WDAE, Tampa, Fla. Current  
Magic.

**BROWN, JESSIE**  
WFBL, Syracuse, N. Y. Miss  
Goodnews Program.

**BROWN, JOE E.**  
CBS.

**BROWN, JOHN**  
NBC, The New Fred Allen  
Show, Valiant Lady, Lorenzo  
Jones, The O'Neills, Dick  
Tracy.

**BROWN, JOHNNY MACK**  
CBS, Under Western Skies.

**BROWN AND LAVELLE**  
WCCO, Minneapolis, Minn.  
The Sunrisers.

**BROWN, NINETTE**  
WBBF, Rock Island, Ill.  
Cousin Peggy's Sunshine Club.

**BROWN, RUSS**  
NBC, The Tip Top Show.

**BRUCE, NIGEL**  
NBC, The Adventures of  
Sherlock Holmes.

**BRVAN, ARTHUR Q.**  
NBC, The Grouch Club.

**BRVAN, WARREN**  
NBC, Orphans of Divorce.

**BRYANT, GEOFFREY**  
NBC, Death Valley Days.

**BRVSON, LYMAN**  
CBS, The People's Platform,  
CBS Adult Education Board.

**BUNCE, ALAN**  
CBS, Doc Barclay's Daugh-  
ters.

**BURDICK, HAL**  
Night Editor NBC & CBS,  
Doctor Kate NBC.

**BURKE, JOHNNY**  
NBC, The National Barn  
Dance.

**BURNS, BOB**  
NBC, Kraft Music Hall.

**BURNS, GEORGE**  
NBC & CBS, Burns and  
Allen.

**BUSHMAN, FRANCIS X.**  
CBS, Stepmother.

**BUTLER, FRANK**  
NBC, Lorenzo Jones.

**BUTLER, JERRY**  
WBRB, Wilkes Barre, Pa.  
Phil And Jerry's Liars Club.

**BUTTERFIELD, HERBERT**  
NBC, The Affairs of Anthony,  
Kitty Keene, Betty and Bob,  
The Story of Mary Marlin.

**BUTTERWORTH, WALLY**  
NBC, Vox Pop.

**BUTTRAM, PAT**  
WLS, Chicago, Ill.

**BYERS, BILLIE**  
NBC, Hawthorne House.

• • • **RADIO ARTISTS** • • •

**BYRNES, "HAPPY" HAL**  
WBRC, Birmingham, Ala. At  
the Crossroads.

— C —

**CAHILL, HOLGER**  
CBS, What's Art To Me.

**CAMERON, AL**  
NBC, Brent House.

**CAMERON, W. J.**  
CBS, Ford Sunday Evening  
Hour.

**CAMPBELL, ARCHIE**  
WNOX, Knoxville, Tenn. Mid-  
day Merry-Go-Round.

**CANTOR, CHARLES**  
The New Fred Allen Show  
NBC, Brenda Curtis CBS,  
Guess Where MBS, Billy and  
Betty NBC.

**CANTOR, EDDIE**  
CBS, Eddie Cantor's Camel  
Caravan.

**CARD, CLELLAN**  
WCCO, Minneapolis, Minn.  
Almanac of the Air.

**CARD, KATHRYN**  
NBC, The Affairs of Anthony,  
The Story of Mary Marlin,  
Uncle Sam's Forest Rangers,  
Woman in White.

**CAREY, MACDONALD**  
NBC, Ellen Randolph, John's  
Other Wife, Stella Dallas,  
Just Plain Bill.

**CARLON, FRANCES**  
NBC, The Story of Mary  
Marlin, Kitty Keene.

**CARLON, LINDA**  
NBC, The O'Neills, The  
Parker Family.

**CARNEY, DON**  
MBS, Uncle Don.

**CARNEY, GRACE**  
CBS, Society Girl.

**CARPENTER, CLIFF**  
Woman of Courage CBS, The  
Aldrich Family NBC, One of  
the Finest NBC, Just Plain  
Bill NBC.

**CARSON, JACK**  
NBC, The Signal Carnival.

**CARTER, BOB**  
WFMJ, Youngstown, Ohio.

**CARTWRIGHT, LOWELL**  
MBS, Music and Music.

**CASE, MARILU**  
WRAL, Raleigh, N. C. News  
For Women, Club Chats,  
Darling Magazine Program.

**CATHCARD, ELEANOR**  
WAIM, Anderson, S. C. Tales  
From Poe.

**CAVANAUGH, EDDIE**  
WCFL, Chicago, Ill. Radio  
Gossip Club.

**CAVANAUGH, FANNIE**  
WCFL, Chicago, Ill. Radio  
Gossip Club.

**CECIL, MARY**  
CBS, By Kathleen Norris.

**CEFC DRAMATIC CLUB**  
CFJC, Kamloops, B. C.

**CHALMERS, THOMAS**  
CBSC, Cavalcade of Ameri-  
ca.

**CHANDLER, JULIA**  
WHN, The Microphone In the  
Sky, CBS Strange As It  
Seems.

**CHANEY, FRANCES**  
CBS, Brenda Curtis.

**CHAPMAN, JOHN**  
MBS, Author, Author.

**CHAPPLE, JOE MITCHELL**  
WAAB, Boston, Mass.

**CHASE, EDDIE**  
WAAF, Chicago, Ill. Mythical  
Ballroom.

**CHATTERTON, RUTH**  
CBS, Big Sister.

**CHESHIRE, PAPPY**  
KMOX, St. Louis, Mo. Barn-  
yard Follies.

**CHOATE, HELEN**  
CBS, Brenda Curtis, Pretty  
Kitty Kelly.

**CHOTZINOFF, SAMUEL**  
NBC, NBC Symphony Or-  
chestra.

**CHRIST, JOHN**  
NBC, I Love a Mystery, Our  
Man's Family.

**CHRISTIE, KENNETH**  
NBC, Jack Armstrong, Road  
of Life, Oxydol's Own Ma  
Perkins.

**CLAIRE, HELEN**  
Texaco Star Theatre CBS,  
Rudy Vallee Hour NBC, Chris-  
tian CBS, The O'Neills NBC,  
Echoes of New York Town  
NBC, Death Valley Days NBC,  
Magic Key of RCA NBC, Tel-  
evision Programs NBC, Hill-  
top House CBS.

**CLAIRE, ROSE**  
KXOK, St. Louis, Mo. Wom-  
en's Page.

**CLARK, CLIFF**  
NBC, The Gilmore Circus.

**CLARK, GENE**  
KPO, San Francisco, Calif.  
Oh Teacher, Who's Dancing.



*"Monkies Iss Der Cwaziest Peepul!"*

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